

PAST REDESIGN PROJECT - CURRENT SITE
UNAVAILABLE

Picazo's Flowers

A local-business redesign project demonstrating occasion-led information architecture, responsive service pages and clearer ordering and enquiry paths.

01 Routes Occasions	02 Trust Weddings	03 Service Events	04 Action Ordering
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Context and objective

A local florist serves different buying moments: everyday ordering, specific occasions, weddings, events and visual inspiration. The redesign aimed to make those routes easier to understand and reach across screen sizes.

Project status Past redesign project - current site unavailable	Evidence model Scope and public availability are reported separately from commercial outcomes.	Prepared by Muhammad Abdullah Shah, founder of IbtikarZ.
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Scope and contribution

- + Responsive redesign work in Duda.
- + Homepage, About and Contact page presentation.
- + Weddings, events and order-flowers routes.
- + CTA hierarchy, event and service positioning, and mobile polish.
- + Connection between service content, gallery-style proof and enquiries.

Key decisions

1. Organize around buying occasions

Wedding visitors have different questions and trust needs from someone ordering a gift.

2. Give services room to explain

Weddings and events need context, expectations and enquiry routes beyond a simple product grid.

3. Keep local action simple

Ordering and enquiry paths should remain visible without overwhelming the visual content.

Technology and working areas

Duda	Responsive design	Local business UX
Included in the documented project scope.	Included in the documented project scope.	Included in the documented project scope.

CTA architecture

Verified evidence and limits

This section is intentionally explicit so the case study cannot be read as a promise of results that were not measured or supplied.

Project status	Documented past redesign project.
Current public availability	The supplied domain returned a Duda 'Site not found' page when checked in September 2026.
Commercial outcomes	No traffic, order or enquiry lift is claimed without analytics and client-side attribution.
Visual comparison	No before-and-after imagery is presented because verified source captures were not supplied.

What this demonstrates

A local-business redesign project demonstrating occasion-led information architecture, responsive service pages and clearer ordering and enquiry paths.

NEXT STEP

Request a free human website checkup at ibtikarz.com/free-website-checkup/. Send only the public URL and your main business goal; no passwords are required.

Evidence note

No client testimonial is included without permission. No ranking, conversion, lead, revenue or business outcome is attributed to IbtikarZ unless the supporting data and attribution are available.