About Alpha Wines

"Alpha Wines is a mystical wine e-commerce platform where every series carries a name and meaning. More than a shop, it's an immersive experience that blends storytelling, design, and flavor to transform wine discovery into an enchanted journey."

"We believe wine is more than taste — it's a story of origin, craft, and imagination."
— Alpha Wines

Project Overview
Name: Alpha Wines
Role: Product Designer
Duration: 04 Weeks
Focus: Luxury-driven storytelling, mystic branding, and seamless wine shopping.

About Alpha Wines
Mystical collections, smart filters, and immersive storytelling—Alpha Wines unites UX/UI, brand identity, and e-commerce design into a seamless luxury experience.

Tools Used

Origin

"How can wine shopping feel less routine and more inspiring?"

Wine shopping felt routine and transactional, reduced to filters and checkouts with no imagination or story. Alpha Wines answers this with a luxury, theme-driven platform where every collection has meaning, every bottle tells a story, and the journey feels enchanting from discovery to purchase.

ALPHA WINES

Brand Vision

Alpha Wines is a luxury wine platform that turns routine shopping into an immersive, story-driven journey, driving sales, engagement, and brand value.

Strategic Goals
- Revenue: direct sales, affiliates, memberships, events.
- Positioning: luxury e-commerce blending storytelling + seamless checkout.
- Model: scalable for B2C and winery partnerships.
- Ecosystem: curated bundles, themed collections, campaigns.
- Impact: premium branding, loyalty, measurable ROI.

Understanding the Gaps in Wine Shopping

Sara Zilun
★★☆☆☆ 2.0
"Buying wine feels the same everywhere."

Transactional Fatigue: Most wine websites feel like sterile catalogs — endless dropdowns, mechanical filters, robotic checkouts. The journey ends up forgettable. There's no magic, no mystery. Just SKU clicks.

We reimagined the buying journey as a story. From foil-wrapped progress bars to a checkout experience that gifts the wine to you, Alpha Wine blends emotion, interactivity, and mystique. The goal-gradient design turns each step into a celebration — like stepping through a cellar of legends.

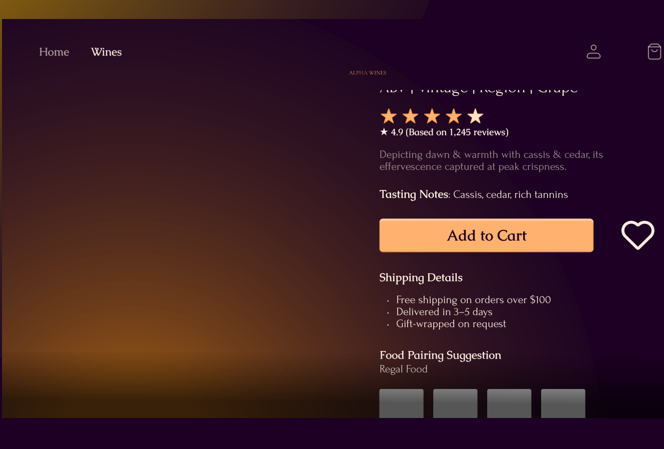
Manil Aus
★☆☆☆☆ 1.0
"I never know which bottle to choose."

Discovery Overwhelm: With hundreds of bottles and vague filters, users freeze. "Dry" vs. "semi-dry" doesn't help if you don't even know what you like.

Guided collections like Aurum, Mythra, and Flora Vitae give users an entry point through narrative — not jargon. Curated tasting notes, bold visual metaphors, and food-pairing imagery simplify choice. This turns indecision into confident exploration.

Nika Shey
★★☆☆☆ 3.0
"The label looks nice, but what does it mean?"

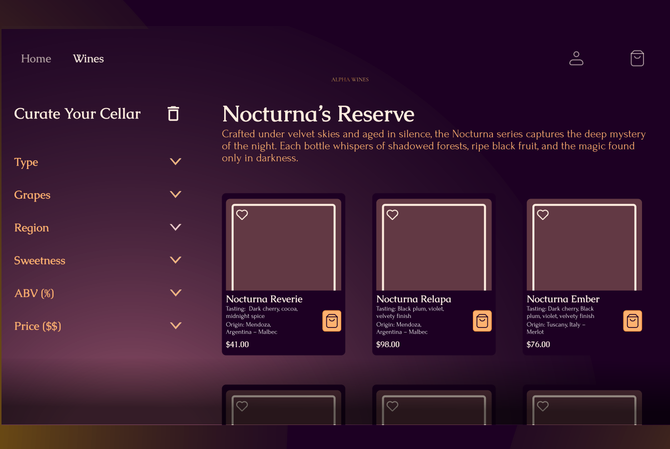
Story Disconnect: Users crave context — regions, harvest notes, winemakers, flavor journeys — not just a name and a price.



Each bottle comes alive with lineage stories, connoisseur quotes, and poetic summaries ("Hand-harvested from the misty hills of Bordeaux…"). A blend of heritage and fantasy makes even a first-time buyer feel like a collector.

Zini Misin
★★★☆☆ 3.0
"I want something that feels premium, not like grocery store shopping."

Luxury Gap: While traditional layouts offer familiarity, they can dilute the sense of luxury and distinction that premium wine brands aim to convey online.



From velvet-and-gold textures, soft plum gradients, to foil-embossed CTAs, Alpha Wine delivers a digital tasting room. The cart interaction wraps your order in a bow. Pages transition like silk. It's not just UX it's digital sommeliership.

UI Kit

For Alpha Wine, I paired Caudex and Forum to create a timeless and refined typographic palette.
Caudex, with its classic serifs and dignified weight, establishes a sense of heritage and craftsmanship—perfect for representing the luxury and depth of fine wine.
Forum complements it with elegant curves and lighter forms, used for subtext and product details to balance sophistication with readability.
Together, they embody the brand's personality: elevated, expressive, and rooted in story.

Forum
Regular

Caudex
Semi Bold

Aa

Color Palette

The color system draws inspiration from the rich tones of wine itself — from deep cabernet and plum shades to subtle rose and gold undertones. The palette blends warm burgundy, muted mauve, dust rose, and peach gold accents over dark, velvety backgrounds. This combination evokes a premium, sensory atmosphere, mirroring the mood of a candlelit cellar or a refined tasting experience.
The balance of contrast ensures every label, icon, and texture feels immersive yet effortless.

Main Palette

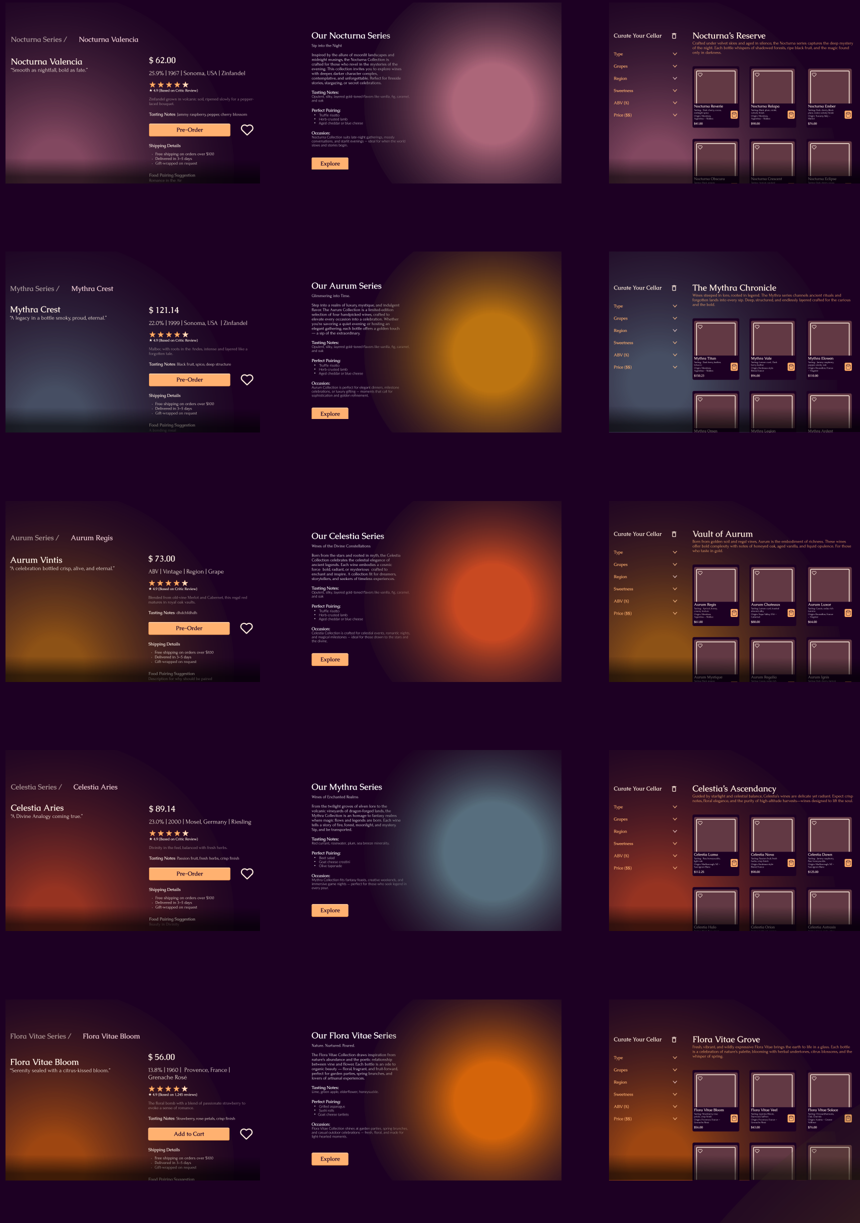
#1E0024	#E3AFBE	#FFB171
Neutral	Complementary	Accent

Secondary Wine Palette

#AD667A	#BD7411	#C84922	#586F7E	#D5650B

Hi-Fi Screens

The low-fidelity wireframes laid the foundation for Alpha Wine's user flow, helping define structure and navigation before moving into detail. In the high-fidelity phase, I brought the brand to life through rich imagery, layered gradients, and soft shadows inspired by light through a wine glass. The key challenge was maintaining a premium yet user-friendly tone, refining typography, contrast, and transitions to create a smooth, immersive experience without visual clutter.



Key Takeaways

Through Alpha Wine, I learned to blend storytelling with e-commerce, creating a digital experience that feels immersive rather than transactional. My next challenge is designing a personalized recommendation feature—curating wine pairings based on user taste to deliver an intuitive, sommelier-like experience.

See my Prototype