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CASE STUDY

KEY PROJECT
FEATURES

Requirements:

- Modern Design
- Mobile Friendly
- Homepage view for first time users
- Homepage view for regular users
- Customizable landing page for specialized product categories

PROJECT DURATION
4 months

INDUSTRY
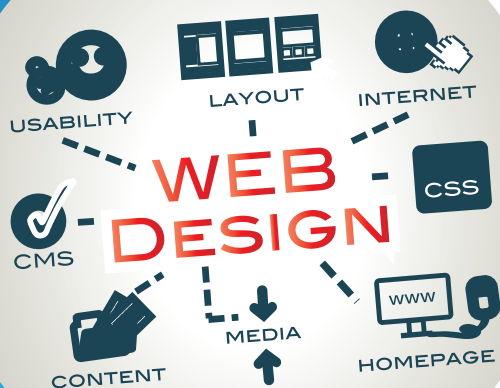ice Products

TECHNOLOGIES
Third Party e-Commerce Platform, JS/CSS, HTML, Bootstrap

CLIENT
CHALLENGE

The client came to us wanting an updated, mobile responsive website redesign. They believed their design was very dated and they wanted it to stand out more with a more modern, clean look. The client needed to attract more buyers to their e-commerce site. Towards this end, they wanted to target first time users and returning clients with unique messaging on the same url. They also needed to create specialized landing pages to allow the client to promote the purchase of specialized products.

PROGRAMMERS.IO
SOLUTIONS

Based on the client's requirements, we created a design that was clean and modern. We created and implemented two different versions of the home page with distinct messaging and content areas. We did this by focusing on logged in users vs logged out users. We customized the mobile versions of the webpages to ensure that the client's message was not lost when it was viewed on smaller screens.

To encourage user interaction and build the client's email marketing, the team suggested, created and implemented a popup before login that invited first time users to sign up for the client's marketing mailing list. It will also allow the client to update and change their initial message for first time users without redesigning their site.

The client also created a custom subdomain url with their e-commerce domain. The team then created a template of a specialized product landing page that could be updated based on the client's needs and specials.

PIO
SOLUTIONS

CLIENT
IMPACT

The result was exactly what the client had been looking for. They were pleased with the overall look and functionality of the site. They have increased business from returning clients and been able to entice new ones with the new options provided to target those users specifically.

ABOUT US

Programmers.io is your one stop solution for every IT related requirement. Certified and partnered with world's leading tech giants like IBM, Google, Microsoft, we have come a long way, working for 100+ clients pertaining to various industries.

8951 Cypress Waters Blvd STE 160 Coppell TX 75019-4784 USA

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1-800-600-5822   team@programmers.io   programmers.io