

CASE STUDY

A shop, blog and piece of advice on Baby Products

The screenshot shows the Hello Baby website interface. At the top left is the Hello Baby logo. To its right is a search bar with a 'GO' button and a dropdown menu for 'Or select a brand'. Further right are links for 'Contact Us', 'Delivery', 'Sitemap', and 'Customer Services', along with social media icons for Facebook and Twitter. Below the search bar is a navigation menu with 'Shop', 'Blog', and 'Baby Advice' tabs. The main content area features a large image of a crawling baby. To the left of the baby is a 'Shop by category' list including Bath Time, Clothing & Nappies, Feeding, Nappies, Nursery & Bedroom, Pregnancy & Maternity, Safety, Toys & Gifts, Travel, Shop by Brand, Clearance, and Grooming. To the right of the baby is a promotional text: 'Hello Baby Online Nursery Shop - We Love Baby Stuff!' followed by a description of the product range and shipping information. On the far right is a 'Basket' section showing a 'Sub Total' of £0.00 and a 'CHECKOUT' button. Below the basket is a 'Free delivery on orders over £50' offer and a 'Featured Items' section displaying a baby bottle.

URL: www.hellobabydirect.co.uk/

Featured Brands



Background

Hello Baby Shop – A brand name in online shopping for baby and nursery products based in St Albans, UK. The best quality products ranging from Nursery furniture to childproofing and safety products are available from the biggest and most reliable brands like babymoov, infanttino, bibi etc. To make the online shopping more viable for the parents looking for suitable baby products as per their requirements, each item offered embeds comprehensive descriptions and great photos to assist them in making the right selection. Along with easy shopping facilities, there is an advice center which acts a useful buying guide for the online visitors. Thus hello baby direct provides a complete shopping package for baby products.

Objective

Fullestop was contacted for the development of an e-commerce website with the primary objective to facilitate the online visitors from UK with baby products from categories like Nursery furniture, Toys and activities, Feeding and high chairs, travel and safety (childproofing apartments). Aim was to integrate a shopping cart (basket) in which the desired nursery products could be added along with facilitating ease of online payment with fully secured transactions. To make the interaction more user-friendly, a blogging section was required to help out the parents with the most common queries along with an advisory panel on baby products.

Synopsis

babyadvice.hellobabydirect.co.uk focuses on presenting an efficient e-commerce platform to the site-visitors who seek to buy high quality baby products from various brands. The site endorses products from the best brands of baby products. The integrated payment gateway allows the users to make easy transactions in 4 simple steps. To make the site more lively and renowned in social circuits, the social networking media links were integrated at the most visible places. Finally, the website was designed in such a way that offers an eye-catching look and feel along with easy user navigation throughout.

Fullestop designed and developed a brand new website with the most practical and vivid e-commerce technology outstanding to the needs of the customers. The objective was achieved by giving attention to most granular details, understanding and realizing the key areas to work on, deploying new technologies to support the idea and committed efforts.

Challenges

To sustain in a competitive market of high end websites providing accessories pertaining to baby products, the website had to be designed and developed so as to stand out amongst the adversary sites. Whilst the development, the following challenges arose:

- Finding the suitable baby products could be a tedious task for a whole lot of people and especially new parents. Hence, the products information was to be conveyed to the customers where they could suitably judge and make a choice for the baby products satisfying their needs.
- An easy navigation was to be devised for the user journey to be hassle free so as to make it easier for the customers to add baby products to their shopping basket and make payments online.
- The security aspects of the transactions occurring on the site were critical to gain loyalty and confidence of the site visitors.
- Further to add to the productivity of the site and make the user journey easier, the users had to be provided with the options to navigate swiftly throughout.
- As per the new marketing strategies, the integration of social media was too vital for the website.

The Campaign

- Fullestop's initial focus was to provide the full description of each product available on the site along with clear imagery to enable the customers to fully understand the products.
- Mock-ups and wireframes were created for a better understandability of the website's workflow and navigation.
- New technologies were used in the designing and development and these were integrated into one competent system to fulfill the client's requirements.
- For easy navigation throughout, a search box was availed so that the available products could be promptly looked for. Also, option to filter out the products was provided on the basis of parameters like brand, featured items and category.
- The website is fully compatible with the existing w3c standards, has been certified by shopwiki and has been listed on sites like shopmania.
- Integration with all major payment gateways.
- Integration with social media links to optimize the site's visibility on the networking media like Facebook and Twitter. Thus, increasing the traffic on the site.
- Blogging functionality was integrated so that the users' don't miss out on any useful information pertaining to baby and nursery products.

Results

- Efficient shopping cart system
- Consistent design
- Easy navigation
- Robust, scalable and user friendly navigation
- Structured and consistent presentation of the baby products
- Compatible with the w3c standards

Technology Used

- PHP
- Magento
- J-query
- AJAX
- CSS
- My SQL

Target Audience

The website stresses on availing an online e-commerce platform for baby products targeting the whole of UK.

Conclusion

Fullestop accomplished the objective of designing and developing a brand new e-commerce website for baby products.

Acknowledgement by our patron

“We have been very pleased with the work delivered to Fullestop. The project was delivered to specification and the team was very pleasant to work with.”