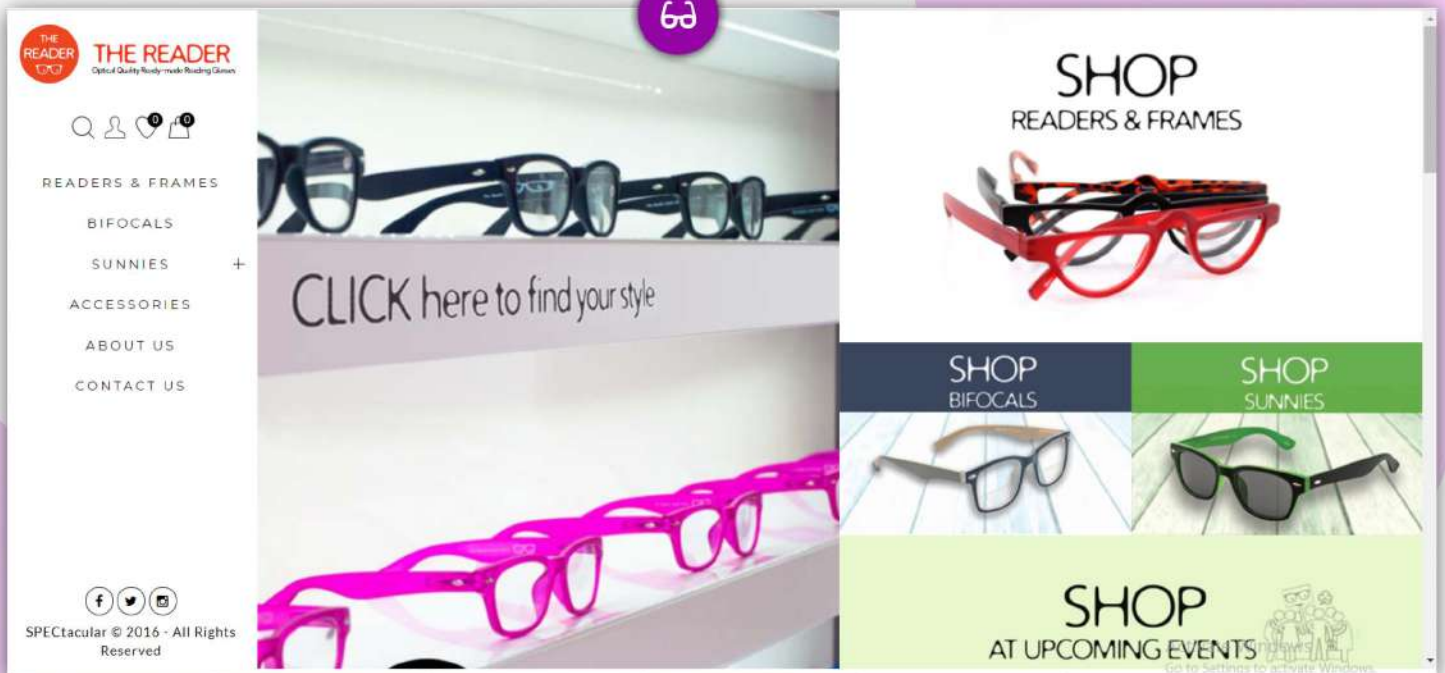




Reader M€

CASE STUDY



About Company

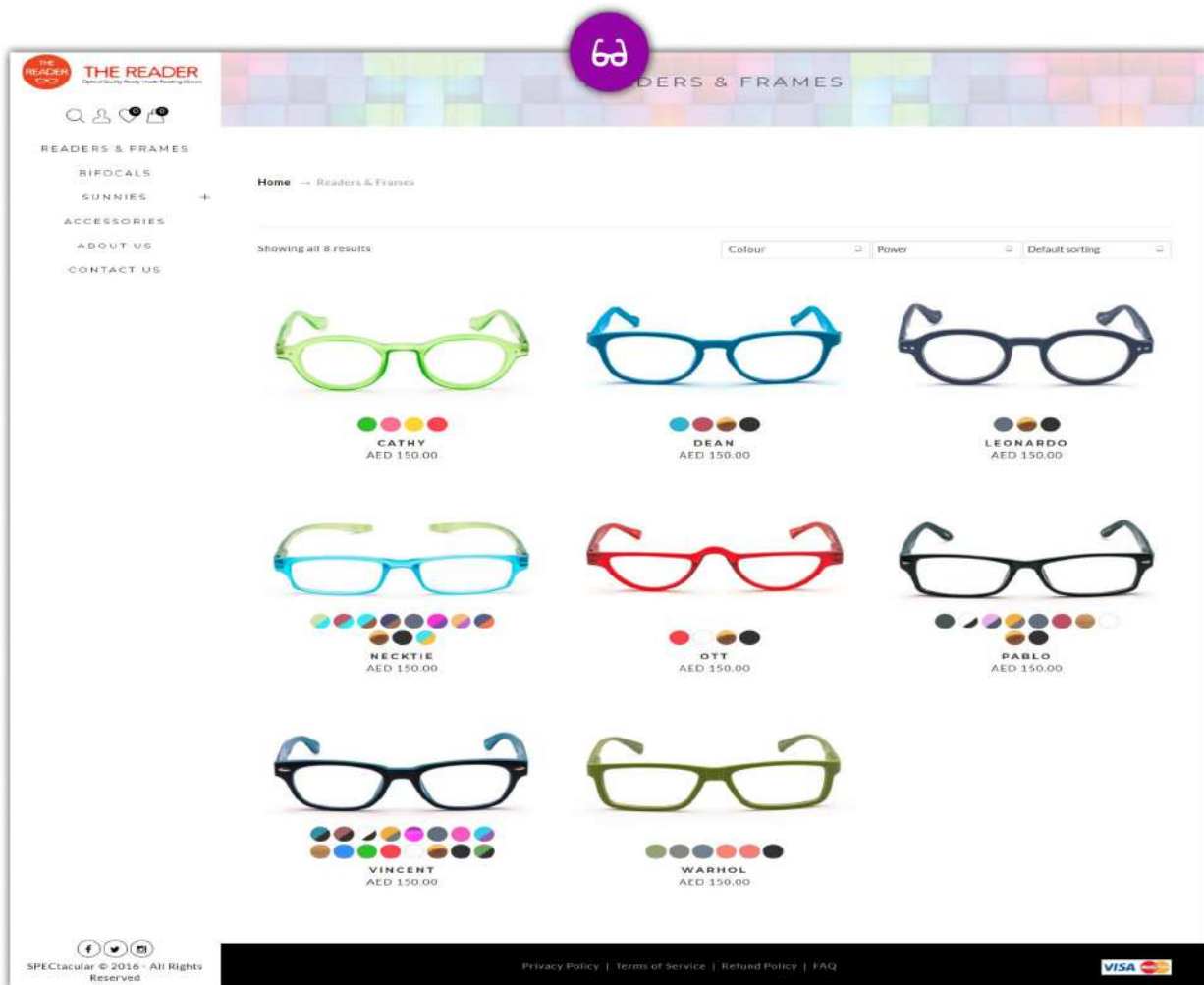
The Reader is a part of Spectacular Trading Group in Dubai. They have been established to offer spectacular products at economical prices. They have been participating in various soirees, bazaars and other shopping fairs across Dubai and hence making a trusted name along several middle easterners. The Reader is primarily a concept store for trendy, high quality and optically accurate ready-made reading glasses. Most of the focal powers would be ranging from 0 to +3.5, along with CR39 lenses promising a clear and distortion free view.

With its headquarters in South Africa, the brand has since spread across the globe to include countries such as Australia, New Zealand, Fiji, Hong Kong, Mauritius, London, Holland, Germany, and Sao Paulo

Our Approach

After meeting the team of Spectacular group, we started taking their requirements for The Reader site and started conducting and extensive research about the optics market trends. We have supported them with a modern and functional e-commerce shop.

Our goal was to create the best platform for their optical business to showcase and promote their products in the most easiest and efficient manner. The entire project duration was up to 2 months.





CATHY
AED 150.00

SELECT COLOUR



SELECT POWER



Clear selection

1

ADD TO CART

ADD TO WISHLIST



DESCRIPTION

Cathy's rounded frames provide a snug fit, with complete coverage of the eyes without being too large in size. Cathy comes in 4 playful colours, along with its counterpart Leonardo, which comes in three more "business-friendly" colours.

A Word of Caution: prepare for all the extra attention from your peers.

MOST POPULAR



LEONARDO
AED 150.00



NECKTIE
AED 150.00



Key Areas Of Specialization

- UI/UX and Wireframing
- Web Designing
- Web Development
- Billing and Inventory management

Technologies

- WordPress
- WooCommerce

Our Solution

- Integration of billing details into the website through backend option. This is also connected with automated updating of inventory
- Integration of local payment gateway of UAE
- Ensured the website is compatible in the web display board that has been set up in the malls, where people can start searching their choice of products, by flipping through different models and adding to the cart etc.
- Provision of multiple shades of undefinable colors of glasses that allows the users to select their choice. Also, has the option to filter the colors, select the power and number (set max to 2) and add to the cart
- Added sorting features like sorting by popularity, average rating, newness, pricing from low to high and vice versa
- Option for 'Add to Cart' and 'Add to wish list' has been enabled.
- Recommendation for accessories is also set
- Users can create their profile or login with their credentials under the 'My Account' section
- Quick view option is enabled for each product that shows the product in different angles along with the photographs of the frames
- Linking of Social media sites like Facebook, Twitter, G+, Pin interest, and Tumblr

Benefits

- The detailed design and realization of this ecommerce shop promotes in the most suitable way the distinct design and quality of its products
- Improved performance with reduced cost
- High quality images taken with the help of professional photographer
- Ensured each picture gives the best clarity with high resolution during Zoom In and Zoom Out
- Option of 360 degree view for rotating the images
- Live rotating images taken by the photographer with products placed in a rotating stand
- Added Instagram integration feature, where the stories updated in the Instagram would be automatically captured in the website





Challenges

- Setting up multiple colors and showcasing them in different angles, sizes at the same time was bit challenging
- The photograph taken has to be converted into transparent version showing each of the frames in different angles. However, these photographs are been taken with the help of professional photographer and all these photographs has to be converted in to the required size and pixel rate.
- It was required to check the website is in working condition without any conflict or issue and business is receiving sales from the online store without any issues.
- Technical challenges incurred while creating the 360 degree option
- Company had to make decision to make the website secure and updated for uninterrupted sales from online store and improve store checkout process for better customer shopping experience.