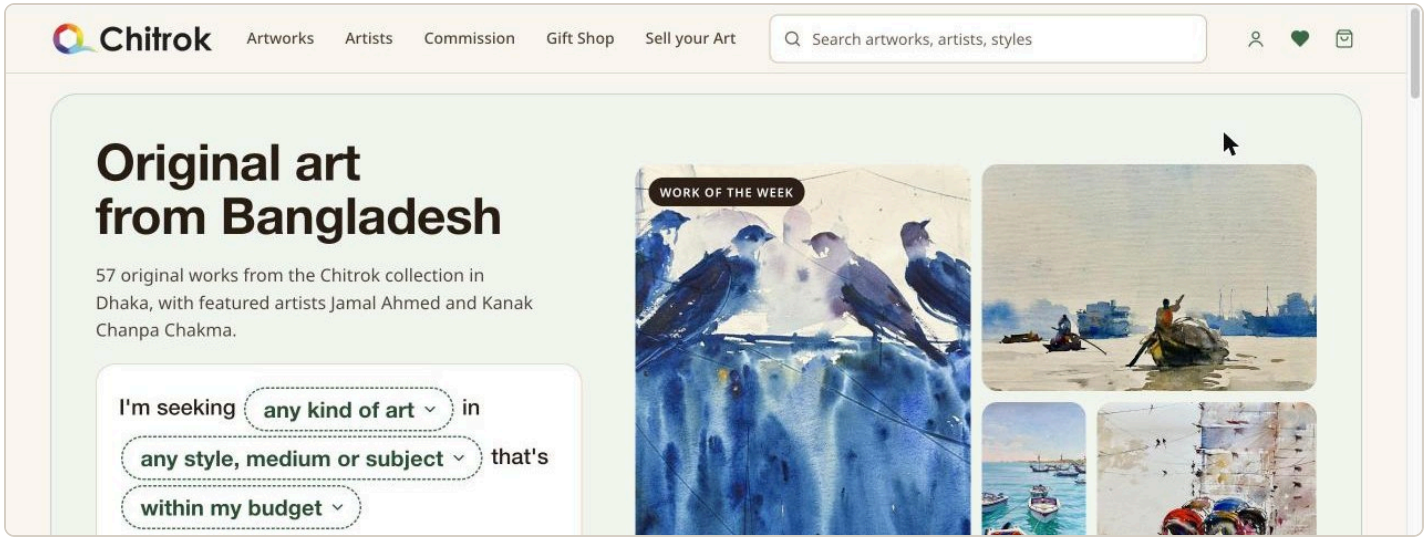
Chitrok case study: rebuilding a Bengali art shop as a marketplace

Oct 20 – Nov 18, 2026 · **Bijoya D.**, Lead AI Product Engineer & Product Designer

In four weeks Chitrok went from a template shop with test data in its filters to a clickable marketplace: a buyer site, an artist Seller Studio and an admin console. I led the product and design and used Claude to build. My part was the edits: which output shipped, what changed and why.



24	31	57	3	5 → 1
desktop pages	phone screens	real works catalogued	connected products	clicks to track an order

Role and team

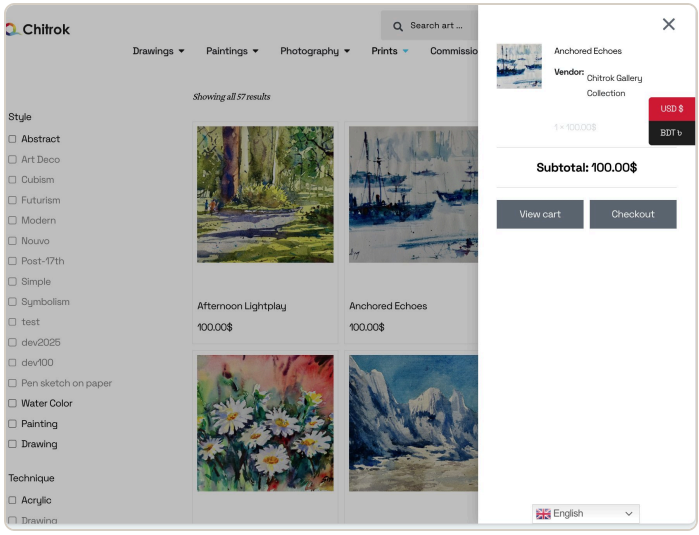
Who	Role	What they owned
Bijoya D.	Lead AI Product Engineer & Product Designer	MVP scope, information architecture, flows, components, states, motion, accessibility, AI direction and review, UI kit upkeep, developer handoff
Sohel Ozzaman	Business owner	Catalogue, policies, image permissions, payment and shipping decisions
Claude	Design and build assistant	First drafts of pages, data wiring, test renders, docs

Timeline

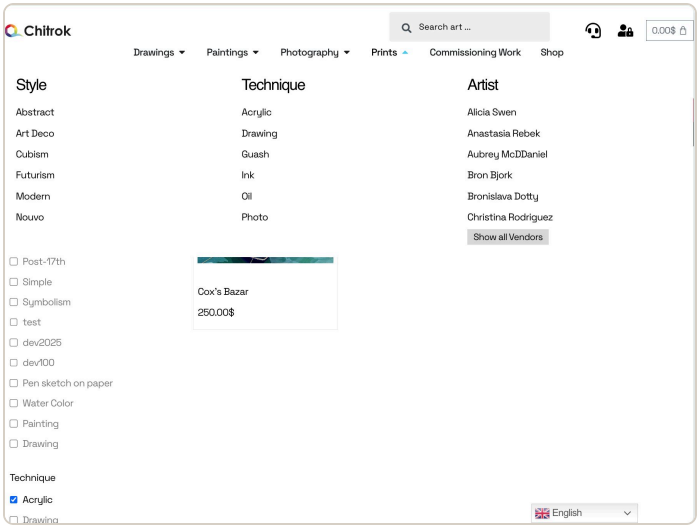
Date	What shipped
Late Oct	Brief set: "clear and easy to browse", filters and tags always visible. Landing page and catalogue built from real chitrok.com listings.
Nov 3	Seller Studio for artists: listings, stock, new-listing flow, orders, fulfilment, shipments.
Nov 5–6	Comment rounds on the product and artist pages: details in drawers, key specs under the title, cart icons with confetti, Message buttons and social links removed, fonts switched to Arial-family headings.
Nov 11	Canvas cleanup: 15 thin medium pages cut down to one empty-gallery template; first phone screens.
Nov 12	Accounts, guest checkout, order tracking, stamp receipt, My collection, admin console, backend plan, handoff package.
Nov 16	A phone screen for every page; scripted usability audit and fixes; package pushed to GitHub.
Nov 18	UI kit synced with all approved changes; P0 status review.

Before: what the old chitrok.com got wrong

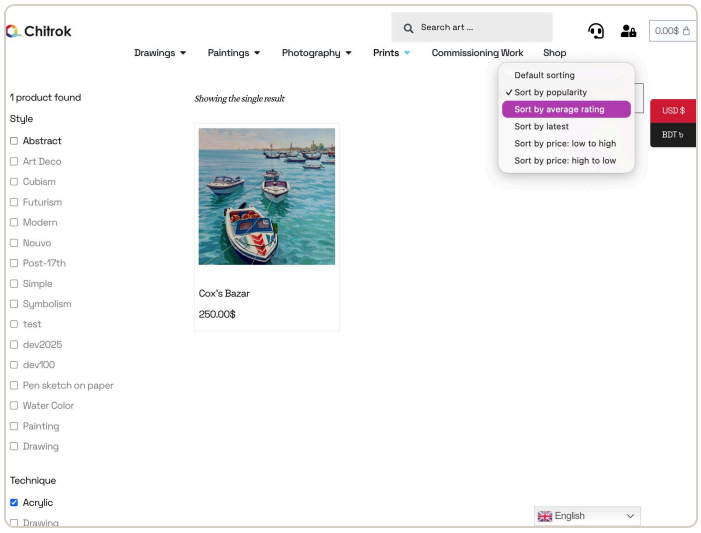
The old site ran on a stock template. Collectors met test data, menus that hid the catalogue, overlays that covered the art and links that led nowhere.



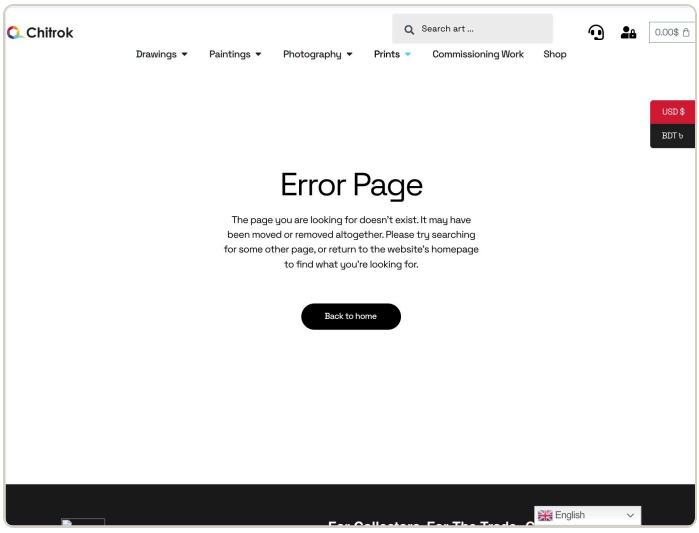
Cart flyout covers the grid; the filter list is 30+ unsorted checkboxes.



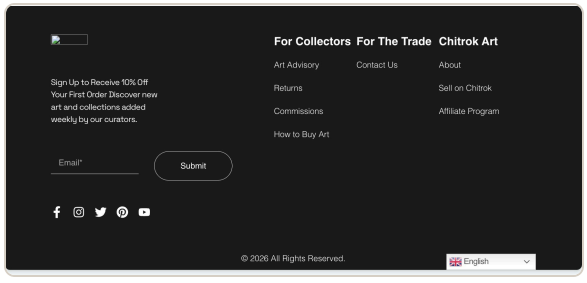
Mega menu hides the catalogue behind hover lists of plain text.



Test tags in filters ("test", "dev2025", "dev100") and one result for a whole page.



Dead ends: error pages from links that went nowhere.



Footer: broken logo image, five social links sending buyers off-site, and a 10%-off offer as the only sign-up.

Problem	Fix in the redesign
Filters hidden or junk	Visible filter rail with counts, shape tiles, price range; only real tags
Cart covers the art	Cart drawer slides in from the edge; the grid stays visible
No sense of scale	Hover any work to see it in a room; sizes in cm and in
Dead links, error pages	Every link audited; empty categories say "Coming soon"
Buyers sent off-site	No outside social links; messages and commissions stay on Chitrok
No account or tracking	Accounts, guest checkout, order tracking, stamp receipts

Influences: what I borrowed and where it landed

I studied three marketplaces collectors already trust, and took only the patterns that solved a problem on the old site.

Influence	Pattern taken	Where it landed in Chitrok
eBay	Seller trust signals, watch-list heart, step-by-step order status	Seller strip with a "New seller" badge on every card; heart for Saved; Paid → Packing → Shipped → In transit → Delivered for buyers, artists and admin
Saatchi Art	Gallery whitespace, "view in a room", deep filters, artist-first pages, certificate of authenticity	Hover to see a work above a sofa; filter rail by medium, style, size and shape; artist page order (cover, name, Commission and Follow, then works); certificate on every receipt
Etsy	Maker stories, favourites, a forgiving cart, messages kept on the platform	Artist bios and reviews; cart drawer that never leaves the page; commissions routed through Chitrok

Memory bias: familiar enough to trust, new enough to remember

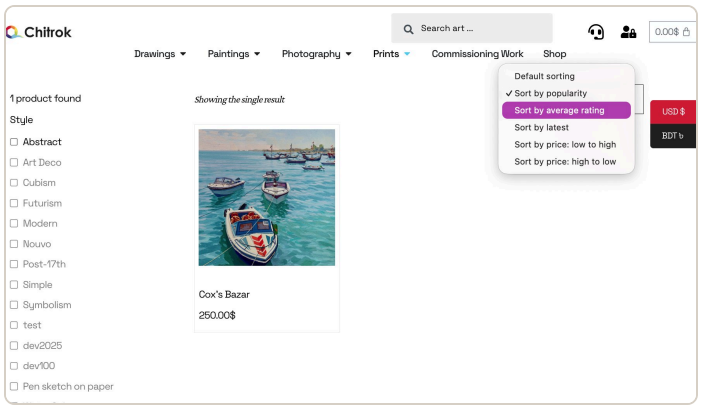
Collectors spend most of their time on other shops (Jakob's Law), so every common action stays where they expect it: cart top right, heart on the card, filters on the left, a two-column checkout. On top of that I added four moments that are only Chitrok's, so the brand sticks (the von Restorff effect):

- **Sentence-builder search:** "I'm seeking any kind of art in any style that's within my budget."
- **Arched category frames** instead of square thumbnails.
- **Confetti** on add-to-cart, in clay, gold and sage.
- **Receipts as postage stamps** with a Dhaka postmark, which collect on a stamp wall.

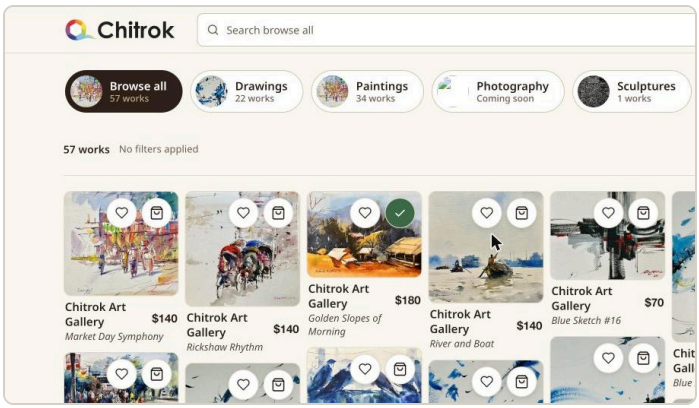


My collection: each purchase becomes a stamp that opens its order, certificate and story.

Before and after, side by side



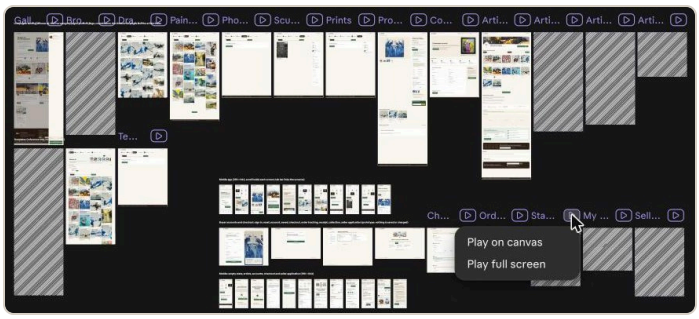
Before: one result, a sort dropdown, test tags in the filters.



After: 57 works, category pills with counts, heart and cart on every card; the cart badge follows you from page to page.



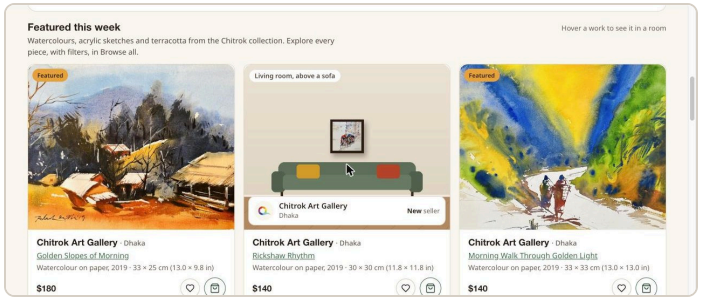
Product page: medium, size, artist and price beside the image; long specs in drawers.



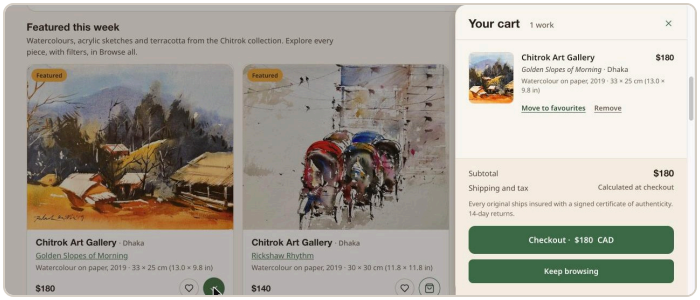
One canvas, every flow: desktop pages, phone screens and the account flow, each clickable with Play.

Components, widgets and interaction states

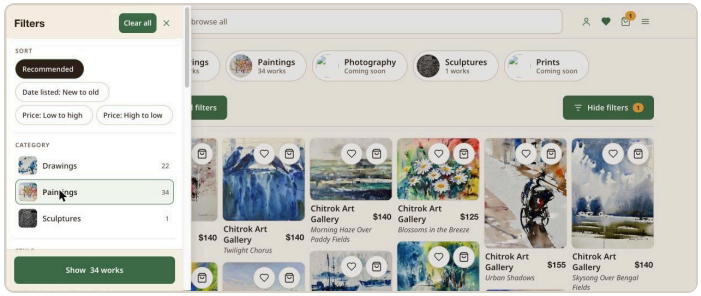
Every control has hover, pressed, selected, focus, disabled and error states, and every state uses two cues, never colour alone.



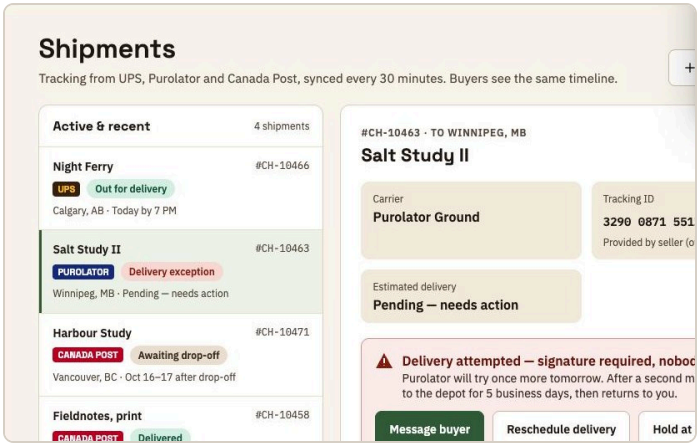
Hover, room view: the art fades into a living room (.25s) and the seller strip slides up. Touch screens get a "See in a room" button instead.



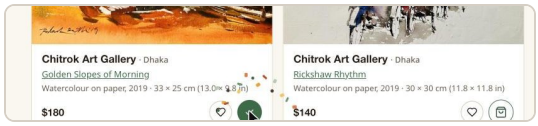
Pressed, add to cart: the button springs back (.42s), confetti bursts (.95s), the badge pops and the drawer slides in (.28s).



Selected, live count: Paintings gets a green outline, a "1" badge and Clear all appear, and the button reads "Show 34 works".



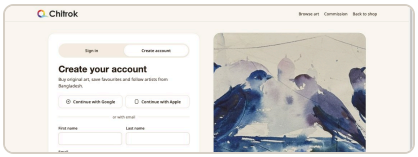
Error with a way out: a delivery exception explains what happened and offers three next steps; the recommended one is green.



Micro-interaction: the confetti uses earth tones from the brand.



Receipt widget: stamps above real text totals.



Form states: show password, live strength rules.

State	Treatment	Why
Hover	Green-600 → green-700; tiles zoom 1.04; arches lift 3px	Shows "clickable" without moving the layout
Pressed	Scale .95, spring back; cart button turns solid green with a tick	Physical feedback, then a lasting "in cart" state
Selected	Pills go dark brown; option cards get a 2px green border and a pale green fill	Two cues, not colour alone
Focus	2px green ring, 2px offset, on every control	Keyboard users always know where they are
Disabled	45–50% opacity; empty categories say "Coming soon"	Explains instead of hiding
Error	Inline message, red border, aria-invalid; banners name the next step	Replaced the browser error bubbles found in the audit

Motion	Timing
Room view, seller strip	.25s ease
Cart press spring	.42s
Confetti, 16 pieces	.95s
Badge pop	.5s
Drawer slide-in	.28s
Toast rise	.3s

With **prefers-reduced-motion** on, every transition stops and the confetti never renders. Motion confirms an action; it never carries meaning on its own.

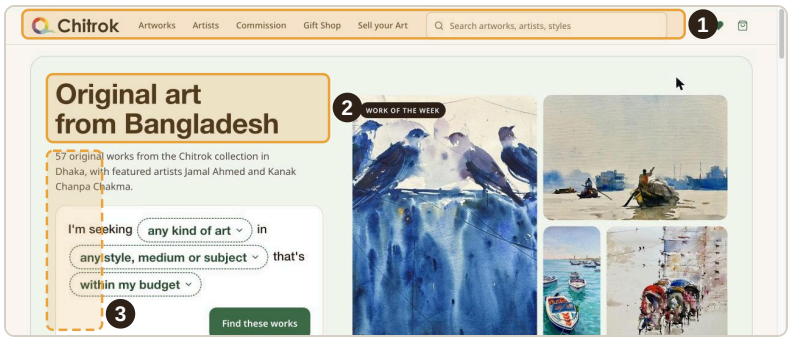
Colour, shape, accessibility and eye movement

One green for every action, white and warm neutrals around it, so the paintings bring the colour.

Colour	Used for
White #ffffff	Cards, inputs, forms: the main working surface
Off-white #faf7f1	Page ground behind cards, like gallery walls
Green #3e6b48	The only action colour: buttons, links, selection
Brown #2e2118	Sidebars, footer, selected pills
Amber #e8a33d	Count badges, attention notes
Clay red #9a2c17	Sale, sold out, errors

Every text pair passes WCAG AA: green on white 6.2:1, body text 15.2:1, muted text 6.1:1, status chips 6.2–6.4:1.

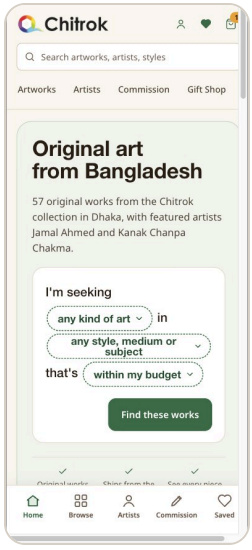
Shape	Choice and reason
8px	Buttons and inputs: firm, not bubbly
12–16px	Cards and drawers: soft frames for art
Pill	Filters, chips, sort: easy to scan as a group
Arch	Category frames, like gallery niches
Stamp	Perforated edge and postmark, kept for moments of ownership
Type	Arial-family sans for headings; one clean sans keeps the art in front

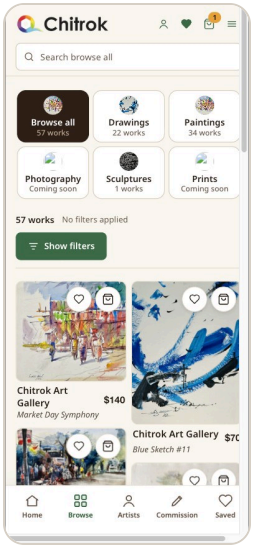


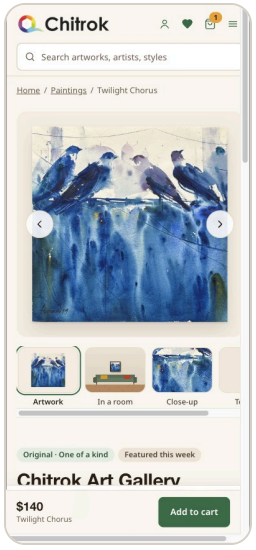
F-pattern: (1) The eye sweeps the header: logo, five nav words, search, account, saved, cart. (2) A shorter sweep across the headline. (3) A scan down the left edge, where the sentence builder, the green call to action and the trust points sit. The collage on the right is there to look at, not to read.

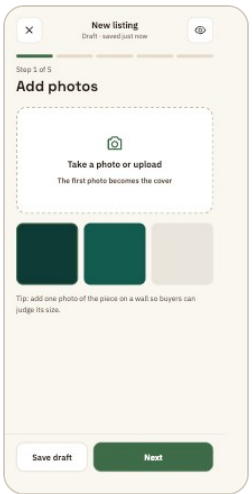
Accessibility checklist

- **Alt text that describes the art:** "Twilight Chorus: a row of birds on a ledge at dusk, in deep blues." Decorative images use empty alt.
- **Never colour alone:** status chips pair colour with a glyph (● live, ○ draft, ▲ low, ⊘ sold out).
- **44px touch targets**, 52px on phone.
- **Real semantics:** aria-pressed, aria-current and aria-expanded drive the styles.
- **Hidden labels** for screen readers on icon buttons and search.
- **Forms:** visible labels, autocomplete, show password, inline errors.
- **Reduced motion** respected everywhere.
- **Honest placeholders:** unknown facts show as `[Medium to confirm]`, never invented.









Phone first, one source

Each phone screen wraps its desktop page, so one fix lands on both. The thumb zone holds the tab bar and a sticky Add to cart. Artists start a listing from the camera, because most of them photograph work in the studio.

My hand in it: directing and editing AI output

Claude drafted fast; I decided what shipped. I reviewed each screen on the canvas, pinned a comment to the exact spot, and the fix landed in the same thread. A few of my own briefs and comments:

> "Limit taking up vertical space, and do not hide a lot of buttons under menus… keep the filtering and tag system visible."
> Opening brief, late Oct

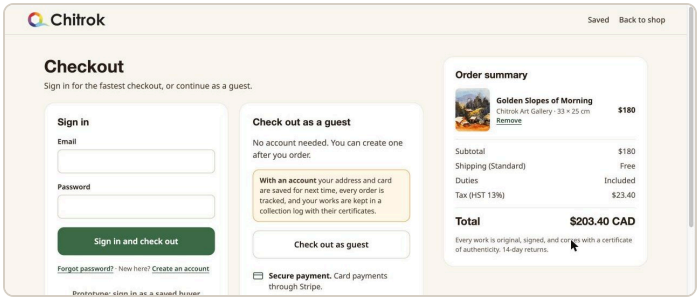
> "Put dimensions and orientation, medium under title as those are important."
> Comment on the product page, Nov 6

> "Keep it clean, accessible and easy to move your eyes around."
> Product page rework

Date	Claude's first output	My edit	Principle behind it
Late Oct	Filters and categories tucked into menus	Filter rail and tag system always visible; category strip on the landing page	Recognition over recall; less vertical scrolling
Nov 5–6	Every spec stacked under the image	Medium, size and orientation under the title; Details and Shipping in drawers	Progressive disclosure; essentials on the first F-sweep
Nov 5–6	Message buttons, a page menu and outside social links	Removed; artist page reordered like Saatchi's (cover, name, Commission and Follow, then works); filters start closed	Fewer competing actions (Hick's law); keep buyers on Chitrok
Nov 5	Text "Add to cart" buttons; the kit's default typefaces	Round cart icons with confetti and a drawer; Arial-family sans for type	Fitts's law on dense grids; one consistent, legible voice
Nov 11	15 medium pages, 11 of them empty	"Remove the medium subcategory pages. Keep one as a template… an empty gallery"	A full grid beats many empty ones
Nov 12	Sign-up wall before checkout; a plain email receipt	Guest checkout with a short account note; receipts as postage stamps	Less friction at purchase; peak–end rule
Nov 16	Pages that each looked finished	A scripted audit of every page, then each task counted in clicks	Audit by task, not by page

Usability audit, Nov 16

Task	Before	After
Track an order (returning buyer)	5 clicks	**1**
Open My collection	5	**2**
Reach orders after signing in	3	**1**
Find an artist	homepage only	**1**
Search from a product page	did nothing	**1**
Send a commission request	did nothing	**1**



Guest checkout: sign-in and guest side by side; the account pitch is a note, not a wall.

Outcome, Nov 18

Three connected products and a developer handoff on GitHub. These P0 requirements are signed off as done:

FR-006 Buyer & Artist roles · **FR-007 Public artist profile** · **FR-016 Price in USD** · **FR-047 Secure payment** · **FR-048 Card payment** · **FR-051 Failed payments** · **FR-077 Delivery confirmation** · **FR-096 Role-based access**

The other P0 features are in progress; most are already clickable in the prototype.

Lessons and next steps

- [x] **AI speeds up drafting, not judgement.** The value was in the edits.
- [x] **Familiar first, novel second.** Delight lands only once trust is earned.
- [ ] Commission and artist payouts
- [ ] Search results page and a support page
- [ ] Production build from the handoff package