

Frantic Blades

Live Site: <https://franticblades.com/>
Web Development and UX/UI Design

About the Client

Frantic Blades is an American knife brand operating out of New York, specialising in hand-forged Damascus steel blades across three product categories: hunting knives, EDC pocket knives, and collectible pieces. The brand targets the American knife enthusiast, hunter, and collector market — a niche with a deeply specific culture around craftsmanship, material quality, and aesthetic. Their product range spans sixteen hunting knives and hatchets at the \$99–\$149 price point, and four EDC pocket knives at \$49, all marketed under a unified brand identity anchored by the tagline: *Forged in Chaos*.

Brief

The client needed a complete e-commerce presence built from the ground up — a site that could carry Damascus steel's visual identity (raw, dark, forged, tactile) while functioning as a functional storefront: product catalogue, cart system, checkout flow, payment method support, and policy infrastructure. It also needed to land correctly with an American buyer. Tone, trust signals, and visual language all needed to be read as native to the US knife and outdoor market, not generic international retail.

Scope of Work

- UX Design:** The entire buyer journey was mapped before a screen was drawn from the first impression on the homepage through product discovery, product detail, cart, and checkout. The homepage leads with the brand tagline and a hero product shot before presenting the catalogue, establishing identity and desire before commerce. Product cards are visual-first, with pricing and sale state immediately legible. The product details modal surfaces specifications (material, blade dimensions, handle type) without pulling the user off the catalogue page, a deliberate retention decision.
- E-Commerce Web Development:** Built in HTML, CSS, and JavaScript. The site includes a full product catalogue across two categories (hunting knives and pocket knives), an add-to-cart system, a cart page with subtotal calculation, shipping and tax messaging, and a checkout continuation flow. Payment method acceptance is surfaced visually (Visa, Mastercard, Apple Pay, Google Pay) to establish trust at the point of decision. Policy pages Terms of Service, Refund Policy, Shipping Policy are fully built out, which is a non-negotiable trust requirement for US e-commerce buyers.

- 3. Brand-Aligned Visual Direction:** The colour palette hunter green and near-black was a deliberate nod to American hunting culture rather than a generic "dark brand" default. Hunter green carries specific cultural weight in the US outdoor market: it's the colour of field gear, gun stocks, Carhartt jackets, and decades of hunting equipment. Pairing it with black keeps the brand in Damascus steel's visual territory forged, heavy, serious while the green grounds it in the culture of the buyer rather than the aesthetics of the product alone. A knife collector in Texas reads that palette and recognises something familiar before they've read a word.

Key Decisions

The American market context: Designing for a US buyer is a different brief from designing for a Pakistani or regional market. American e-commerce buyers are comparison-shopping against Amazon and established knife retailers like CRKT or Benchmade. The trust bar is higher. Policy pages, contact visibility, payment method icons, and clear return/shipping information are not optional additions — they're baseline requirements that determine whether a first-time buyer converts or exits. All of it was accounted for.

Homepage as identity before catalogue: A product grid as the first thing a buyer sees is a commodity experience. "Forged in Chaos" as the first thing they see is a brand experience. The structural decision to lead with the hero and tagline before the products gives the buyer a reason to care about the knife before they see the price tag — which matters when you're competing on craft rather than cost.

Product detail as model, not page: Rather than navigating users away from the catalogue to a separate product page, the detail view opens as an overlay. Specifications, pricing, and the purchase action are all accessible without losing catalogue context. The buyer can close the modal and continue browsing with zero navigation cost. This reduces exit points in the purchase flow.

Outcome

Frantic Blades launched with a storefront that matches the brand's identity — dark, deliberate, and built for an audience that takes the craft of a blade seriously. The UX covers the full purchase journey without friction. The visual direction translates Damascus steel's aesthetic into a screen experience without losing what makes the product compelling in the first place.