Pure Bliss Organics

Shopify store redesign



$4,000 fixed project fee

2 weeks target schedule

Pure Bliss Organics sells ingredient-led skin, lip and hair care, from Ghanaian shea butter to lip masks and green clay masks. Ashbi Design will bring that product range into a redesigned Shopify storefront. The goal is to make it easy for mobile shoppers to find the right product, understand what's in it and how to use it, and check out with confidence. Current storefront

Storefront design

We'll take visual cues from your packaging and product photography. A warm, natural palette and clear product layouts will make the store feel recognisably Pure Bliss Organics. We'll use approved ingredient, sourcing and usage details to help customers decide what fits their routine.

Project scope

Plan the store

Review the current WooCommerce catalog and pages. Agree on navigation, priority products and collections, the Shopify theme, and what content and URLs need to move. You'll review the page list and migration inventory before the build.

Design the shopping experience

Create one visual direction and apply it to the homepage, collection and product templates, navigation and cart. Set up standard layouts for agreed information and policy pages. On product pages, give customers a clear view of price, size, ingredients, usage and variants where applicable.

Build and prepare the move

Build the approved design in a Shopify theme preview. Transfer agreed active products, variants, images and priority pages using standard Shopify tools where practical. Map priority WooCommerce URLs to their Shopify equivalents and configure standard checkout and shipping using your approved settings.

Test, launch and hand over

Check representative products, mobile and desktop layouts, links, redirects, cart, shipping and checkout with a test order. After your approval, coordinate the domain switch, verify the live shopping flow, and walk your team through updating products and key pages.

Timeline and reviews

Target project schedule · 2 weeks. The schedule starts once we receive the upfront payment, store access, usable product data, photos and approved copy. Review turnaround will determine the launch date.

WEEK 1

Figma design and Shopify build

We'll confirm the catalog and page priorities at kickoff, then use the first three business days to prepare the Figma design. With timely design approval, we'll use the next two business days to build the Shopify theme preview and begin transferring the agreed catalog and content.

WEEK 2

Review, testing and launch

You'll review the Shopify preview while we validate the transferred catalog, redirects, mobile shopping flow and checkout. We'll make the agreed refinements, then launch after you approve the preview and the final payment is received. We'll walk your team through the new store.

Ashbi will lead design, development, testing and the handoff. Pure Bliss Organics will name one approver, provide WooCommerce and Shopify access, and confirm product details, shipping settings, policies and brand assets. The proposed scope includes one consolidated feedback round on the design direction and one on the Shopify preview. We'll resolve issues against the agreed scope before launch.

Investment and scope boundaries

The **$4,000 fixed project fee** covers Figma design, Shopify development, the agreed catalog and content transfer, launch testing, and handoff.

50% UPFRONT

$2,000

Due before work begins.

50% AT LAUNCH READINESS

$2,000

Due once you approve the Shopify preview and we complete the agreed prelaunch checks, before the site goes live.

We'll confirm the billing currency and applicable taxes in writing before issuing the first invoice. We'll identify any Shopify subscription, paid theme or app fees for your approval before purchase.

Historical order and customer migration, new photography, full copywriting or translation, custom apps and ongoing maintenance can be scoped separately. If the catalog review reveals complex data or integrations, we'll confirm any change to cost or timing with you before adding the work.

Kickoff

To get started, reply to confirm the scope and payment schedule, name your project contact, and share your preferred kickoff week. We'll confirm the invoice details and send the first invoice and access checklist.

Cameron Ashley and Bianca Ashley · Ashbi Design