

An interactive & functional e-commerce website for Spellbinders



 **Increased Sales**

 **Higher ROI**

 **Enhanced User Experience**

“ I love the way Team Grazitti worked for my website. I have tested out the functionality on the back end and all looks well. Thank you!”



Mary Busch,
Marketing Director,
Spellbinders

A basic e-commerce website with no clear value proposition

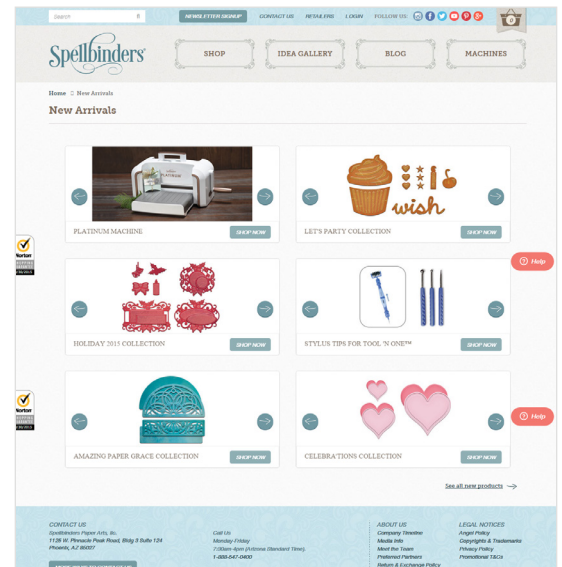
Spellbinders — a leading online e-commerce store offers an unparalleled selection of artifacts, drawings, paintings, sculpture and photography in a range of prices. They provide customers with an easy access to incredible art images and top-notch craftsmanship. However, the company had a very basic e-commerce website with absolutely no value proposition and minimum features. They realized that having an engaging website could result in enhanced user experience and increased ROI. Therefore, they were looking for an interactive website that was feature-rich and fully customized.

Challenges	Solutions	Results
<ul style="list-style-type: none"> ▪ A basic, unmanageable e-commerce website ▪ No option for customers to check the latest products ▪ Unorganized FAQ section ▪ Limited sales and user subscriptions 	<ul style="list-style-type: none"> ▪ Synchronized the relevant projects with each product ▪ Created the “New arrivals” section in website ▪ Arranged the FAQ section according to categories ▪ Integrated the “Add to Cart” option in blog posts 	<ul style="list-style-type: none"> ▪ Increased product sales ▪ Enhanced user experience ▪ Well-optimized website with an option to add products ▪ Improved website functionalities with an ease of use

E-commerce website with a precise visual hierarchy

Spellbinders wanted an interactive e-commerce website that was functional and easy to manage. The limitations of the existing website made it difficult for customers to find new arrivals and recognize the projects associated with each product. Our team of experienced web developers understood their optimization needs and came up with the following solutions:

- **“New arrivals” section:** Creation of “New Arrivals” section in the website using custom module in Drupal — to help the customers get updated about the latest products in the store.
- **“Add to Cart” feature:** Integration of the “Add to Cart” option in the website blog posts — to enable the users make an informed product purchase after reading the blog post.
- **Projects and their respective products:** Addition of more than one project with each product using an autocomplete text box feature — to help the users get specific product details.
- **FAQ section:** Integration of a Node order module in the FAQ section — to enable the administrator to make category-wise arrangement of the FAQ questions.



About the Client

Spellbinders is a popular e-commerce store that provide customers with an expertly curated art images and top-notch craftsmanship from around the world. They have a collection of decorative and arty wall paintings, artifacts and more at reasonable prices. Therefore, customers have the opportunity to choose the suitable products based on their taste and requirements.



About Grazitti Interactive

At Grazitti Interactive™, we provide website development and design services across a wide range of technology platforms. Our gamut of web assets includes websites, applications, portals, communities, e-commerce stores, widgets, blogs, content management system, mailers, landing pages and more. Companies like Konferry, Cloudwords, DCG ONE, FeverBee and more trust us with their web development needs. To get in touch, just drop us a mail info@grazitti.com