

Case Study: E-Commerce Store Version Upgrade

Challenge

The company wanted their online store to be rebuilt and redesigned. The previous version had issues with accepting payments via credit cards, so one of the improvement areas was to set up a payment gateway integration. Other important targets were adding some advanced functionality and improving the user experience.

Solution

The company approached us who proposed to build the online store on the nopCommerce platform. A customer engaging store was developed.

- The store offers multiple product images in order to attract viewers attention and hold their interest, pushing them to buy a product if they land on the page.
- The site now has an option of multi-currency, i.e. prices of the products are available in various currencies (USD, GBP, EUR). A user can change the currency at any point as per his need.
- Another added feature is Trade Login. With this feature, buyers would be charged as per their requirements: different rates can be applied for bulk and ordinary buyers.
- A home page of the store has an organized gallery with product images and a brief description of its content, clicking on which a visitor would be able to view every type of products offered.
- We added a feature on the site wherein users' reviews, which they leave on FEEFO (a site that collects customers' review) get displayed on the clients' site.
- Upon opening any product, a user is presented with different views of it. It is possible to look at the product from various angles and select the best item.
- The site became fully responsive and can be run on any device.
- The product listing pages have advanced filters making the search easier.
- Discount code and gift card options were added.

Result

We presented a highly featured site that blended with the client's brand image. As a result, the site not only attracts organic traffic but also became highly popular.