



# The new website for Ceramika Paradyż

CASE STUDY

**MakoLab**

# Client

A well-established brand on the domestic, as well as international markets.

The company has been expanding for almost 30 years and today owns a diversified portfolio of over 4000 tile and decor models, designed and produced by 1500+ specialists in 5 high-tech factories.

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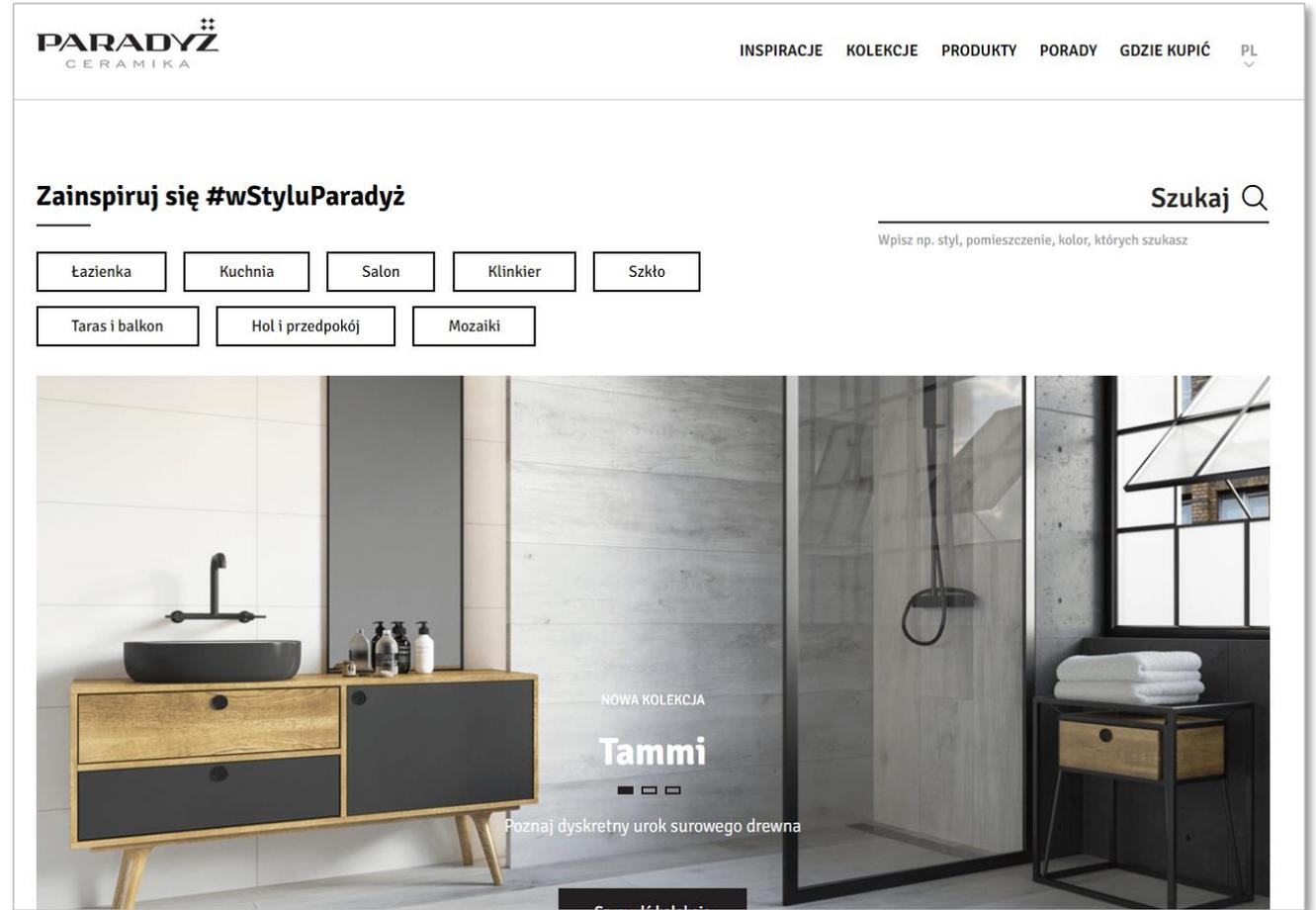


# Goal

Paradyż undertook extensive research to better understand both their website users and end-customers' needs, including their purchasing process – resulting in obtaining unique insights for the creation of a new portal.

This led to the creation of a list of proposed functionalities dedicated to supporting all website users in quickly finding the information required to finalise their purchases - such as inspirational designs and comprehensive search tools for navigating users towards products that matched their given search criteria.

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# Solution

- The new portal presents the user with a rich gallery of inspirational images, easily adaptable to the needs and criteria selected by the user.
- The listings apply a filtering mechanism that is adjusted to the user's manner of searching.
- In this way, even customers that use precise search criteria can easily and quickly find the collections and products that meet their expectations.
- The in-built global search engine facilitates the rapid acquisition of a vast variety of information – including inspirations, collections and products – and seamlessly links to more detailed descriptions provided on the relevant pages.
- The map of sales locations indicates a point of purchase matched to a user's location, as well as the availability of the products searched.

The screenshot displays the website interface for PARADYZ CERAMIKA. At the top, there is a navigation menu with categories: KUCHNIA, ŁAZIENKA, SALON, BALKON I TARAS, PORADY, and TRENDY. The main content area features an article titled "Aranżacja małej kuchni w bloku" dated "KWIECIEŃ 24, 2017". The article includes a large image of a modern kitchen with white cabinetry, a yellow upper cabinet, a wooden countertop, and a dining table with white chairs. Below the image, there is a short text snippet: "Im mniejsza kuchenna przestrzeń, tym większej wymaga dyscypliny, konsekwencji i pomysłowości w planowaniu i urządzaniu. Liczy się dostownie każdy centymetr kwadratowy – zarówno na podłodze, jak i na ścianach. Każdy centymetr ma znaczenie funkcjonalne i estetyczne, a aranżacja takiej przestrzeni stanowi nie lada wyzwanie. Sprawdź, jak mu sprostać i modnie zaaranżować małą kuchnię np. w bloku!". To the right of the main content, there is a "TAGI" section with a grid of tags including: DREWNO, GEOMETRYCZNY, GLAMOUR, HEKSAGONY, INDUSTRIALNY, INSPIRACJE, KAMIEŃ, KLASYCZNY, KLINKIER, LUSTRO, MINIMALIZM, MOZAIKA, OGRZEWANIE, PARAMETRY, PRYSZNIC, RETRO, RUSTYKALNY, SKANDYNAWSKI, VINTAGE, and WYDARZENIA. Below the tags is a "SZUKAJ" section with a search input field and a "SZUKAJ" button. At the bottom right, there is a "OSTATNIE WPISY" section with a list of recent posts.

# Assets

- The map allows for the clustering and pinning of groups categorised by their types (e.g. within a particular collection)
- It is possible to define a default map area displayed for each country (language version), accepted only after the users's approval
- The global search engine presents results that are categorised by inspirations, collections and products
- The advanced filtering mechanism allows users to easily reach the inspiration, collection or product that meets their requirements
- A complete description of each product is provided on both the product page and on the search engine of documents and certificates. The product page details also include the visual presentation of the given model in various tile arrangements
- Each page is equipped with a panel of similar inspirations, collections or products, providing the user with the possibility to easily find related and complementary products

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<https://www.paradyz.com/>