



S H O P I F Y W E B S I T E D E S I G N

Welcome.

Design.Performance.Results.

In the world of online retail, your Shopify website is more than a sales platform. It's the face of your brand and the hub where customers connect with your products and values. A well-crafted Shopify site tells your story clearly and offers smooth shopping experiences on every device.

At our agency, we specialize in creating Shopify websites that blend creativity with smart strategy to drive growth and lasting customer engagement.

This brochure shares our design philosophy, process, and commitment to building Shopify stores that truly resonate with your audience.

What Makes a Great Shopify Website?

An effective Shopify store is easy to navigate, visually appealing, flexible, and true to your brand's identity and goals. It makes a strong impression to encourage visitors to browse, shop confidently, and return again.

A thoughtfully designed Shopify website:

- Clearly expresses your brand's personality and mission
- Delivers flawless performance on desktops, tablets, and phones
- Builds trust and loyalty among your customers
- Stands apart from competitors in the crowded e-commerce space

We work to create Shopify designs that fulfill all these requirements, delivering an online store that looks great and performs even better.

Experience a design process where every element is intentional and every detail crafted to elevate your customers' shopping journey.

Approach.

Shopify Design That Drives Growth

Creating a Shopify store is not just about putting products online. It's about building a unique space that reflects your brand and connects with your customers. Here's how we shape each project to deliver more than just a website.

A thoughtful Shopify design:

- **Collaboration:** We work closely with you, listening and adapting to your needs throughout the process
- **Insight:** Every design choice is informed by your market and business aspirations
- **User Experience:** We focus on simplicity and engagement to make shopping effortless and enjoyable
- **Clarity:** You are kept updated and involved at every important step

Let's see how these principles come alive in your Shopify website.

Step 1 **Discovery.**

Understanding Your Shopify Store and Customers

Purpose

Every Shopify website should reflect the uniqueness of your brand and the shoppers it serves. We start by gaining a clear understanding of your business goals, target audience, and the shopping experience you want to create.

Approach

Our process begins with in-depth conversations through meetings or virtual calls paired with detailed questionnaires. We explore questions such as:

- What are your main business objectives?
- Who are your ideal customers and what do they expect?
- What actions do you want visitors to take on your site?
- Are there specific design styles or features you prefer?

What We Collect

Throughout these discussions, we collect:

- Insights about your market and competitors
- Details on your products, services, and customer journey
- Notes on any existing branding or technology needs
- Examples of Shopify stores or websites you admire, and why

Your Role

Your honest feedback and ideas are crucial. We invite you to share preferences, questions, or concerns openly to help create a design that truly suits your vision.

Result

A comprehensive project brief capturing all key information. This roadmap guides us in crafting a Shopify store experience tailored to your business and customers.

Step 2 Research.

Navigating the Shopify Ecosystem

Purpose

To build a Shopify store that stands out and connects with customers, we first immerse ourselves in the market where your brand competes. Understanding your industry and competition allows us to develop a store design that is both unique and perfectly aligned with your business environment.

What We Do

- **Market Analysis:** We explore design styles, features, and trends popular within your niche. For instance, fashion stores might focus on bold imagery and easy browsing, while tech shops may prioritize clear product specs and seamless checkout.
- **Competitive Review:** We assess your competitors' Shopify stores, paying attention to their user experience, visual appeal, and standout features, helping us find ways for your store to differentiate itself.
- **Customer Preferences:** We investigate which design elements, colors, and layouts resonate best with your target shoppers to boost engagement and loyalty.
- **Tools and Trends:** We evaluate current Shopify capabilities and innovations that can enhance your store's look, performance, and user experience.

Deliverable

All findings are gathered into a comprehensive report including style inspirations, shopper profiles, and early design ideas.

Your Role

Review our research and share your thoughts on what excites or inspires you. Your input will guide our next steps in crafting your Shopify store.

Step 3 Strategy.

Shaping Your Shopify Store Vision

Purpose

Successful Shopify website design is thoughtful and goal-driven. Once we have gathered all essential insights, we concentrate on defining a clear and engaging design vision for your store.

Activities

- **Setting Clear Goals:** We pinpoint the main objectives your Shopify site must achieve and the distinct aspects that make your brand stand out. This focus directs our creative decisions and priorities.
- **Creating Visual Mood Boards:** Our team puts together one or more boards that combine colors, images, typography, and layout examples reflecting the intended style and atmosphere.
- **Presenting Style Variations:** We offer several options for color palettes and fonts chosen to best express your brand personality and improve customer experience.

Our Approach

We prioritize purposeful design over fleeting trends. Each choice is made to align with your brand's identity and the expectations of your audience.

Your Role

You review the mood boards and style options, providing feedback and preferences. This collaboration ensures we move forward with a design direction that feels right for your business.

Step 4 Concept.

Design Ideas Taking Shape

Purpose

This stage brings creativity to life as initial ideas transform into tangible design concepts for your Shopify store.

Our Artists at Work

- **Brainstorming Sessions:** Our designers collaborate to explore diverse styles, from clean and minimalist layouts to vibrant and feature-rich designs.
- **Initial Sketches:** We quickly produce multiple wireframes and mockups, focusing on discovery rather than perfection to find the best directions.
- **Narrowing Down:** We evaluate these early concepts based on how well they support your goals, user experience, and future growth. Only the strongest move ahead.

Key Considerations

- Is the design user-friendly and straightforward to navigate?
- Does it provide a seamless experience across all devices?
- Can it easily accommodate updates and expanded content?
- Is the visual balance inviting and clear?

Your Role

While not all early drafts are shared, we keep you engaged by showing selected concepts so you can confirm the design path feels right and inspiring.

Step 5 Rendering.

From Sketch to Screen

Purpose

In this phase, the selected design concepts are transformed into polished digital visuals using professional tools tailored for Shopify website design.

Our Design Tools

We rely on top software such as Adobe XD and Figma to convert initial sketches into crisp, scalable digital mockups ready for further refinement.

What Happens Here

- Multiple versions are crafted, experimenting with layout arrangements, color palettes, and spacing to achieve the best aesthetic and functionality.
- Attention to detail is key—every element from typography to alignment is fine-tuned to ensure a clear and cohesive design.
- We test each design's adaptability by viewing it across various devices including smartphones, tablets, and desktops to guarantee a seamless experience.

Accessibility and Usability

Good design is inclusive. We select color combinations and contrast levels that enhance readability and usability for people with different visual needs.

Your Role

You receive 2 to 4 polished digital mockups along with explanations and examples of how they would function in real use. Your feedback helps us confirm the direction before moving forward.

Step 6 Presentation.

Your Shopify Store, Revealed

The Presentation

In a focused review session, we showcase each design concept for your Shopify website. For every option, we provide:

- An explanation of how the design reflects your brand identity and engages your customers
- A visual tour highlighting layouts on desktop, mobile, and tablet views
- Insights on user experience, responsiveness, and how your store compares within your market

Our Commitment

Every design is custom-crafted for your project with attention and care—no generic templates or shortcuts.

Your Role

- Take time to explore each design thoroughly, thinking about both how it looks and how it works
- Ask questions about navigation, colors, or how the design responds across different devices
- Share your honest feedback—including what excites you, what could be improved, and any new ideas you want to pursue

What Happens Next

We use your input to refine the designs, combine favorite elements, or revisit concepts until we create the ideal Shopify store for your business.

Step 7 Revisions.

Perfecting Your Shopify Website

Purpose

Exceptional online shops come alive through continuous fine-tuning. We dedicate ourselves to refining every element until it feels just right.

The Refinement Process

- Implementing both minor tweaks and major adjustments to your selected design
- Modifying colors, fonts, and interface details based on what works best
- Regularly sharing updated versions for your review, improving the design incrementally with your input

Thorough Testing Across Platforms

Before the final approval, we carefully check your Shopify site on all key devices:

- Desktops and laptops
- Smartphones and tablets
- Various browsers, screen sizes, and operating systems

Ensuring Adaptability

We confirm your store functions smoothly in:

- Different lighting environments and display settings
- Both portrait and landscape modes
- Formats that prioritize accessibility and easy use

Your Role

Provide detailed feedback and feel free to request additional variations until the final design matches your vision completely.

Step 8 Delivery.

Your Shopify Website, Ready to Go

What You Receive

A full digital design package that includes:

- **Design Files:** (.PSD, .XD, .Figma) fully editable and adaptable to any platform
- **Optimized Assets:** (.PNG, .JPG, .SVG) tailored for smooth use on web, mobile, and desktop
- **Brand Style Guide:** Clear instructions covering colors, fonts, buttons, icons, and layout rules to maintain a consistent look

Extra Support

- Guidance on launching your Shopify store successfully across multiple channels
- Continued support from our design team for updates, tweaks, or preparing files for developers

Protecting Your Investment

We recommend securing copyright for your design and are happy to assist you through the process.

Beyond the Brand.

Building Your Brand Through Digital Design

A thoughtfully designed Shopify website lays the groundwork for growing your online presence. Upon request, we can provide:

- Additional Support
- Custom marketing assets such as email templates, promotional banners, and presentation materials
- Social media graphics including profile images, post templates, and branded icons
- A tailored library of visuals featuring photos, patterns, and design elements
- Comprehensive brand guidelines covering voice, imagery style, and best practices for each platform

Our goal is to help you establish a consistent, engaging, and memorable digital brand identity.

Case Studies.

Shopify Websites in Action

Case Study: Detroit Fashion Retailer

Challenge: A growing urban fashion retailer needed a Shopify website that captured the edgy, trendy vibe of their brand while making it easy for customers to browse and purchase. Their existing site was cluttered and lacked visual appeal.

Approach: We built a sleek, modern Shopify store with bold visuals, clean product pages, and smooth navigation. The design featured striking imagery, consistent branding, and mobile optimization to provide a seamless shopping experience across devices.

Impact: The retailer saw a 60% increase in online sales, longer visitor sessions, and improved customer satisfaction thanks to the intuitive design and fast-loading pages.

Case Study: Wellness Subscription Service

Challenge: A wellness subscription company wanted a Shopify website that could clearly explain their plans, build trust, and encourage signups. Their old website was confusing and didn't reflect the calming nature of their brand.

Approach: We designed a calming, user-friendly site emphasizing easy navigation and clear plan comparisons. Soft colors and soothing visuals created an inviting atmosphere. We also integrated seamless checkout flows to reduce cart abandonment.

Impact: The company experienced a 50% boost in subscriptions, decreased bounce rates, and glowing customer feedback highlighting how the website made signing up simple and enjoyable.

Case Study: Gourmet Food Producer

Challenge: A gourmet food producer needed a Shopify store that could showcase their premium products with elegance while supporting an efficient online shopping experience. The old site felt generic and lacked personality.

Approach: We crafted an elegant, visually rich website with high-quality images, refined typography, and easy-to-access product details. The store was optimized for speed and mobile use, with a focus on storytelling to connect customers to the brand.

Impact: The new Shopify site strengthened brand perception, increased average order value, and improved repeat customer rates by delivering a luxurious yet accessible shopping experience.

Insights.

Why Choose Professional Shopify Website Design?

The Value of Purposeful Digital Design

Your Shopify website is not just a place to sell products, it shapes the entire impression customers have of your brand from the first glance. People form quick opinions based on how your site looks and feels, so a carefully designed online store sets the right mood before shoppers explore further.

Expert Shopify Design:

- Builds meaningful connections through simple, user-friendly layouts
- Improves ease of use by making browsing and purchasing straightforward
- Strengthens brand trust with a seamless and consistent experience on all devices

Common Design Mistakes to Watch For

We often see these issues with rushed or DIY digital projects:

- **Overloaded Pages:** Too much information can confuse visitors and hide what matters
- **Lack of Mobile Optimization:** Sites that don't adjust to different screens frustrate users
- **Mixed Visuals:** Inconsistent fonts, colors, and styles harm brand identity
- **Slow Performance:** Large images or poor coding cause visitors to leave quickly

Choosing skilled Shopify design helps you avoid these pitfalls and build a strong, effective online store that supports your business goals.

FAQ's.

Frequently Asked Questions

How long does the Shopify website design process usually take?

Design projects generally take between 4 and 8 weeks, depending on the scope and how quickly feedback is shared. We collaborate closely to keep things on track and meet your deadlines.

How many design concepts will I receive?

Typically, we provide 2 to 3 fully developed design options for your Shopify store, each tailored to your brand and goals.

Can I ask for unlimited revisions during the design stage?

Yes, we welcome your input and offer unlimited revisions within the agreed project scope until you are completely satisfied with the outcome.

Will I receive all the files needed for my Shopify website?

Absolutely. You will get every file required, including layered design files, optimized images for various devices, and any relevant style guides.

Is the design uniquely created for my business?

Certainly. Every design is crafted specifically for your brand with no templates or recycled elements used.

Do you offer help beyond just website design?

Yes, we can assist with branding materials, marketing assets, social media visuals, and other related support upon request.

Will I have full ownership of the final designs?

Yes, after project completion and payment, you own all rights to the designs unless otherwise agreed in the contract.

Tips.

Tips for Getting the Most Out of Your Shopify Website Design

- **Be Transparent:** Share your objectives, design tastes, and any challenges early on so we can tailor the site to your exact needs.
- **Think Ahead:** Visualize how your Shopify store will appear on different devices to create a smooth experience for every visitor.
- **Provide Prompt Feedback:** Quick responses keep the process moving and help avoid delays.
- **Keep an Open Mind:** New concepts might take a little time to resonate; trust the design journey for the best outcome.
- **Stick to the Brand Guidelines:** Using consistent fonts, colors, and layouts helps build a strong and recognizable brand online.
- **Protect Your Digital Content:** Ensure you have the right permissions and safeguards for all website materials as your business grows.

Our Story.

We are Round Table

We are Round Table Agency, a creative studio rooted in Detroit, Michigan. We craft brand identities — from naming and visual language to tone of voice and storytelling. We lead creative direction, design digital experiences, and build campaigns that connect. Along the way, we collaborate with strategists, developers, photographers, and musicians to help shape companies, products, and ideas into something meaningful.

What We Do

Brand strategy, Positioning, Naming, Identity design, Copywriting, Verbal identity, Logos & Marks, Guidelines, Editorial design, Art direction, Digital design, Motion, Social content, and Campaigns.

Why We Do It

We believe in design that speaks clearly. Work that is thoughtful, inclusive, and distinct. Work that simplifies the complex and brings clarity to the clutter. We aim to solve real problems — to make brands more useful, more beautiful, and more engaging.

How We Work

There's no fixed framework here. No rigid models or fancy acronyms. Our process shifts with each project, because no two problems are the same. But one thing stays constant: our curiosity. We believe in digging deep — talking, listening, challenging assumptions. We pull ideas apart to understand them, then build something better together. Our method is simple: conversation, exploration, collaboration.

Welcome to the table.

Testimonials.

"The designers were flexible and creative, making the whole Shopify website design process a real pleasure. Collaborating with them exceeded my expectations, and I look forward to future projects together."

– Chris K., Detroit

"The team responded promptly to every question and change request. They delivered a website design that truly captured our brand's spirit. The entire experience was smooth and enjoyable. I will gladly work with them again."

– David S., Detroit

"High-quality results delivered quickly. Every tweak I asked for was handled without delay. The designers' talent really stood out."

– Peter V., Detroit

"They transformed my ideas for the Shopify store into a polished, professional website. Their patience and communication made the process easy. I highly recommend their services and plan to use them again."

– Helen P., Detroit

Thank you!

Your Next Step — Bring Your Shopify Store to Life

Ready to create a stunning online shop that truly reflects your brand?

Here's what to expect:

1. **Connect with Us:** Schedule a free consultation to discuss your needs
2. **Share Your Ideas:** We'll explore your vision and goals to design a website that fits your brand perfectly
3. **See the Results:** Experience how a well-designed Shopify site can boost your sales and customer satisfaction