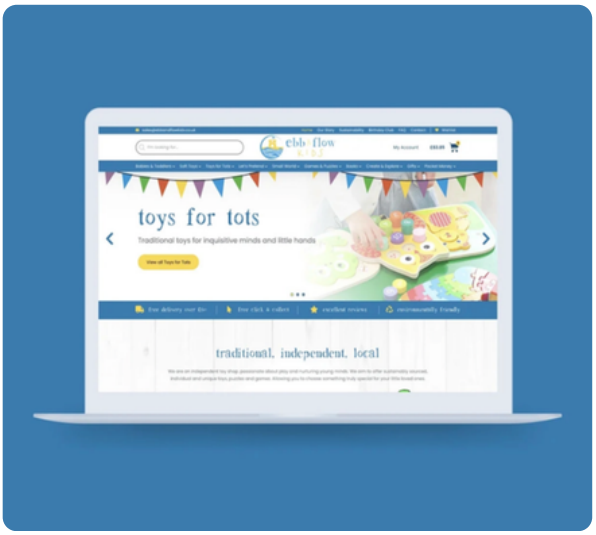
Impact Technology Solutions



Case Study

Ebb & Flow Website

www.ebbandflowkids.co.uk

The Client

Ebb and Flow Kids is an independent toy shop in Tenby, Wales, passionate about play and nurturing young minds. They offer sustainably sourced, distinctive toys, puzzles and games that inspire curiosity and creativity.

Project Overview

With an established high street shop, Ebb and Flow Kids needed a website that captured the character of its Tenby store and encouraged people to visit. As the business evolved, the website's focus shifted towards showcasing the physical shop, sharing advice and keeping customers connected with what's happening in store. The aim was to create an inviting digital shopfront for families and visitors to Tenby, while helping a wider audience discover the business through content, practical information and updates from its social media channels.

To meet these objectives, we focused on understanding what customers look for when discovering an independent toy shop. Through user research and competitor analysis, we explored how families find thoughtful gifts, seek advice on age-appropriate toys and decide where to shop. These insights helped shape an experience that feels personal, informative and easy to navigate.

Based on our findings, we developed two customer personas to guide the website's structure and content. We prioritised clear information about the store, engaging introductions to its toys and games, and a blog offering useful inspiration for parents, families and gift buyers.

We created a website prototype and tested it with a selection of users, asking them to complete tasks such as finding the store, exploring advice and discovering updates. Their feedback helped us refine the navigation and layout, ensuring visitors could find the information they needed quickly. We then reviewed the improvements to create a more intuitive, welcoming experience.

With the design refined, we developed the site using WordPress, providing an easy-to-manage platform. A featured social media feed showcases the shop's latest stock highlights and updates, alongside a blog dedicated to children's toys, play and gift ideas.

Summary

The finished website reflects the charm and personality of Ebb and Flow Kids' Tenby store, creating an engaging digital presence that encourages customers to discover the business and visit in person.

The website now acts as an accessible reference point for both locals and visitors, bringing together store information, helpful blog articles and an updated social media feed. Customers can explore new stock and conversations on social channels, while the business can manage its website content through WordPress.

Clear navigation helps visitors find the information and inspiration they need. Ultimately, the website builds awareness, strengthens customer connections and supports footfall to the physical store.

Testimonial

"We approached Impact IT to create a [web]site alongside our existing business. It was vital the site reflected the traditional feel of our high street store while standing out from competitors. Using a mood board, Impact helped turn our ideas into a cohesive design, quirky, fun, and easy to navigate.

Impact IT designed and developed Ebb and Flow Kids' website with patience and flexibility. They gave us time to refine ideas and supported us throughout. We wouldn't hesitate to recommend Impact IT for new or updated websites. They're skilled, friendly, and incredibly supportive. We're thrilled with the result and look forward to working with them for years to come."

