

## Case Study

# Designed, developed & launched a responsive DTC eCommerce store highlighting a complete catalog in 14 days



**Industry:** eCommerce Kitchenware

**Location:** Norwalk, CT

## Project Opportunities

For more than 200 years, global knives retailer, WÜSTHOF provided customers cutting edge products through brick and mortar and online retail partners. Amid a global crisis, WÜSTHOF asked us to design, develop and launch their first direct to consumer eCommerce store in brand history in record time.

## Services Utilized:

### Web Design

- Responsive Website Design
- User Interface Design (UI)
- User Experience Design (UX)

### Development

- Responsive eCommerce Website Development

## The Strategy

We worked with WÜSTHOF to create a high-level responsive, easy to navigate site that allowed customers to find their desired products and check out in a few simple steps. We ensured the website was search engine optimized to promote product specific search results pages, and category and knife application-based product landing pages. The agency's development team architected a launch migration plan ensuring existing pages moved to the new Shopify site. Working against the ticking clock of the pandemic, we completed the project in a two-week timeframe.

## Traffic

Number of users that interacted with the website

## The Results 60 Days Post Launch

### Website Users

**39.24%**

### Organic Traffic

**>50%**

### Revenue

**~50%**

of Gross Revenue is from Organic Traffic