

A Case Study Web Site: www.bugandblossom.com

Client Introduction:

Bug & Blossom is located in Calgary, Alberta. It's a Mom friendly business dedicated to providing hip, fun & fresh gifts for Babies, Children and a little something for Mom! Bug & Blossom offers unique, functional, safe & imaginative products customers were wanting. You will see both in store and web site is the best of the best! Safe, quality, award winning specialty products with the highest levels of innovation. Bug & Blossom also combined embroidery business with retail store. As a result customers are able to present thoughtful, personalized gifts to their friends & loved ones.

Project Overview:

Bug & Blossom approached Eflashfactory.com to coordinate the development of their online strategy. An E-commerce web site. A project that once completed would offer all the key elements of their brand in an intuitive and easy to use web site.

After careful competitive analysis of the requirement by Bug & Blossom, Eflashfactory proposed a complete web site redesign, a small flash introduction and the implementation of the user friendly Content Management System.

The strategy aimed at providing much more product and advice online to existing and potential customers, ensuring a reduction in the cost of maintenance whilst meeting their goal of timely and accurate content. The entire web site utilizes Eflashfactory Content Management System. This allows staff to make changes to the content of the site in-house with almost no training.

The project delivered:

Complete New Interface Design and User Experience

The more professional, faster and usable web site interface is now completely consistent with the Bug & Blossom brand. The intuitive navigation and functionality creates a more enjoyable experience for customers researching products.

Consistent and Effective Communication Channel:

Bug & Blossom can utilize the web site to promote company information, store locations and products quickly and efficiently. Utilizing internal databases, product information is published with timely and complete accuracy.

Ecommerce System:

Bug & Blossom can now maintain all product information on the web site in-house, including product descriptions, images, related products and even product categories.

The Catalog section will input all products and category folders including setting up products as an expected date, setup **product attributes**, manufacturers, **check reviews**, & **put products on special**.

Bug & Blossom could be able to create unlimited Category and Sub Category. Can move or copy category from one folder to another and also from the top of that folder to the bottom and vice versa. A single product can have many attributes such as shirts can be of different sizes and different colors.

Shipping modules have been integrated with various options for the customer to choose such as Canada Post, Store Pick Up, Flat Rate, Table Rate, Per Item etc.

Payment modules have been integrated with various options such as Moneris, Paypal, Credit Card and various payment gateway systems etc.

Stock:

This is an inventory control.

Set Stock level, Subtract Stock to true and the system will check the stock and subtract stock from items purchased. Allow checkout allows customer to checkout even though the stock

level is too low. Web administrator can be able to mark product out of stock if a product that is out of stock.

Relate Products:

Bug & Blossom also wanted to find a way that they can relate one product to another product(s). They want to have the ability to create "relationships" between products, and the ability to display the "related" products on the product information page. This system allows Bug & Blossom to relate one item to another. It's a cross sell system. If the customer clicks item A then in the product information page they'll also see any items Bug & Blossom related to it. Such as Item B, Item C... etc. It gives them the option to buy other products that are either add-ons or related in some way... like parts of a set only at individual prices. It allows them to pick and choose the items that are similar to make their own set.

Dynamic Site Map:

We have also programmed a Dynamic Site Map, which gives users a navigational tool to go through site easier. This makes it more user friendly and easier to find things on site. Search Engines also like site maps, so they can navigate to various parts of your from one main link. Many potential sales are lost due to customers unable to find the information or products they need.

Banner manager:

At the top of homepage customer wishes to have banners. Our solutions were three types of banners that reside at the top of the page which customer would be able to change the graphics and wording to attract the web surfers. Customer or web administrator would be able to change the target of the banner using our simple content management system.

Send Email:

Bug & Blossom can send an email to one customer one at a time or to all customers at the same time. Select the customer or customers in the drop down box. Type a subject for the email message. Type a message for email. Click "send mail" button.

The next screen comes up showing the message and allows Bug & Blossom to make changes before really submitting. If all is good click the "send mail" button and email will be sent.

Integration with ConstantContact.com:

Bug & Blossom wanted to set up the web site to integrate with ConstantContact.com. Constant Contact is a web solution company that helps with email marketing campaign, online surveys that would build long lasting relationships with clients.

Bug & Blossom customers can simply type in their email in the email box and it will add their email addresses to Bug & Blossom ConstantContact.com account.

Who's Online:

A traffic reporting tool useful to see who is accessing Bug & Blossom site. If a customer is logged into store and looking around Bug & Blossom can click on their link and see what page they are on and what products they are looking at.

Extensive Range and Product Information:

With clearer structure to the range of Bug & Blossom products, customers now find it easier to search by brand, by price or product type. There is also a comprehensive solution finder to enable customers to obtain further product details.

The Result? The web site has been overwhelmingly well received by customers and visitors to the site. Interactivity and functionality encourage visitors to return to the web site and content is a whole lot easier to find. The web site has been overwhelmingly well received by their customers, with many more exciting projects in the pipeline.