

Case Study

Mercer's Mutts E-Commerce Website

www.mercersmutts.co.uk

The Client

Mercer's Mutts is a luxury dog garment and accessories brand. It was created with the aspiration to produce trendy pieces for your pups, designed to look good and feel comfortable, giving a full range of movement for your best friend. The client wanted an eye-catching but clean looking website that showcased their products.

Project Overview

The business needed an online presence and a platform where they could sell their products. They needed a clear management system which allowed them to manage products, shipping, orders and stock with ease. They also needed to be able to add more product lines simply as the business grew. They knew how important an aesthetically clean website would help build trust and keep potential users.

We first analysed the market of luxury dog garments and reviewed potential competitors, taking time to understand what was good and worked with these websites and what was cumbersome. We then used these key findings and the business goals to start designing wireframes and working with the client until we had a solid website prototype. The client had full collaboration experience and was able to pinpoint comments directly onto the design with their thoughts and changes.

We then began development of the website using WordPress and WooCommerce, this allowed the client to manage the store and products with the easy-to-use CMS (Content Management System).

Summary

We met all the business and user goals by building the client an aesthetically pleasing website, which was easy to navigate. This ensured potential users would have a positive journey when visiting the website, so they could locate products quickly and easily and convert into paying customers.



Key Points

- Mercer's Mutts is a site for people to buy accessories for their dogs.
- The site's purpose was to market and sell items.
- The site needed to be able to manage products, orders, shipping and stock.

Testimonial

"I cannot thank Impact enough for designing and developing my website for me. Nancy and Dave have been amazing, totally understanding the look and feel that I wanted to achieve and making the whole process simple and easy, nothing was ever too much trouble. I have been so impressed with the whole experience and would thoroughly recommend them for anyone looking for a new website."

Louise Mercer
Founder

Looking to improve your Website?

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