

E-Commerce Development for Apparel Brand

PROJECT DETAILS

 Custom Software Development, E-Commerce Development, Web Development

 Apr 2021 - May 2021

 Less than \$10,000



"They have a lot of experience developing Shopify stores and delivering high-quality products."

PROJECT SUMMARY

Optimum7 redesigned a portion of an apparel brand's e-commerce website's product pages, creating mockups and screencasts referencing the existing website and website. They worked together in previous projects.

PROJECT FEEDBACK

Optimum7's project went smoothly throughout the process, with an informative message and an overall positive experience. The team was commended for their extensive experience in developing Shopify platforms, which resulted in a high-quality site.



The Client

Please describe your company and your position there.

I'm the ecommerce/marketing director for an apparel brand called KETL Mtn.

The Challenge

For what projects/services did your company hire Optimum7, and what were your goals?

We hired Optimum 7 to revamp the entire layout of our products pages to include more functionality and control over each product with sections to include product feature icons, YouTube video, sizing charts, & full size images.



Michael Bartovsky
Director of Ecommerce, KETL
Mtn. Apparel



Sports



Thousand Oaks, California

CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0



The Approach

How did you select this vendor and what were the deciding factors?

We have worked with Duran in the past for projects with a different brand and had a great experience so we decided to leverage his development team to help with projects for KETL Mtn.

Describe the scope of work in detail, including the project steps, key deliverables, and technologies used.

Details for the product page (Shopify) redesign were sent over in the form of mockups as well as screencasts referencing our current website and websites of those who had features that we were looking to mimic.

How many people from the vendor's team worked with you, and what were their positions?

A project manager was the main point of contact throughout the project and there were three developers working on the changes.

The Outcome

Can you share any measurable outcomes of the project or general feedback about the deliverables?

Customers loved the new design of the product page and how much more information we were able to communicate about our products compared to the previous iteration of the product pages.

Describe their project management style, including communication tools and timeliness.

Most all of the communication was done via Monday.com and email.



What did you find most impressive or unique about this company?

They have a lot of experience developing Shopify stores and delivering high-quality products.

Are there any areas for improvement or something they could have done differently?

Everything went smooth :)

