



Alpha Wine

Taste, told as a tale great for the senses,
even better for the moment.

Introduction

Alpha Wine — Story-led e-commerce website
A narrative, conversion-focused wine site that makes discovery simple and checkout effortless.

Context & Problem

DTC brand with weak browsing-to-cart flow: users felt overwhelmed by categories and abandoned during checkout due to unclear shipping/taxes.

Role & Scope

UX/Visual Design, Front-end polish (HTML/CSS/Bootstrap). 4 weeks.
Partnered with founder; web only.

Approach (highlights)
Narrative homepage and collection pages (Aurum/Mythra/Nocturna) with fast faceted filters & quick-view
Sticky cart drawer + streamlined guest checkout (address auto-complete, transparent shipping/tax/ETAs)
PDPs with tasting notes, pairing guidance, reviews; trust: age gate & region eligibility
Performance & SEO: responsive images, lazy-loading, schema, Core Web Vitals focus

Key decisions

Plain-language filters (food/pairing), clear fees early, visible cart at all times.
Outcome highlights (replace with your data)
↑ Add-to-cart rate [+X%]
↓ Checkout drop-off [–Y%]
↑ AOV via bundles/recommendations [+Z%]
Faster loads (CWV improvements)

What I'd do next

A/B test fee disclosure placement; expand review schema for richer SERP snippets.