# Rebuilt & Redesign - 3 times growth on average orders by Tech2Globe

**Ellie Bianca** is a proudly Canadian, all-natural, environmentally sustainable, socially conscious, luxury skin care line that recognizes beauty in all forms and supports the empowerment of women through business and education.
The fundamental ingredient, shea butter/oil, is personally sourced by our Founder from women-run co-ops in Africa, nurturing not only the skin but also the souls of the communities from which it comes.

**Main Goal Ellie Bianca** – *Their main Goal to bring people closer to where their products actually come from. So, Client Require us to rebuilt the existing website with advance features like women in power gala, foundation, our pillar etc. and in so doing bring people closer to each other and the environment.*



**72% increase in registered customers/month**



**3 times growth on average orders/month**

## Client Requirement

The company wanted their online store to be rebuilt and redesigned. They want to integrate multi-currency option, store locator & other important targets were adding some advanced functionality and improving the user experience.

1) Home Page: Shop by product
2) Customer Sorting option: Explore Our Best Seller Module
3) About Us: Our Pillars, Ellie Bianca Foundation
4) Discover: Ellie Bianca circle rewards, women in power gala, Retail Locations, Press, Glossary
5) Need to integrate Multi-currency option, Store Locator
6) Integrating amazon & eBay store
7) Integrate Quick shop option

## Challenges Faced

✔ 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.

✔ Maintaining the effective Graphical User Interface optimizing the speed and accuracy in all the browsers.

✔ Implementing Subscriber option on the time of purchasing.

✔ Integrating Multi currency option, so that user increase their conversions from international customers.

## Solutions & Execution

 A dedicated team was set up to provide timely reporting by an account manager, project manager, senior designer, HTML developer, and a testing analyst.

 A clear road map was created, and small sprints process was followed to keep delivering

pieces of the project to the client for review

- We followed shopify designs patterns and SOLID principles that help to increase the overall store performance, testability and maintainability.

- Proper care has been taken by using data matching techniques to handle issues in content related to spellings and variations.

- Every module developed was first tested by the developer, the in-house testing team.

- Quality assurance and software testing was an integral part of the success of this application

- Image management has been taken care for Speed Optimization.

## Integrating Customization

**Custom sorting options** were added. Customers can sort for products that have the biggest discount, and products that are bestsellers
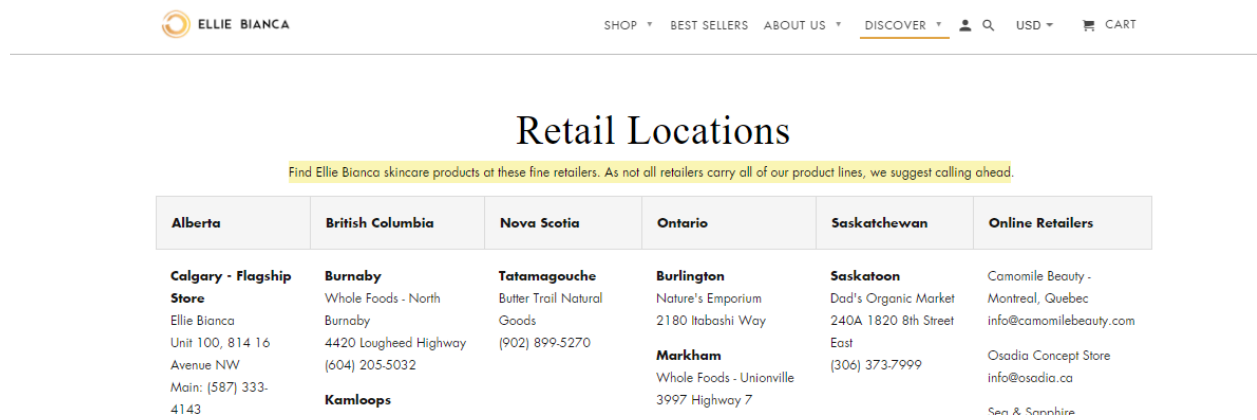
**Customized Multicurrency** option in store so that user increase their conversions from international customers



**Implementation of rewards** & other Discounts that will increase user interest

ELLIE BIANCA

SHOP ▾ BEST SELLERS ABOUT US ▾ DISCOVER ▾ 👤 🔍 USD ▾ 🛒 CART

CAD
USD
INR
GBP
AUD
EUR
JPY

## Customer Login

**Email**
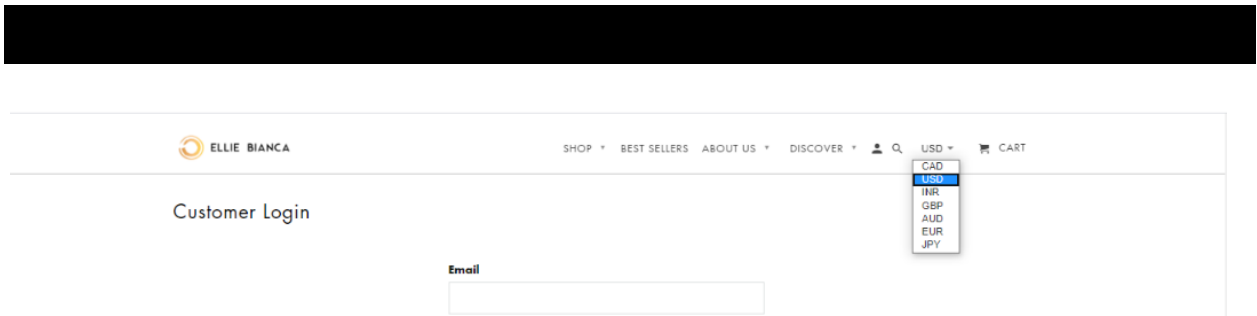
**Integrate Store Locator** So customer can easily find Ellie Bianca skincare products at these fine retailers.

ELLIE BIANCA

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# Retail Locations

Find Ellie Bianca skincare products at these fine retailers. As not all retailers carry all of our product lines, we suggest calling ahead.

| Alberta | British Columbia | Nova Scotia | Ontario | Saskatchewan | Online Retailers |
|---------|------------------|-------------|---------|--------------|------------------|
| **Calgary - Flagship Store** Ellie Bianca Unit 100, 814 16 Avenue NW Main: (587) 333-4143 | **Burnaby** Whole Foods - North Burnaby 4420 Lougheed Highway (604) 205-5032 **Kamloops** | **Tatamagouche** Butter Trail Natural Goods (902) 899-5270 | **Burlington** Nature's Emporium 2180 Itabashi Way **Markham** Whole Foods - Unionville 3997 Highway 7 | **Saskatoon** Dad's Organic Market 240A 1820 8th Street East (306) 373-7999 | Camomile Beauty - Montreal, Quebec info@camomilebeauty.com Osadia Concept Store info@osadia.ca Sea & Sapphire |

# Product Page Insiders

Here is a page of website that defines a product in its entirety. This allows the users to look deeply into what a product offers and how it will benefit them once they buy it.

For Promotional Purpose, **Implemented Subscribe option** on the time of product purchasing

# Result

The final store fulfills all the client needs what they wanted and covers all the APIs and perfectly integrated with the new payment gateway and plugins.

- 72% increase  registered customer per month
- 12% increase in repeated customers monthly & 35% decrease bounce rate
- 2 times growth on average orders per month after observation of 2 months
- Enhanced, user-friendly and easily navigable design and user interface
- Responsive shopify store

## Client Review

*"We were happy to see the results and how the things are going with the new look & advanced features of store. We have been growing together with people from Tech2Globe and have learned a lot of things since we went online: We are getting orders from different countries,"*

### *About Our Company:*

Tech2Globe is a Shopify solutions provider for Shopify website development & designing. With having more than 6+ years of experience in Shopify technologies, we deliver the 300% satisfy results to the clients across the globe. Our clean, bold designs are great for ecommerce stores. We use design elements proven to increase sales and produce striking, memorable experiences.