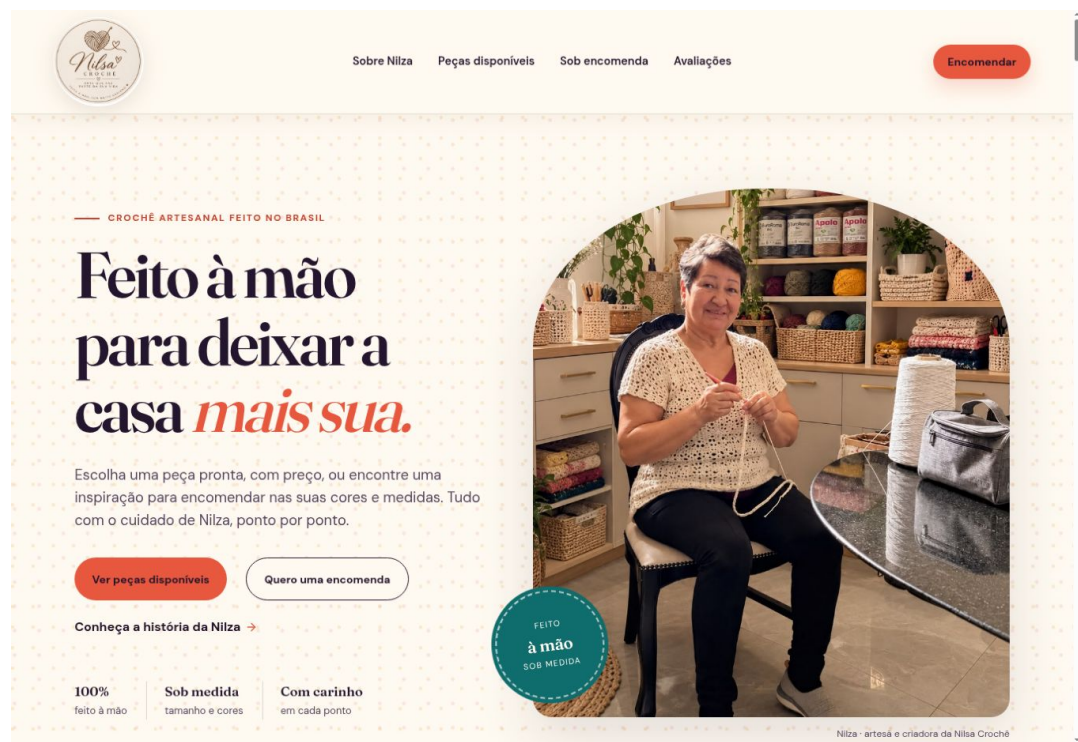


PROJECT CASE STUDY

Nilsa Crochê

A Brazil-focused handmade catalog that separates ready-to-buy stock from custom-order inspiration and moves the conversation to WhatsApp.



Public homepage with an artisan-led story, clear catalog action, and a custom-order path.

Engagement	Portuguese-language catalog, owner content workflow, product presentation, and inquiry path
Audience	Brazilian shoppers looking for handmade home goods, accessories, and custom pieces
Commerce model	Ready pieces have photos and prices; personalized pieces begin with a quote request
Verified result	Live site with stocked products, an inspiration gallery, and WhatsApp handoff

The business need

Nilsa Crochê needed a way to show handmade work online without losing the personal conversation that matters for custom pieces. A visitor should know which items are actually available now, what they cost, and which designs are examples for an individualized order.

The site speaks directly to Brazilian customers in Portuguese. It pairs an artisan story with two distinct shopping paths: choose a ready piece from real stock, or use an inspiration gallery to request a version in different colors, sizes, materials, or finishing details.

Core business distinctions

- Stocked products have a current photo and displayed price.
- Inspiration images represent possible custom work and are identified as examples rather than available stock.
- Payment, availability, delivery, and final custom pricing are confirmed directly through WhatsApp.

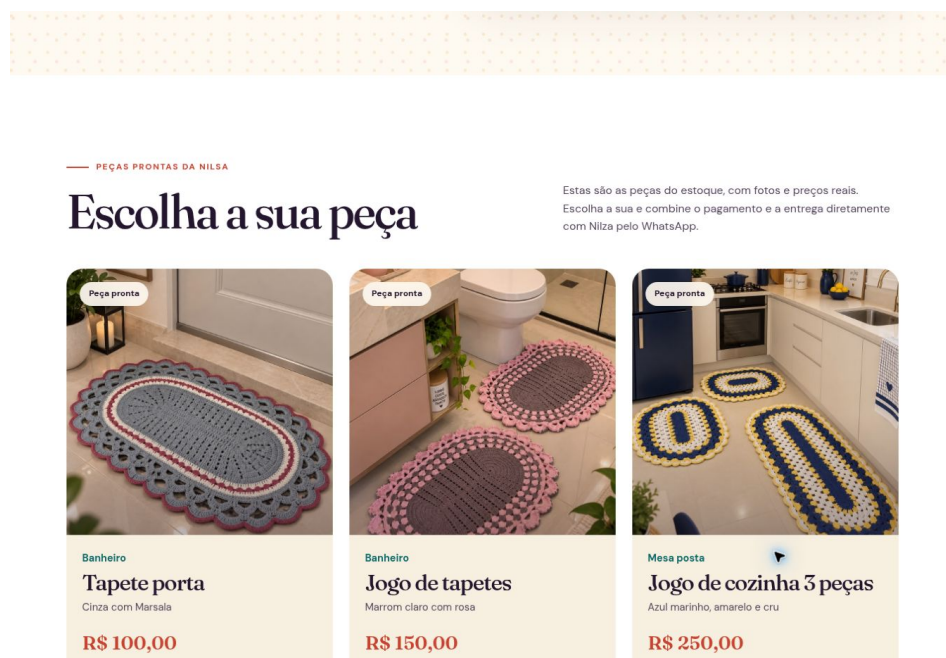
The customer journey

The homepage uses a clear first impression: the maker, the handmade promise, and immediate routes to ready pieces and custom orders. The stocked catalog presents individual product cards with category, image, colors or variant, price in reais, and a direct request action.

The personalized inquiry flow collects the information the artisan needs to respond: ready item or custom piece, intended use, type, quantity, approximate measurements, preferred colors, special details, and the customer's name. The customer reviews the prepared WhatsApp message before sending it.

Supporting content

- A separate inspiration area shows examples for home, table, bathroom, fashion, and accessories.
- The maker's biography explains the craft and gives the site a human voice.
- A moderated review form asks for a name, purchased piece, rating, and comment; reviews appear after approval.
- An owner-facing area supports keeping product photos and prices current.



Live catalog view: ready pieces with photos, variants, prices in reais, and item-specific actions.

Catalog design in use

The visible catalog uses large product photographs and a simple hierarchy. The visitor first sees the item, then reads the category, product name, variant, and price. The inquiry button carries the selected piece into the next conversation instead of requiring a traditional cart for every order.

For handmade work, that separation reduces a common source of confusion: an inspiration photo can be attractive without implying that exact item is in stock at a fixed price. The site states the distinction in its section headings and descriptions.

Owner and buyer responsibilities

- The owner maintains real inventory information and confirms availability and delivery.
- The buyer chooses a ready piece or describes a custom request before beginning the WhatsApp conversation.
- The website provides structure and context; the final order agreement happens personally.

Outcome and responsible claims

The verified output is a live Brazilian catalog with ready products, displayed prices, a distinct inspiration gallery, an artisan story, and a structured WhatsApp inquiry path. The public pages show the experience that a visitor can use today.

This case does not claim a sales lift, conversion rate, order volume, or time savings. Its value as a portfolio example is the fit between a small craft business's actual way of selling and the website's structure.