

TITLE

GALLERY PAGE

PREPARED BY

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Gallery Page

AUDIENCE **HOMEOWNERS**

KEYWORDS | EMOTIONAL
TRUST-WORTHY
CLARITY
INFORMATIONAL

OBJECTIVE **RONBOW GALLERY EXPERIENCE**

The gallery page must not just showcase beauty, but also translate that beauty into actionable decision support.

Emotional UX is strongest in early stages - but informational UX is most critical at the conversion point for overall CX.

Trust is built not only through aesthetics, but through clarity, traceability, and ease of follow-through.

Brand Essence/Directions

001

Based On Brand Pillars

- Calm Confidence
- Elegant Empowerment
- Trusted Partnership

002

Inspiration & Lifestyle

- Where craftsmanship meets contemporary living

003

Storytelling

- Testimonials
- Link to PDP
- Carousels

003

Informational

- Filtering and project information

Problem Statement

001 Problem Statement

The current gallery page presents users with a scrollable but unsearchable experience that lacks essential functionality for product discovery.

Project numbers are unclear, with no accompanying location information, making it difficult for users to contextualize or reference designs.

Additionally, there are no direct links from gallery images to relevant product pages, creating friction in the customer journey.


The absence of filters further prevents users from narrowing results by style, category, or preference, resulting in a frustrating and inefficient browsing experience.

002 How Might We

How might we redesign the gallery page to make it easily searchable, filterable, and connected—providing users with clear project details, intuitive navigation, and direct links to product pages—so they can quickly discover, explore, and act on the designs that inspire them?

User Persona & User Journey

Customer profile



Mag

• Ag : 30–55

• Location : Bay area

"Style-Seeking Homeowner"

Headline

I'm exploring different looks before committing to a remodel — I want to feel confident about the style and materials.

Supporting research:

Designer interview: "End clients don't always know what they're looking for - visual clarity helps."
User feedback: "I liked this kitchen but had no idea what finishes were used."

Design as work



K

"Ronbow Designer"

Headline

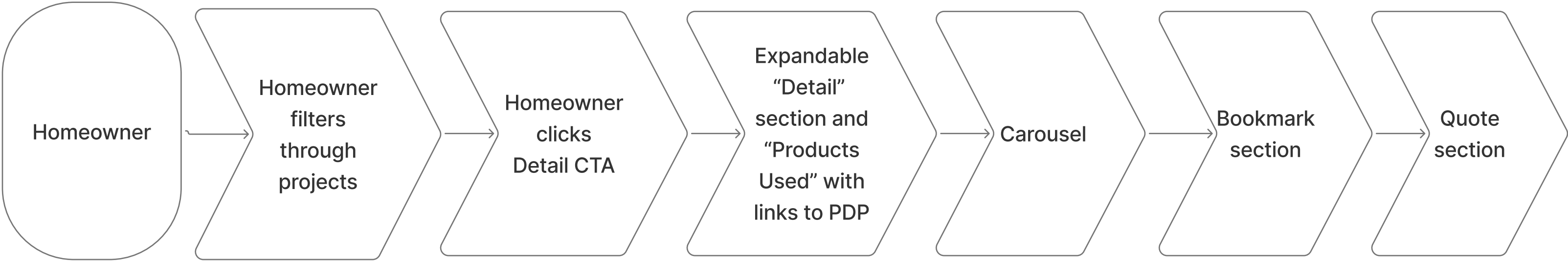
"I need to quickly find reference projects that match my client's taste and show them how the finishes work in context."

Supporting research:

Designer quote: "I never use filters - I scroll for the one I can use to explain things."
Internal feedback: "We need the gallery to help us show how a finish looks in a real space."

Journey steps	Awareness	Consideration	Acquisition	Service	Loyalty
User actions	<div> Lands on Gallery Page from homepage </div> <div> Navigates from site menu or saved file </div>	<div> Clicks into project, browses images </div> <div> Skims project grid for appropriate styles/finishes </div>	<div> Tries to learn what materials or finishes are used </div> <div> Opens a project and wants to explore materials to a client </div>	<div> Shares project with another designer for discussion </div> <div> Shows interest or sends the design after client consultation </div>	<div> Returns to site or submits inquiry </div> <div> Returns to gallery for future project references </div>
Goals and experiences	<div> Wants to get inspired and explore options </div> <div> Looking for examples to prepare for client meeting </div>	<div> Understand style FC, two realistic examples </div> <div> Wants fast recognition of project characteristics </div>	<div> Wants to know the "what" behind the design </div> <div> Must confidently explain what's being used </div>	<div> Wants to bookmark or share easily </div> <div> Needs quick reference and visual continuity </div>	<div> Re-engage with brand through credibility & results </div> <div> Wants to build go-to set of reliable projects </div>
Feelings and thoughts	<div> Curiosity, intrigue 😊 </div> <div> Positive / casual 😊 </div>	<div> Slight confusion 😐 </div> <div> Slightly rushed 😐 </div>	<div> Frustrated 😞 </div> <div> Frustrated 😞 </div>	<div> Helpful 😊 </div> <div> Functional 😊 </div>	<div> Neutral-to-positive 😊 </div> <div> Trust-building 😊 </div>
Opportunities	<div> Use lifestyle imagery, clear grid layout, clearly write points </div> <div> Create filter shortcuts for price </div>	<div> Enable slideshow with consistent ratio and navigation </div> <div> Standardize visual tags (price, finish type, spaces) on cards </div>	<div> Add "Products Used" section with scroll anchor to relevant product pages </div> <div> Add expedite section for "Products Used" with matching image links </div>	<div> Add elaborate deep links to individual project modules </div> <div> Enable slideshow with consistent ratio and navigation </div> <div> Add interactive deep links per project, enable current slideview with product tags </div>	<div> Use trust-building super testimonials, quality quoted in business gallery content </div> <div> Add "Products Used" section with scroll anchor to relevant product pages </div> <div> Standardize/mark functional category per project, "Designer Favorites" category optional </div>
Pain points	<div> Landing section lacks guidance and aesthetic consistency </div> <div> Hard to find directly under gallery page </div>	<div> Image sizes inconsistent, no ratios or tags on cards </div> <div> No metadata visible on cards, must click through every time </div>	<div> No trackable product ID/C, no CTA from project to PDF </div> <div> No details available, designs not linked, leads to client confusion </div>	<div> Current site doesn't support project level sharing </div> <div> URLs are generic, no media level share possible </div>	<div> No emotional or brand content to differentiate Ronbow </div> <div> Must see final set projects monthly every time </div>

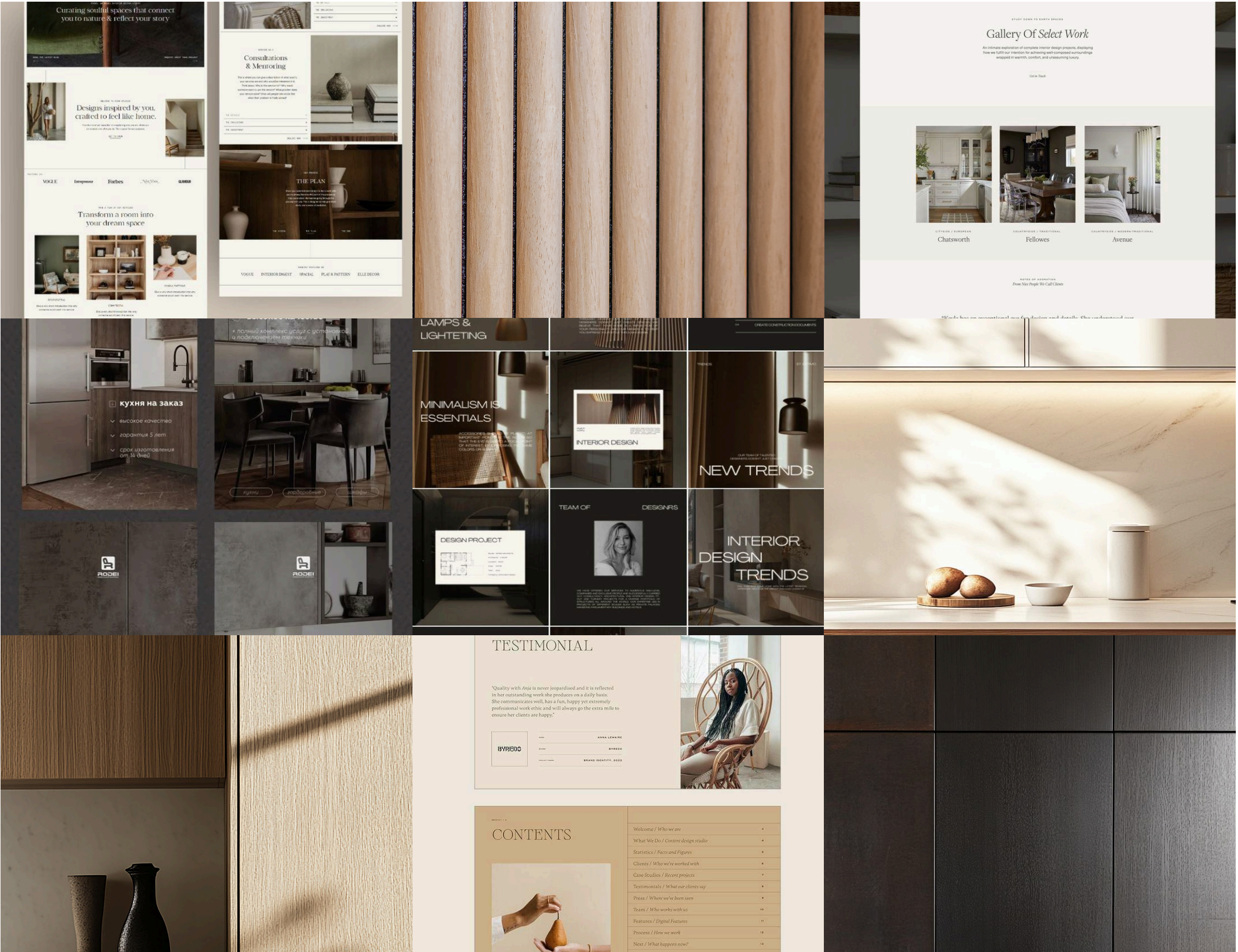
User Flow



Mood Boards / 01

Modern Luxury
For A Design Forward Luxury Homeowner

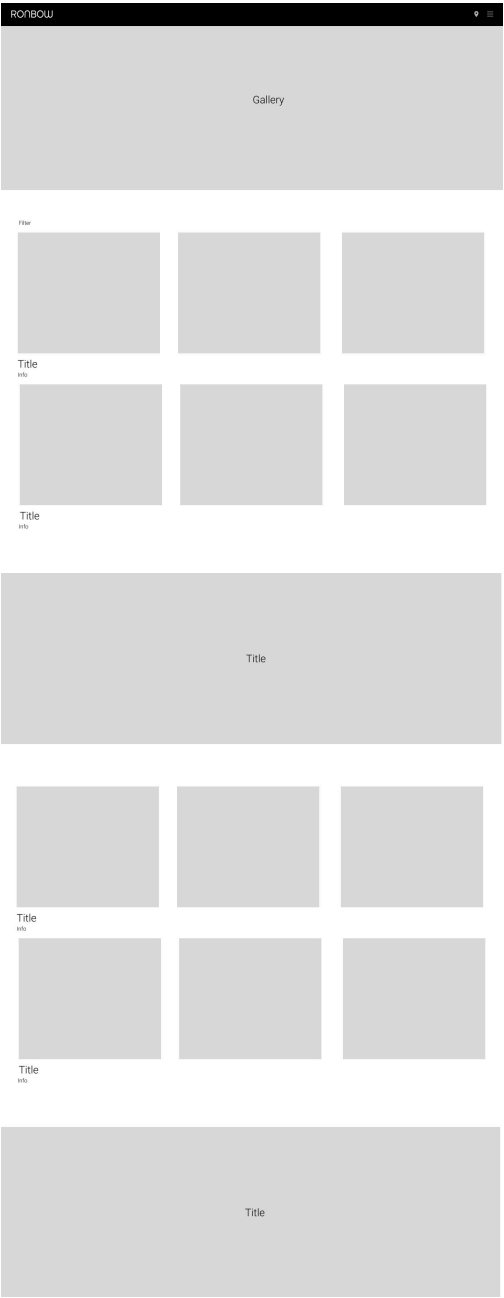
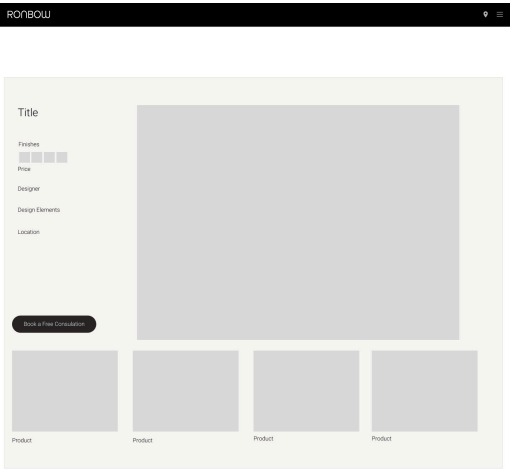
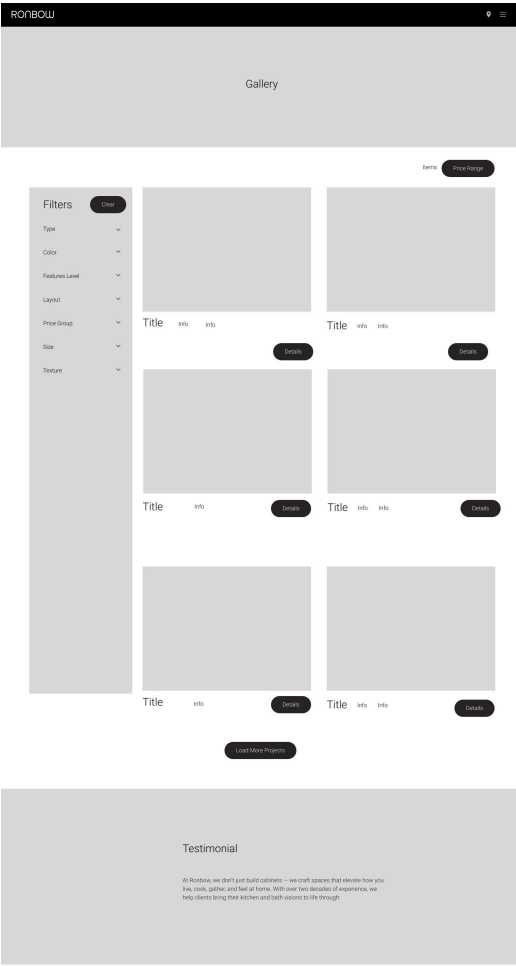
KEYWORDS | TIMELESS
REFINED
PREMIUM
TRUSTWORTHY



Lo-Fi Wireframes

Modern Luxury
For A Design Forward Luxury Homeowner

KEYWORDS | TIMELESS
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TRUSTWORTHY



Research Questions To Validate Filters

Use These In Interviews, Surveys, Card Sorting And Prototype Usability Tests

For A Homeowner With Very Limited Design Knowledge

001 **What is most important to you when browsing a gallery?**

002 **Rank what matters most when browsing:**

- Style
- Cabinet color
- Room layout
- Budget range
- Room type
- Cabinet function

003 **What styles are your favorite that we offer at Ronbow?**

Research Questions To Validate Filters

Use These In Interviews, Surveys, Card Sorting And Prototype Usability Tests

For A Designer

001 How do you work when sourcing for a project- what’s your workflow when collecting spec-worthy inspiration?

002 Rank what matters most when browsing:

- Finish code
- Lead time
- Price range
- Budget
- Certifications
- Location

003 When browsing a gallery, what issues frustrate you the most and why?