

## Case Study

# Ebb & Flow E-Commerce Website

[www.ebbandflowkids.co.uk](http://www.ebbandflowkids.co.uk)

## The Client

Ebb and Flow Kids is an independent toy shop in Tenby who are passionate about play and nurturing young minds. They aim to offer sustainably sourced, individual, unique toys, puzzles, and games.

## Project Overview

With a highly successful shop, the next natural step for Ebb and Flow was to offer their products online, taking advantage of the current trend for online shopping. Their main business objective was to have a website designed that worked as a reference point and a way of enticing locals in the town to visit the store, but also a way to broaden the customer reach beyond Tenby. This would allow products to be purchased by anyone anywhere with either delivery or in-store pickup.

To achieve the business objectives, we first needed to empathise with the end user and understand their goals and frustrations experienced when online toy store shopping. We completed some quantitative and qualitative research methods including online surveys with toyshop users and performed competitor analysis of popular online and physical toy stores (Amazon, myths, Kidly etc.).

Based on our key findings, we created two personas of the most, typical users that would visit the website and used these as a basis to design solutions that would make shopping online at Ebb and Flow Kids easier for the consumer.

We built a website prototype for testing with a broad selection of users. We gave the participants a set of objectives to perform, and from this, we learned how they navigated and used the prototype. Based on the user feedback and insights we gained, we made a few improvements with the prototype and tested with the users again.

Once all testing had been completed and analysed, we began the development phase building the website using WordPress and WooCommerce. This enabled the client to easily manage the store and products with easy-to-use CMS (Content Management System).

## Summary

A website was designed and developed that not only matches the charm and character of the physical Tenby store, but aids users in their online purchases, which drives real results and business.

The business now has an online reference point that attracts customers from all over the UK. They can also easily manage products, orders and stock directly from an intuitive online portal.

The research performed guaranteed that the website built gives the customers a positive user experience. The navigation of the website is clear and information can be found quickly and as they need. Ultimately, the users can purchase online with trust and confidence.

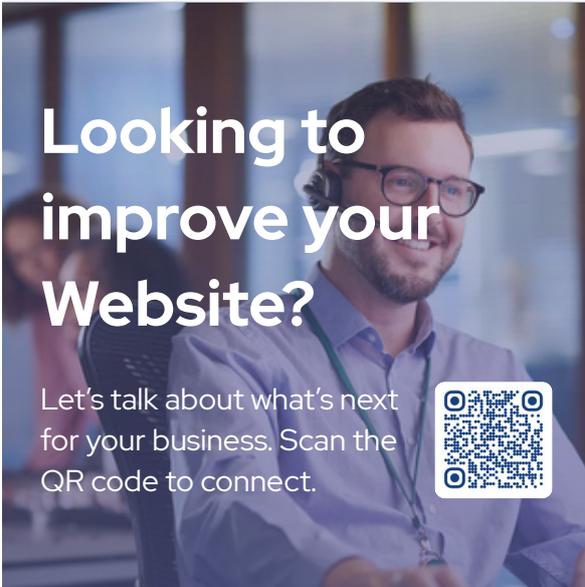


## Testimonial

"We approached Impact IT to create an eCommerce 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.

Our online shop posed challenges: a large product range, gift wrapping, and a Birthday Club. Nothing was too much trouble; with our developer's support, we ticked every box without compromising our vision.

Impact IT designed and developed Ebb and Flow Kids' online store 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."



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