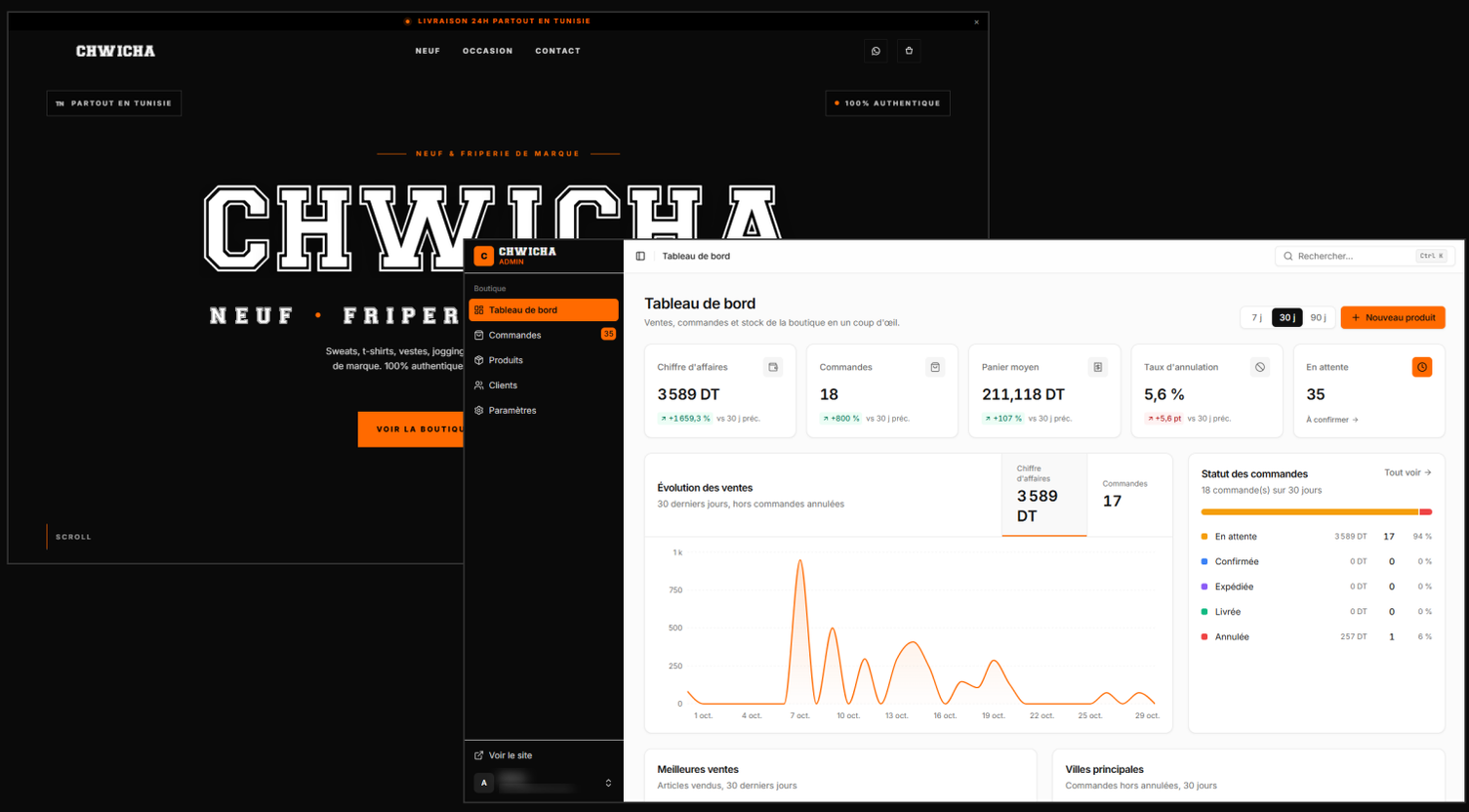
A COMMERCE PRODUCT, FROM SHOP TO OPERATIONS

CHWICHA

One store.
Both sides of the business.

New and second-hand clothing in Tunisia, with a storefront and the back office that keeps orders moving.



Taha Znazen

AI Product Engineer | Sole builder & maintainer

An online shop.
A very physical workflow.

Customers browse on their phones, pay the courier in cash, and confirm details with the owner on WhatsApp.

The shopper
Find a piece, select a size, place an order.

→

The owner
Confirm, manage stock, prepare dispatch.

→

The courier
Take the delivery slip and collect payment.

One or two units can change the design.

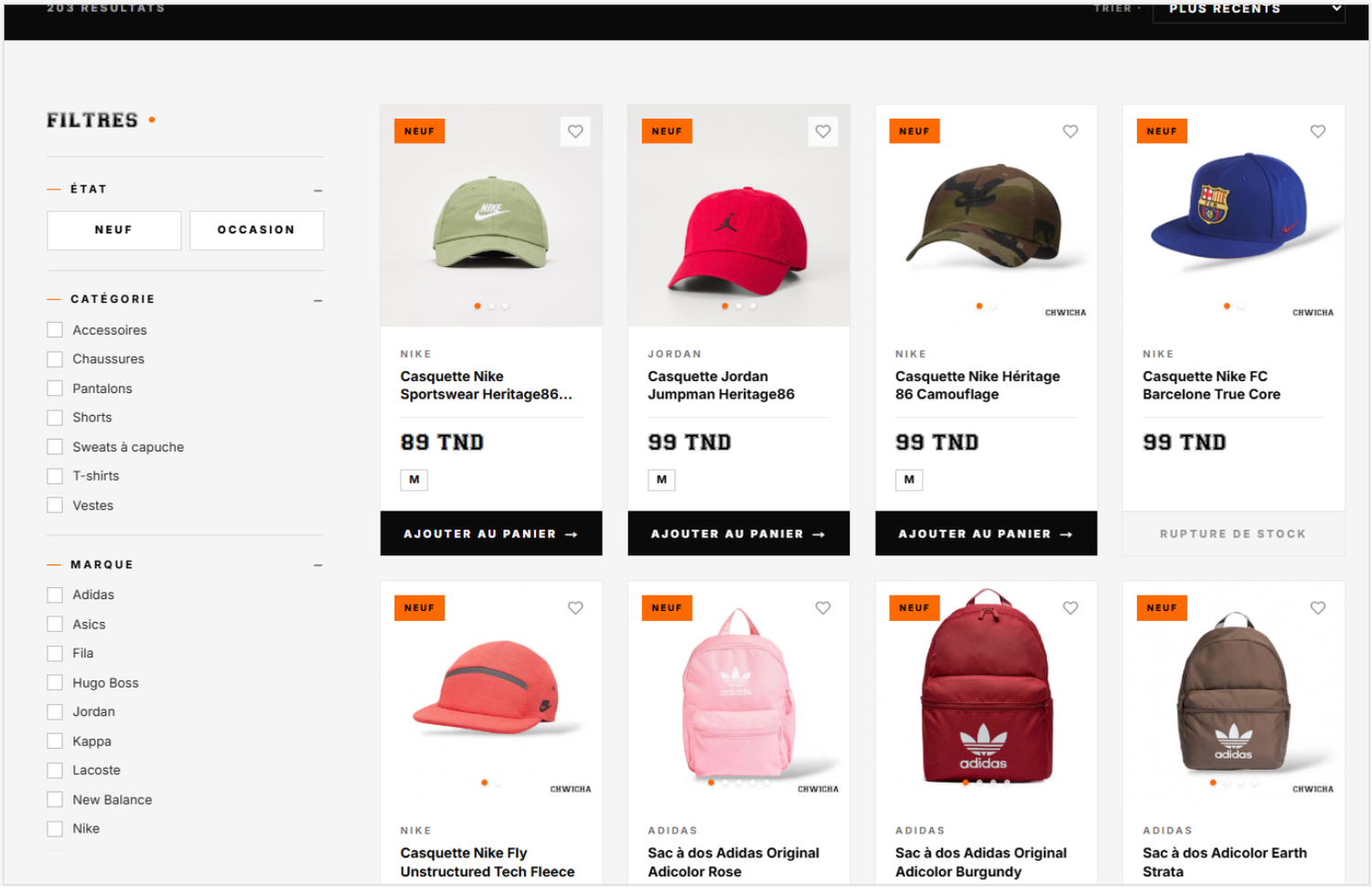
Small stock per size makes checkout, cancellation and reopening part of the same inventory problem.

My scope
Product decisions, design system, storefront, admin, database, API, SEO, deployment and maintenance for a paying client.

Jan-Oct 2026
First deploy to October upgrade; maintenance continues. One app, 21 screens.

Find the right piece. Keep your place.

Condition, brand, size and price are part of the journey. The shop keeps that context in the URL.



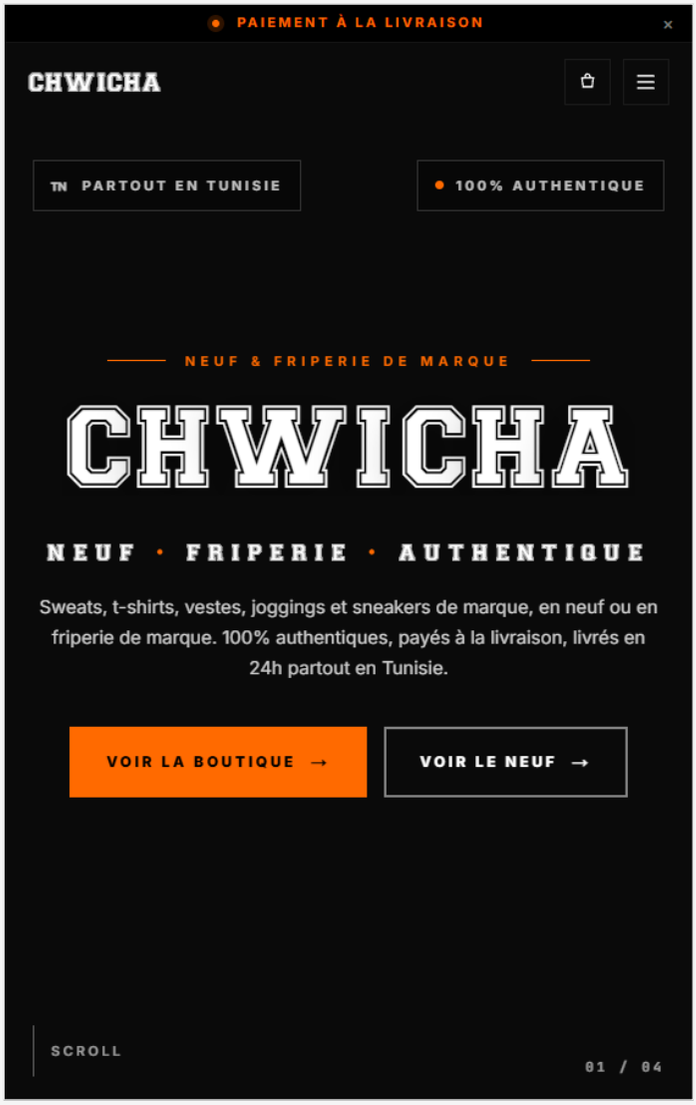
Back, refresh and shared links restore the filter state. Representative query below; behavior verified in the URL parser and serializer.

```
/produits?brand=nike&condition=occasion
```

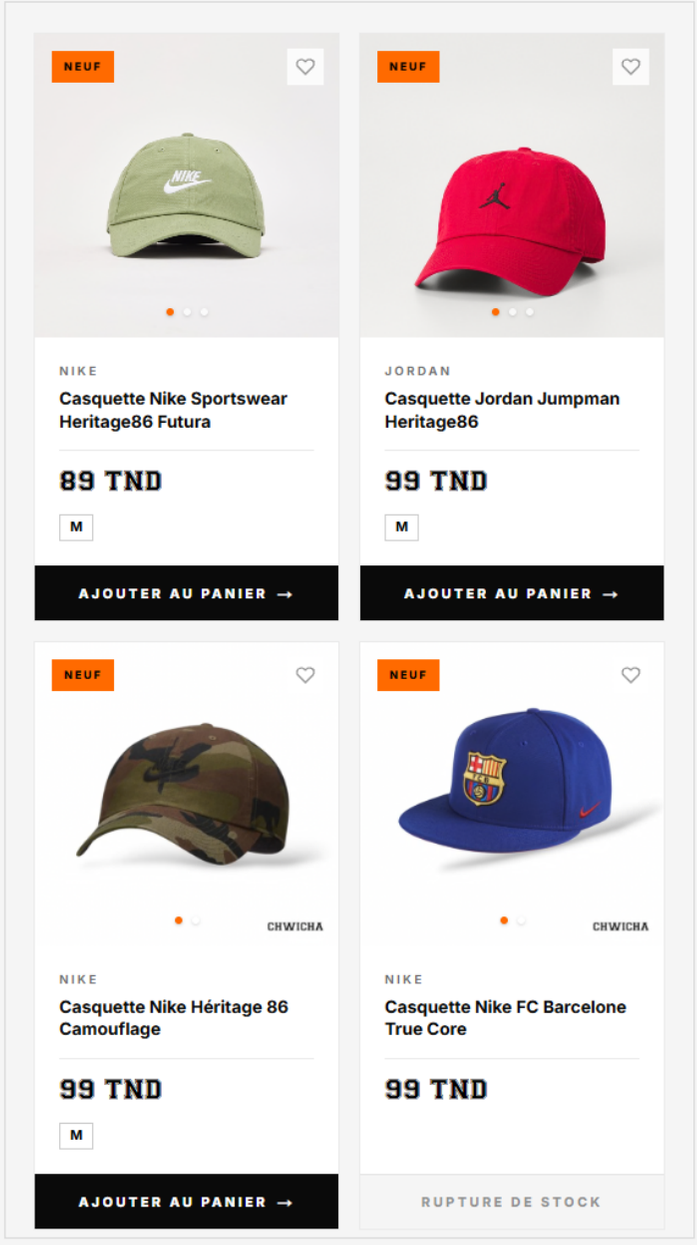
On a phone, the hierarchy changes.

Navigation collapses to a menu. Home sections stack, while the catalog keeps a two-column product grid.

Home / compact navigation



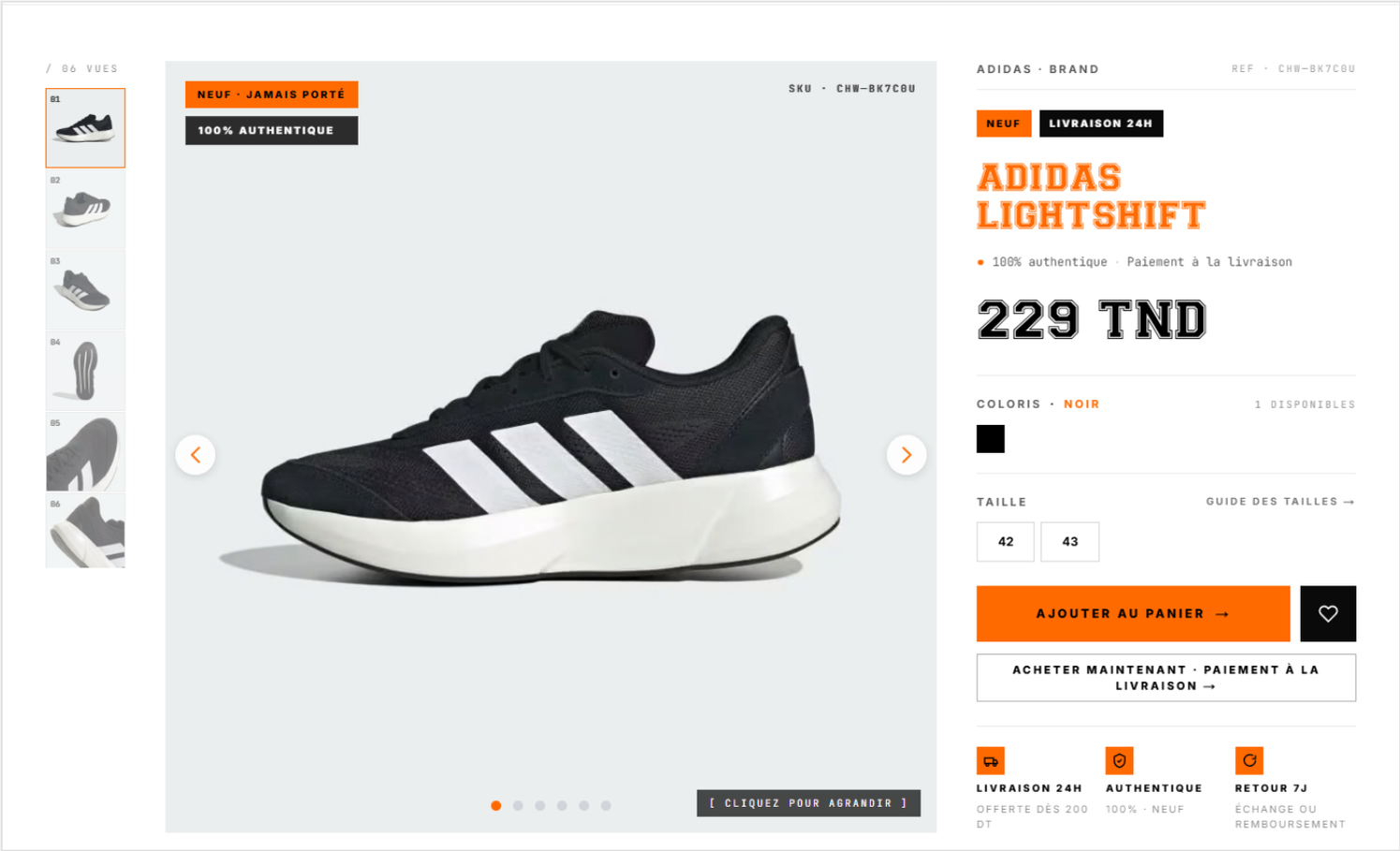
Catalog / two columns



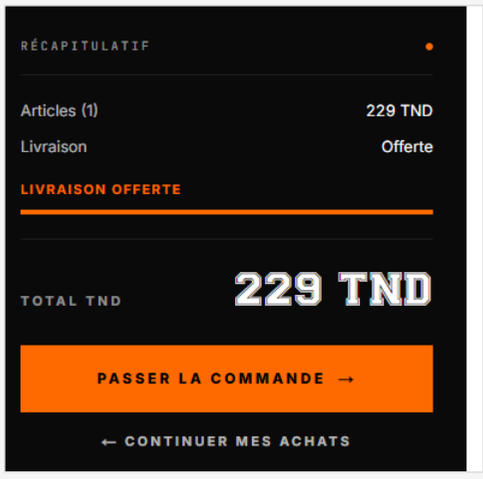
Actual storefront captures: 3 Nov 2026, 566 px wide.

Choose a size.
Pay on delivery.

Product detail brings the photo, condition, available sizes and purchase actions together.



The cart and server share the delivery rule: 8 DT, free from a 200 DT subtotal.

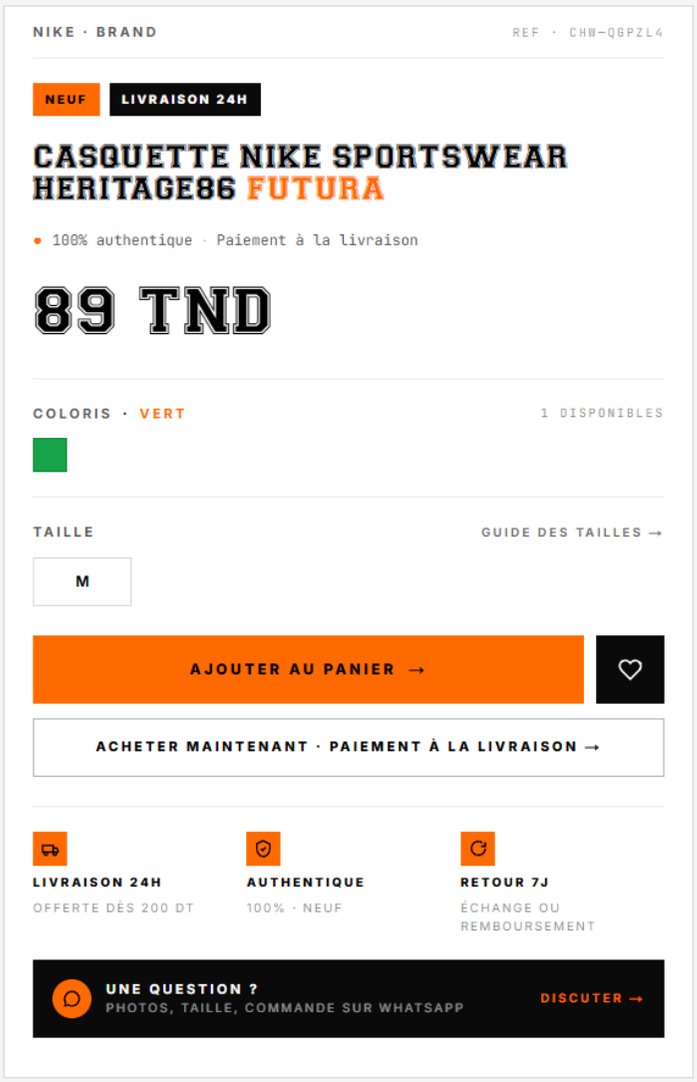


At 229 DT, this cart shows free delivery. Configured policy in the 29 Oct 2026 capture.

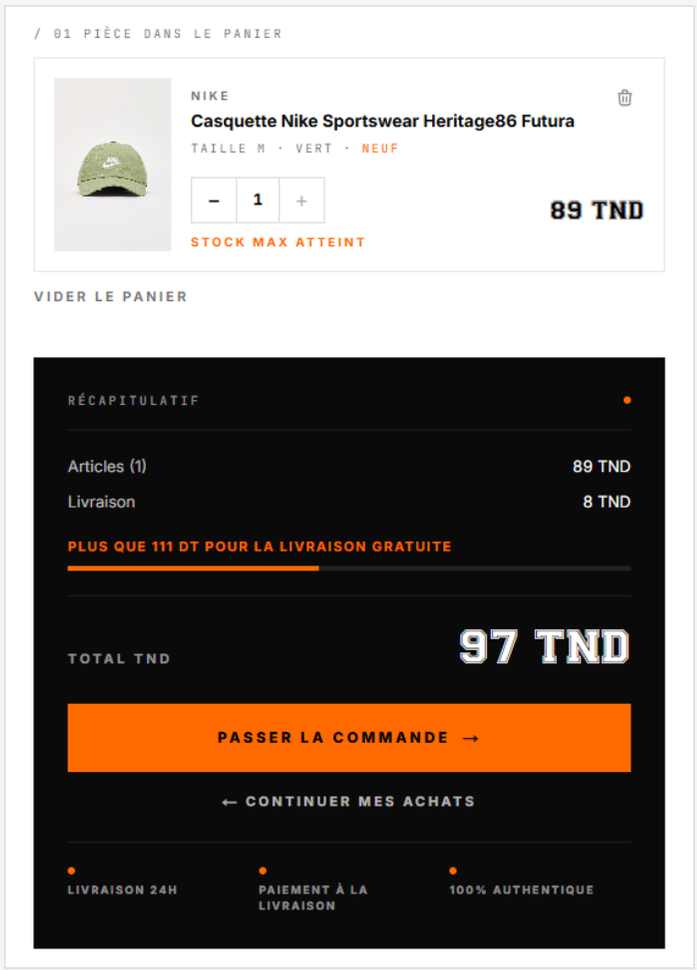
Keep the purchase controls within reach.

Product controls stack under the gallery. Cart totals stay together, with a clear action to order.

Product / selection and action



Cart / item and total



3 Nov 2026 / 566 px captures.

Product / persistent purchase bar



After checkout, the work begins.

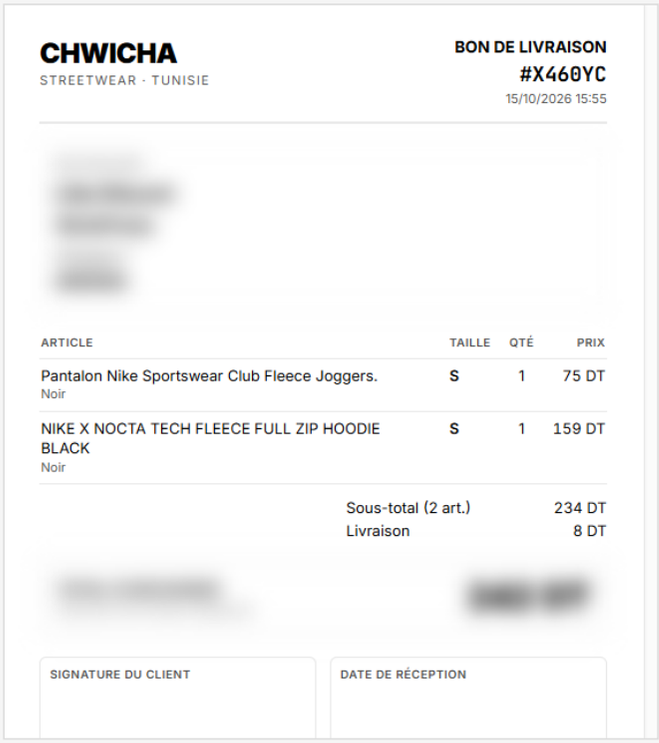
The admin turns an order into a confirmation, a dispatch and an amount to collect.

Confirm

A prefilled WhatsApp message sits beside the customer details.

Dispatch

Print the A5/A4 delivery slip for the courier.



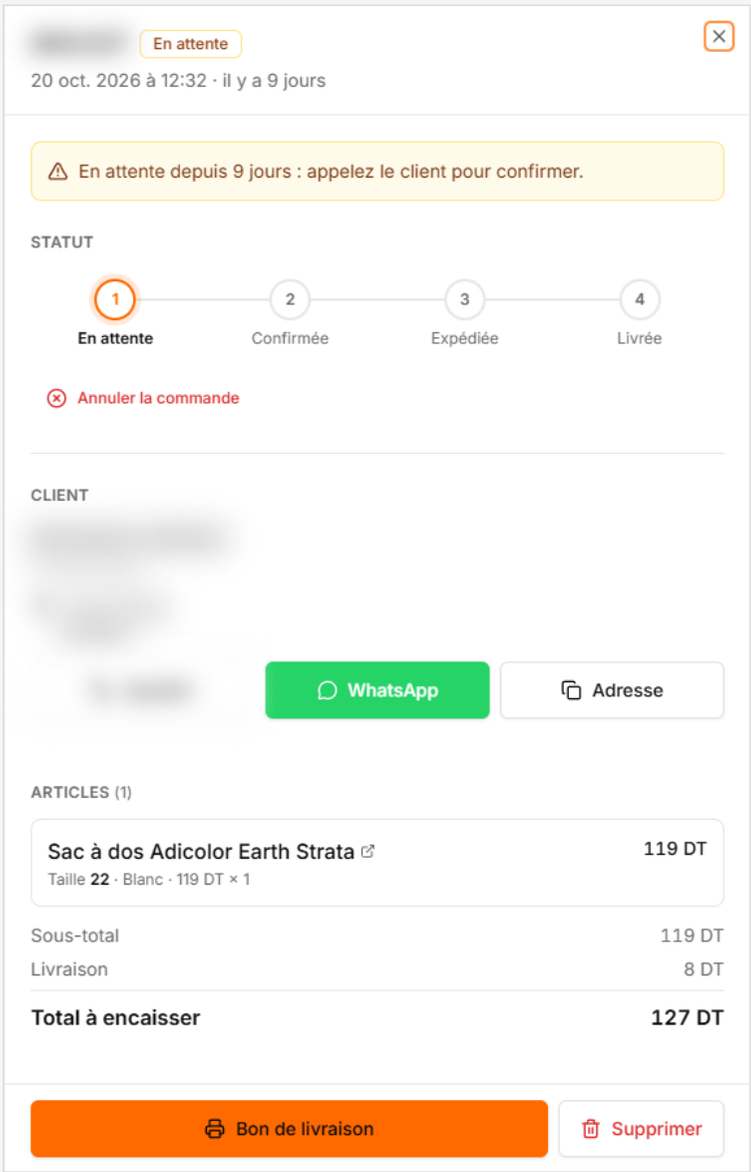
CHWICHA
STREETWEAR · TUNISIE

BON DE LIVRAISON
#X460YC
15/10/2026 15:55

ARTICLE	TAILLE	QTÉ	PRIX
Pantalon Nike Sportswear Club Fleece Joggers. Noir	S	1	75 DT
NIKE X NOCTA TECH FLEECE FULL ZIP HOODIE BLACK Noir	S	1	159 DT

Sous-total (2 art.) 234 DT
Livraison 8 DT

SIGNATURE DU CLIENT
DATE DE RÉCEPTION



En attente
20 oct. 2026 à 12:32 · il y a 9 jours

En attente depuis 9 jours : appelez le client pour confirmer.

STATUT
1 En attente · 2 Confirmée · 3 Expédiée · 4 Livrée

Annuler la commande

CLIENT

WhatsApp | Adresse

ARTICLES (1)

Sac à dos Adicolor Earth Strata 119 DT
Taille 22 · Blanc · 119 DT × 1

Sous-total 119 DT
Livraison 8 DT
Total à encaisser 127 DT

Bon de livraison | Supprimer

Courier CSV export uses semicolons and UTF-8 BOM for accents and Arabic names.

Historical captures; source privacy blur preserved.

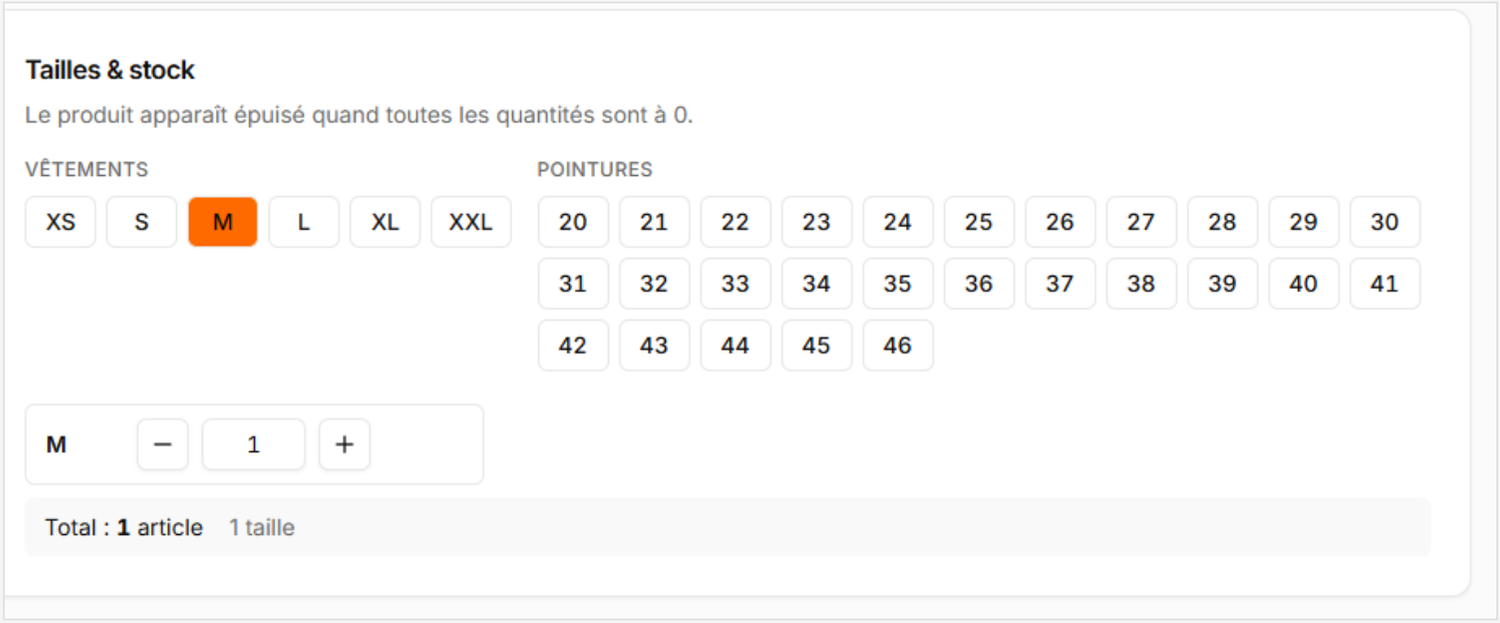
Catalog work is stock work.

Photos, price, condition and per-size quantities live in the same editor, with a Google preview before saving.



The first photo leads.

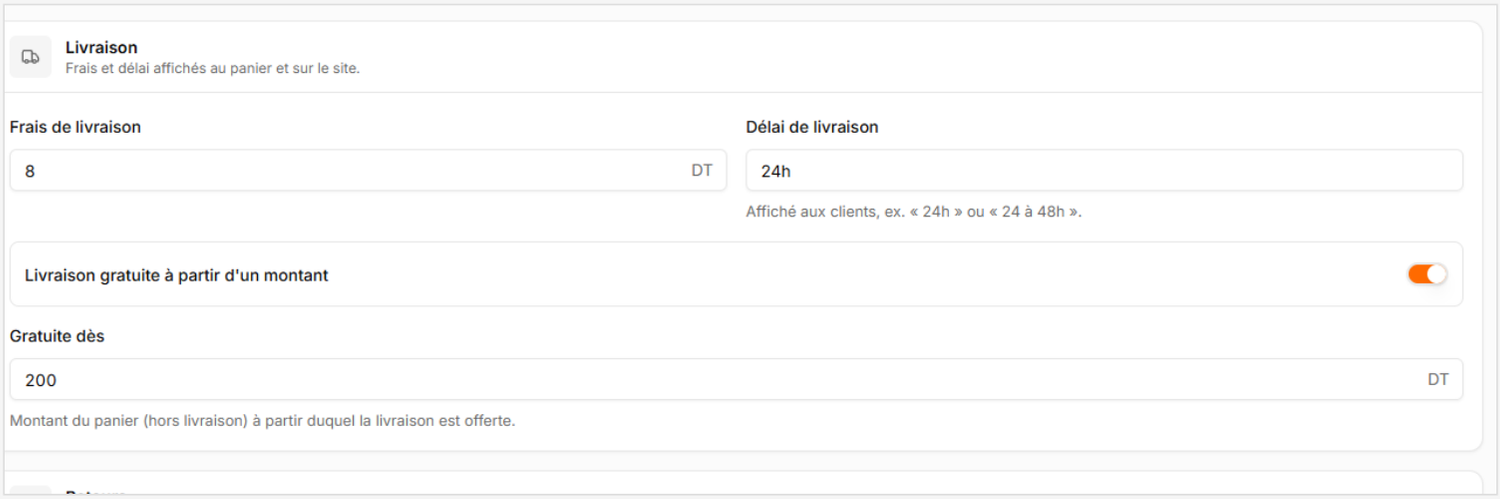
Drag to reorder images. Duplicate an existing product when an item is similar.



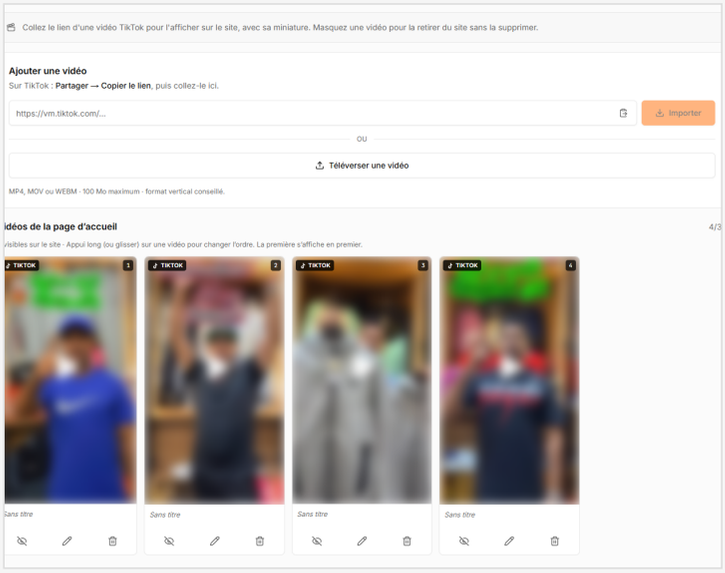
The stock grid exposes the smallest sellable unit: a size. Product tables add low-stock tabs and bulk feature, stock and delete actions.

Give routine changes back to the owner.

Delivery, returns, catalog options and videos used to be constants in code. They are now editable settings.



One rule reaches the cart and order API.



Validate. Save. Refresh.

One key/value table, validated with Zod. Defaults cover missing or invalid rows. Saves invalidate cached reads and refresh the storefront.

TikTok import, direct upload, reordering and visibility controls. Capture: 29 Oct 2026.

The last unit is a database decision.

With one or two units per size, the cart cannot be the authority on price or availability.

1. Lock Product rows

Inside a Prisma transaction; prices come from the database.

↓

2. Check every size and quantity

If any line is short, the transaction rolls back.

↓

3. Decrement stock and create the order

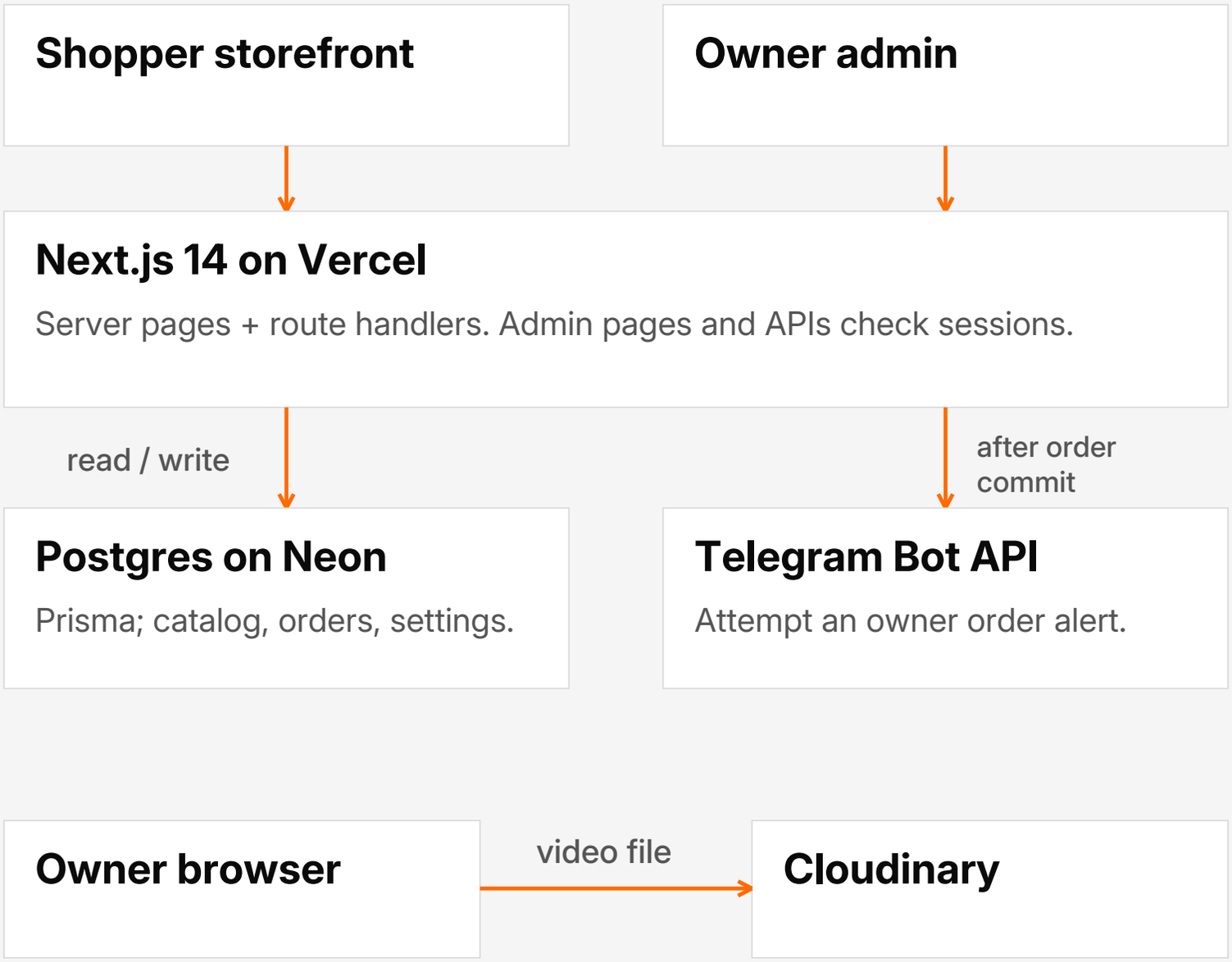
Commit together; attempt the Telegram alert afterward.

Cancel an active order	Restore stock
Reopen a cancelled order	Consume stock or return 409
Delete pending / confirmed	Restore stock
Delete shipped / delivered	Do not restore stock

Implemented controls verified in code. Product-level locking is coarse; no concurrent-checkout test was reproduced for this showcase.

One application. Clear boundaries.

Server-rendered pages and route handlers share the database. Media and notifications remain external services.



Historical hosting quotas shaped media delivery: Next.js signs uploads; the browser sends files to Cloudinary. A custom loader requests image resizes.

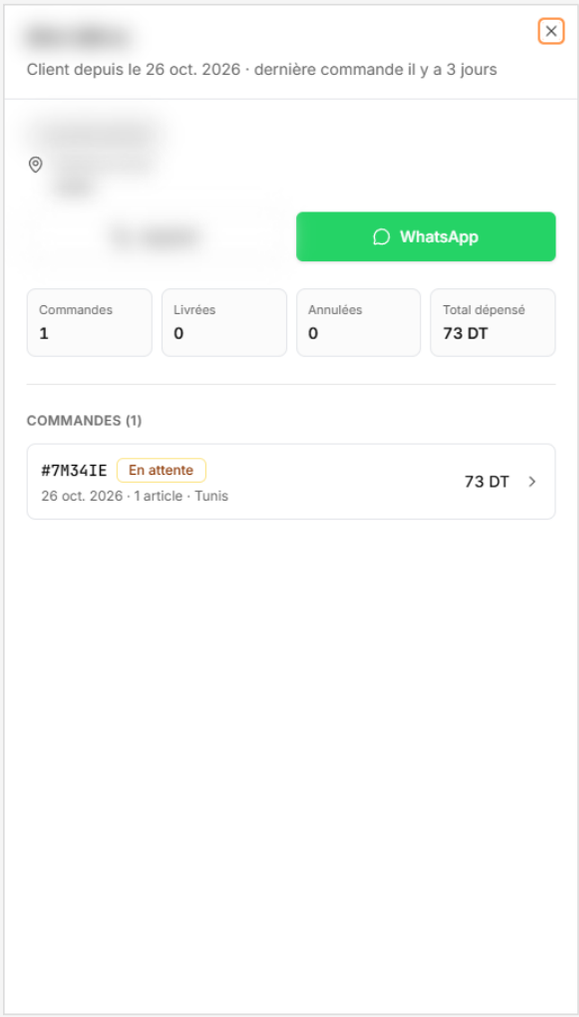
Make the small model fit the business.

For a cash-on-delivery shop, the phone number is the owner's practical point of contact.

A customer view, without a new table.

Orders are grouped by normalized phone number. The newest order provides the current name and address.

It avoids a live-data backfill. It also means two phone numbers can still produce two customer records.



One app, two visual languages.

Admin paint rules stay under .admin-theme. Shared Radix portals receive tokens without restyling the storefront.

Build pages search can understand.

Condition, brand and category pages have their own server-rendered content, metadata and structured data.



1,609

reported organic clicks

~85%

from branded searches

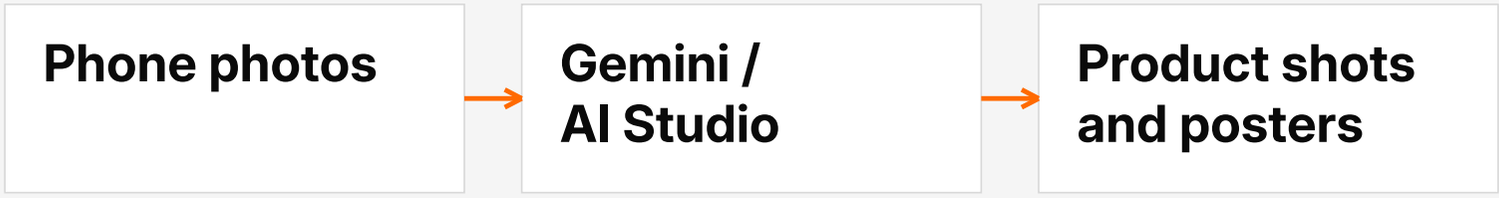
Search Console, 25 Jul-24 Oct 2026, as reported in the case study. Original export unavailable.

Landing pages, sitemaps and IndexNow shipped on 26-27 Oct. Search outcomes remain unmeasured; llms.txt is supplementary.

AI across the work. Two distinct roles.

Business support

A separate Gemini image tool, built in Google AI Studio, turns phone photos into product shots and posters for the shop's content.



My content workflow, shown as a diagram. Six app-generated examples follow on the next page.

Development assistance

Claude Code supported the 222-file October admin and SEO upgrade. I set the plan and file ownership, reviewed each wave and committed the work.

Written plan / Separate files / Typecheck handoffs / Human review

Separate AI workflows support content and development.

Product views.
Different content formats.

The AI Studio app generates garment and on-model visuals, with controls for image dimensions, aspect ratio and model or clothing size.

Garment views







On-model views







I generate garment-only and on-model variants in square and portrait formats.

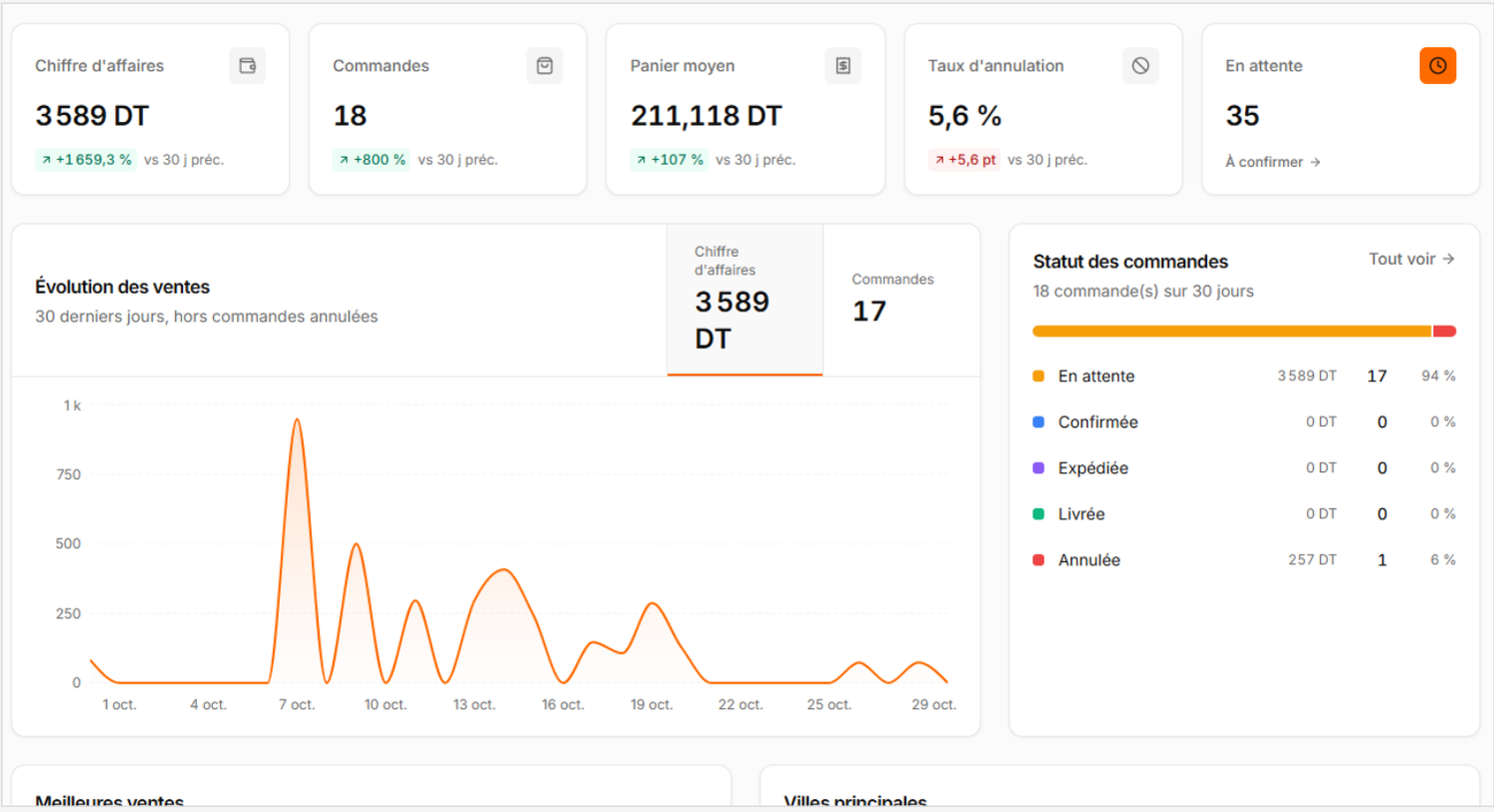
Delivered.
With evidence and limits.

Production snapshot | 29 October 2026

203
catalog products

56
orders recorded

54
phone-derived customers



3,589 DT is non-cancelled order value for the last 30 days. The 17 included orders are pending in this snapshot; this is not collected revenue.

Next: seeded concurrency tests and search follow-up.
Automated tests and CI were not supplied.

Identity with a job to do.

Help Tunisian shoppers recognize the shop, understand an item's condition and know how to order.

Direct	Say what it is, how it is paid for, and what happens next.
Resourceful	Treat limited stock and owner-operated delivery as design inputs.
Bold	Keep the existing wordmark, flat orange and strong black/white contrast.

Use language the shop can stand behind.

"Neuf ou friperie, toujours de marque."
"Paiement à la livraison partout en Tunisie."

Avoid invented ratings, fake scarcity and unverified authentication processes.
Foundations documented from product; new applications are marked as concepts.

Preserve the wordmark. Give it room.

The existing Varsity lettering remains the identity. These color variants and descriptor lockups extend its presentation.

CHWICHA

CHWICHA

CHWICHA

x CHWICHA

Clear space x = one quarter of the cap height. Align visible letterforms.

CHWICHA

No stretching

CHWICHA

No low contrast

CHWICHA

No busy backgrounds

Original wordmark: raster artwork from the product capture. Transparent PNGs included; no vector trace or original font file claimed.

Small marks need less detail.

The compact C below is a proposed extension. Its solid silhouette removes the fine outlines that collapse at favicon size.



Proposed compact mark



 Original product favicon, 32 px

New descriptor lockup above; no replacement has been deployed.

Compact mark at native pixel sizes



16 px



24 px



32 px



48 px



64 px

Original wordmark at real-use widths



120 px



180 px



240 px

Screen guidance after 1x review: wordmark >=180 px; compact C >=16 px, with 24 px preferred for routine UI. Keep one stroke silhouette at 16 px.

Orange is the action. Neutrals do the reading.

Exact storefront tokens, verified in source.

Black / background
#0A0A0A
RGB 10, 10, 10

Orange / action
#FF6A00
RGB 255, 106, 0

White / text & cards
#FFFFFF
RGB 255, 255, 255

Dark / surface
#1A1A1A
RGB 26, 26, 26

Light / surface
#F5F5F5
RGB 245, 245, 245

Orange / hover
#FF7A1C
RGB 255, 122, 28

Use tested text/background pairings.

Black on white	19.80:1 / Pass
Black on orange	6.90:1 / Pass
White on orange	2.87:1 / Avoid

Normal text target >=4.5:1; large text >=3:1. These tested pairings guide the PDF and new artwork, not a live-product accessibility certification.

Starting balance: mostly neutral, about 10% orange.

Three voices.
One reading order.

Varsity Regular

CHWICHA

Original product display: wordmarks, headlines, prices and large numerals.

Paiement à la livraison.

Inter: body, controls and buttons. Available weights 400, 500, 600, 700, 800, 900.

`SKU / CHW-042`

JetBrains Mono: SKU codes and technical metadata. Weights 400, 500, 700.

Des pièces de marque.

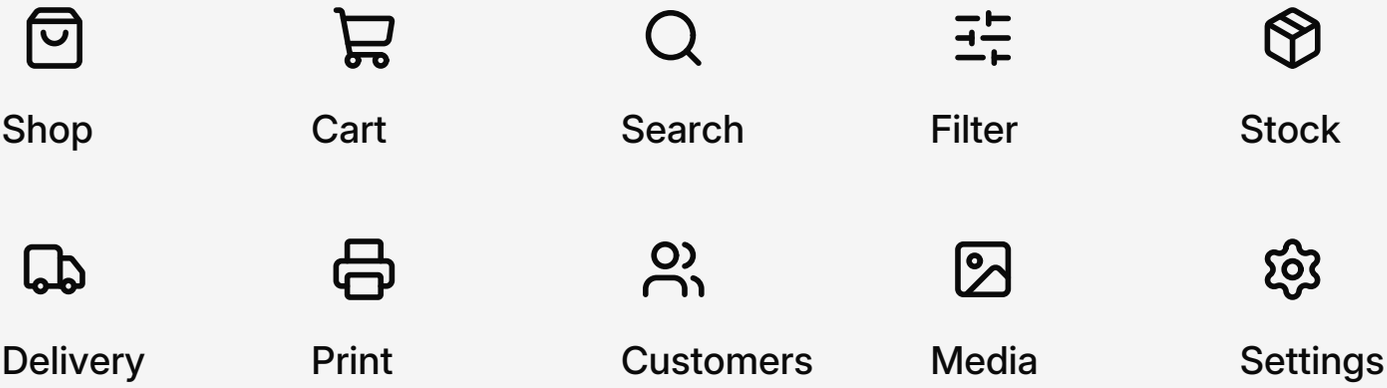
Commandez en ligne. Payez à la livraison.

Specimen scale: 60/64 display, 32/43 body, 24/32 notes.

Showcase headings use Barlow Condensed Bold (OFL). Inter and JetBrains Mono are also OFL. Varsity licensing was not supplied: its font is not embedded or redistributed; original raster artwork is preserved.

A practical interface language.

Use functional stroke icons, clear states and visible labels. Let the customer and the owner recognize the next action.



Lucide, used by the admin: 24x24 viewBox, 2-unit stroke, round caps/joins. Storefront inline SVGs follow a similar stroke language. License included.

AJOUTER AU PANIER

HOVER / #FF7A1C

Votre ville

Tunis

NEUF OCCASION

Champ obligatoire

Storefront: square cards, 2 px buttons. Admin: 8 px radius, 1 px borders, labeled feedback. Use 8/16/24 px spacing steps.

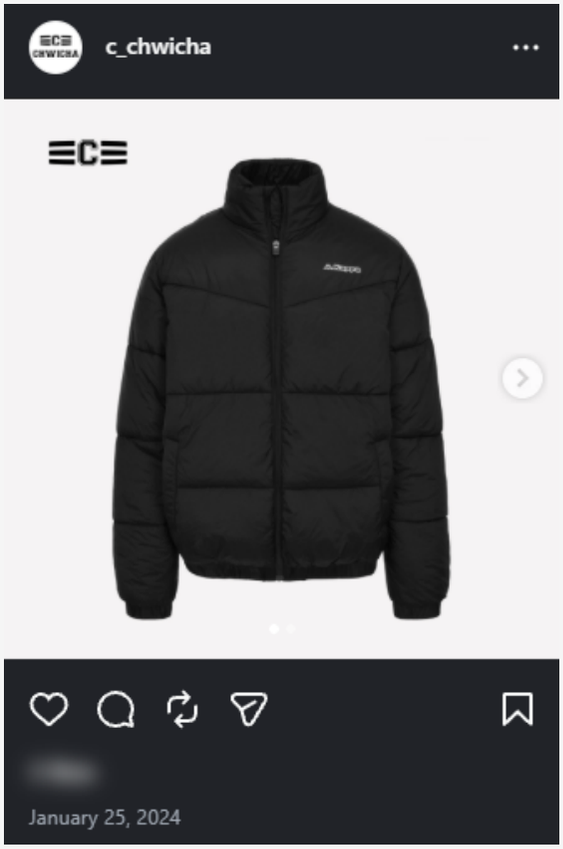
Selected reconstructions. Error pairing is a presentation extension.

An actual post.
Its matching artwork.

One product image, with minimal visual noise. The artwork carries through from the original composition to the Instagram post.



Original artwork



Instagram / c_chwicha

Date visible: 25 Jan 2024

Branding beyond the browser.

Packaging applications / proposed concept



CHWICHA

NEUF / FRIPERIE



Bring me a business problem worth building.

Chwicha connects a customer experience to the operational work behind it: stock, orders, content and delivery.

Taha Znazen

AI Product Engineer

Product, design, engineering and continued delivery - from the first brief to the work after launch.

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LinkedIn / taha-znazen

Explore chwicha.shop

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