

CONCEPT - DEMONSTRATION BUILD

RoKosh Clothing

A clearly labelled WooCommerce demonstration showing understanding of the complete ecommerce path from discovery through checkout.

01 Discover Home and categories	02 Evaluate Product detail	03 Commit Cart and shipping	04 Complete Checkout
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Context and objective

RoKosh was developed as a WordPress and WooCommerce demonstration for a Pakistani family-clothing concept, beginning with a children's summer collection. It demonstrates structure and interaction, not an operating merchant.

Project status Concept - demonstration build	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

- + Storefront and category hierarchy.
- + Product cards, product pages and variation-ready content structure.
- + Cart behaviour and order-summary logic.
- + Shipping and checkout configuration concepts.
- + Mobile-first navigation and WhatsApp-friendly support paths.

Key decisions

1. Design the complete buying path

A homepage is one step; product evaluation, cart and checkout receive equal attention.

2. Keep the initial catalogue focused

A narrow children's summer collection is easier to structure and test than an undefined department store.

3. Fit local buying behaviour

The concept considers cash-on-delivery and WhatsApp questions without claiming final courier or payment integrations.

Technology and working areas

WordPress	WooCommerce	Mobile-first UX
Included in the documented project scope.	Included in the documented project scope.	Included in the documented project scope.

Checkout flow

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.

Status	Demonstration and portfolio concept, not a live client store.
Demonstrated capability	Catalogue, categories, product, cart, shipping and checkout configuration.
Not claimed	Live trading, production payments, courier automation, sales, conversion rate or customer results.
Visual evidence	Concept flow only; no fabricated live-store screenshot.

What this demonstrates

A clearly labelled WooCommerce demonstration showing understanding of the complete ecommerce path from discovery through checkout.

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.