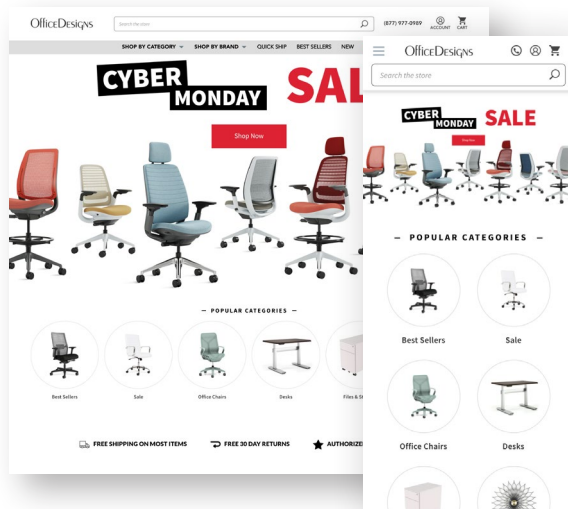


Office Designs

Ready to move off the sunseting Magento 1 Platform, Office Designs looked to EYStudios to create an all new site with custom functionality on BigCommerce.



▼ AFTER REDESIGN



About

Founded in 1996, Office Designs began as the leading online company in ergonomic chairs. Over time, their merchandise mix quickly grew and evolved beyond ergonomic chairs to modern desks, storage, and décor. Office Designs also has a sister company called Smart Furniture, which is also undergoing a redesign on the BigCommerce platform with EYStudios.

The Challenge

Office Designs was originally on the sunseting Magento 1 platform and needed to move to a more stable and user friendly content management system (CMS). In addition to the replatforming, the client was looking for a complete review and improvement of front-end functionality, along with integration with the Netsuite ERP, and other third-party integrations. Finally, a number of Office Designs' most popular products exceeded the maximum number of variants that BigCommerce could natively handle, which required getting creative and building custom functionality.

Our Creative Solution

The design team at EYStudios did a complete redesign of the entire website to offer a new and improved user experience on the BigCommerce platform. Using their industry knowledge and feedback from the Office Designs team, the design team worked to create a new visually appealing user experience designed to convert more customers than ever before.

The development team worked to create functionality for Office Designs to have simple and quick control over homepage elements like popular categories, features brands, best sellers and new arrivals. Using this functionality, the Office Designs team can update those elements in the theme from the admin in seconds.

To facilitate the extremely high number of product variants, our team designed and developed a 2-in-1 product page template that would switch between native BigCommerce functionality for products that do not exceed the native BigCommerce variant limit and a fully custom solution for products that exceed BigCommerce's variant limit. This

provides a seamless experience as users navigate between BigCommerce functionality and custom functionality, depending on the product.

EYStudios also developed custom logic that displays the Expected Shipping and Expected Delivery Dates down to the variant level, despite the fact that BigCommerce does not support custom fields on a variant level. This functionality works off a number of factors, including data manufacturer lead times, available stock, and individual lead times based on product or variant and more. This allows for the users to see shipping and delivery estimates on a specific combination of options of a product that may contain hundreds of thousands of options variations, all with unique shipping estimates.

Finally, EYStudios worked with the Office Designs team to implement user experience improvements like tooltips and accordions that were able to leverage data formats imported by the client so that the client could easily add, edit and remove this content without the need for a developer.

By The Numbers

+84.4%
E-Commerce
Conversion Rate YTD

+110.9%
Revenue YTD

+34.21%
Users YTD

“EYStudios has gone above and beyond, not only on our new website but with our ongoing optimization. Moving to the BigCommerce platform with EY's support was the best decision for our business. We highly recommend both.”

– CHRIS WILSON, OFFICE DESIGNS CEO

To learn what EYStudios can do for your brand,
Call us at 678-402-6378 or email us at info@eystudios.com