



Buy Once.
Play Forever.



CASE STUDY

Introduction to the largest e-commerce toy store on the web



URL: <http://www.maukilo.com/>



Website: [Maukilo.com](http://www.maukilo.com)



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Background

MAUKILO offers the largest online collection of wooden toys and accessories, furniture and decor, pretend play, outdoor toys for toddlers. Hence presenting a one stop shop facilitating the users to find incredible products inspired by European quality and innovation, understanding the importance of play and how essential it is to a child's cognitive, emotional and social development, Maukilo's passion is to find products that are both fun and educational for children of all ages.

Objective

The primary objective was to provide the best of customer service through the web platform in terms of the largest play store deliverables. Secondly, a more specific requirement was offering free shipping on all orders over \$65 and a 100% satisfaction guarantee with hassle-free returns available on all items. And last but definitely not the least, providing the online visitors with the best online shopping experience.

Synopsis

The website as a whole emphasizes on providing an online e-commerce platform for kids' toy store. Along with exhibiting the largest collection of HABA toys and accessories, the aim was to offer a user-friendly approach for the users'. Fullestop implemented the best suitable technology which resulted in achieving the best results to win the satisfaction of the online visitors.

Fullestop achieved the objectives by understanding and realizing the purpose of requirements provided by the client. With the best arrangement of content and structure, Fullestop rendered an aesthetic feel to the web site. By implementing the perfect navigation, structure and creativity with stable technology Fullestop was able to provide the visitors with the best usability which the Maukilo Team was looking for.

Challenges

The major challenge while fulfilling the objectives of Maukilo was to provide the user with a better user interface enabling visitors to shop by category, price, age group and brand. Along with this, a great navigation was required allowing the visitors to find exactly what they're looking for much more quickly and easily. Finally the website was expected to have good quality, best usability with better and elegant shape of UI (User Interface).

The Campaign

- **Understanding the Requirements and Structuring them:**

The requirements, content, provided by "Maukilo" were structured excellently keeping in mind the need of perfect UI. We incorporated the content within the structure while remembering that the primary objective of the site remained untouched.



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- **Creativity and Website Scripting:**
We had to create scripts and coding from scratch for the entire website based on the newly integrated design and layout which fulfills the all the requirements.
- **Special Requirements:**
To provide a best experience to the user the special requirements such as free shipping, users review, guarantee and one-to-one customer service was integrated in the design and navigation successfully.

Results

The user-journey through-out the “**Maukilo**” website provides the visitors a whole new experience to feel the difference between Maukilo and other contemporary websites that are based on the same concept; especially the interactive UI, online shopping experience and great customer service.

Technology Used

- Magento
- Lamp

Target Audience

- All the users who are interested to have quality toy's for their children.
- User who have less time to search for better quality baby toys and accessories.
- Users who want to buy gift for their or relative's children easily.

Conclusion

The flawless implementation of the strategy for “**Maukilo**” in terms of the new content, structure, layout and creativity for all target audience was done on a highly reasonable price along with quality delivery right on time.

A Case Study by – Fullestop