

Shopify Dev for Laundry Detergent Supplier

PROJECT DETAILS

 E-Commerce Development, Web Development

 May 2021 - Ongoing

 \$10,000 to \$49,999

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PROJECT SUMMARY

Optimum7 is developing a laundry detergent supplier's e-commerce website using Shopify. They've also integrated the site with Bold Commerce, Google Analytics, and other warehousing tools.

PROJECT FEEDBACK

Optimum7 has successfully delivered a functional site as specified and ahead of schedule. Their excellent communication skills have resulted in outstanding project management. Their e-commerce expertise sets them apart – beyond development, they've been able to advise technical best practices.



The Client

Introduce your business and what you do there.

I'm the co-founder of Laundry Sauce, a direct-to-consumer e-commerce brand that sells laundry detergent and related cleaning supplies.

The Challenge

What challenge were you trying to address with Optimum7?

Our old website was performed poorly in converting. We needed to develop a new Shopify e-commerce site that visually appealed to and converted our prospective customers.



Robert

Co-Founder, Laundry Sauce



Retail



San Diego, California

CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 4.5

Would Refer: 5.0



The Approach

What was the scope of their involvement?

Optimum7 developed our e-commerce website through Shopify. First, we discussed our challenges and expectations for the site. After that, we outlined the scope of work, which included a new Shopify website and integrations with Bold Commerce, Google Analytics, and tools for warehousing and logistics.

Once everything was set, Optimum7 proceeded with the development. They've already finished the website, and they're currently working on new product pages and site sections.

What is the team composition?

I've worked with their CEO, a project manager, and two developers.

How did you come to work with Optimum7?

We heard about Optimum7 through word of mouth. We were looking for development agencies that had e-commerce experience at the time. We interviewed several firms, and we liked that Optimum7 was very consultative.

How much have you invested with them?

We've spent between \$25,000–\$30,000.

What is the status of this engagement?

We started working together in May 2021, and it's ongoing.



The Outcome

What evidence can you share that demonstrates the impact of the engagement?

Optimum7 has successfully followed our timeline and scope of work. In fact, they've delivered the site 45 days before our deadline, so we can test and prepare for the launch.

How did Optimum7 perform from a project management standpoint?

Optimum7 has performed very well with project management, and we're delighted with their overall execution. Their ability to manage tasks internally and communicate outwardly is exceptional. We can't ask for a better partnership.

We communicate primarily through email. However, if we need to discuss something about the site, they'll set up a virtual meeting and send a calendar invite. I can always pick up the phone and call them if I have a question. They're open and willing to have a discussion whenever someone has an idea that comes into mind.

There has been excellent communication throughout the engagement. Their CEO even checks in with us and makes sure the project is moving along, and their project manager has been helpful the entire time. They've always delivered on time or ahead of schedule.

What did you find most impressive about them?

They have expertise in e-commerce development — this allows them to become a consultative development shop. Working with them hasn't been transactional. They've come in with an expert perspective and guided along the way. That has saved us money in the long run as we've been able to develop with their advice in mind.



Are there any areas they could improve?

I can't think of anything.

Do you have any advice for potential customers?

Ensure you have a detailed scope of work and ask for guidance on e-commerce best practices and technology integration.

Additionally, have a website design completed before engaging them for development.

