



YEAR

2022-23

PRESENTER

Baldev Raj

# Shopify development and design endeavors

Agile project plan for website improvement.



## INTRODUCTION

# Marketing

Welcome to our Shopify development services! Our team of experienced developers is committed to helping your business thrive in the competitive e-commerce landscape. With a deep understanding of Shopify's powerful platform, we offer a comprehensive range of services tailored to meet your specific needs. From custom theme design and development to seamless integration of third-party apps, we ensure a user-friendly and visually captivating online store that drives conversions.



**Social Media**



**Search**



**Email**



**Display Ads**

**NEXT**

## INTRODUCTION

# Key Goals

Key learnings and metrics inform our KPIs. We'll focus on those goals that will move the needle, both at a team and corporate levels.



01

### Improve bounce rate

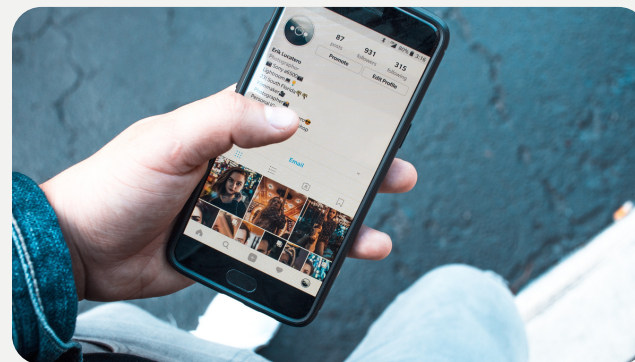
Increase stickiness and average session time to, at least, three minutes. Ours is a complex solution that needs reading time to be understood.



02

### Improve marketing channels outside of Social

Maintaining Social's performance while improving all other channels is key. There's an opportunity to extend our Influencer marketing power to email and search.



03

### Ensure 100% responsiveness

The future is mobile--or is it the present? Almost 70% of our users access our site from a mobile device, up from barely 40% last year.

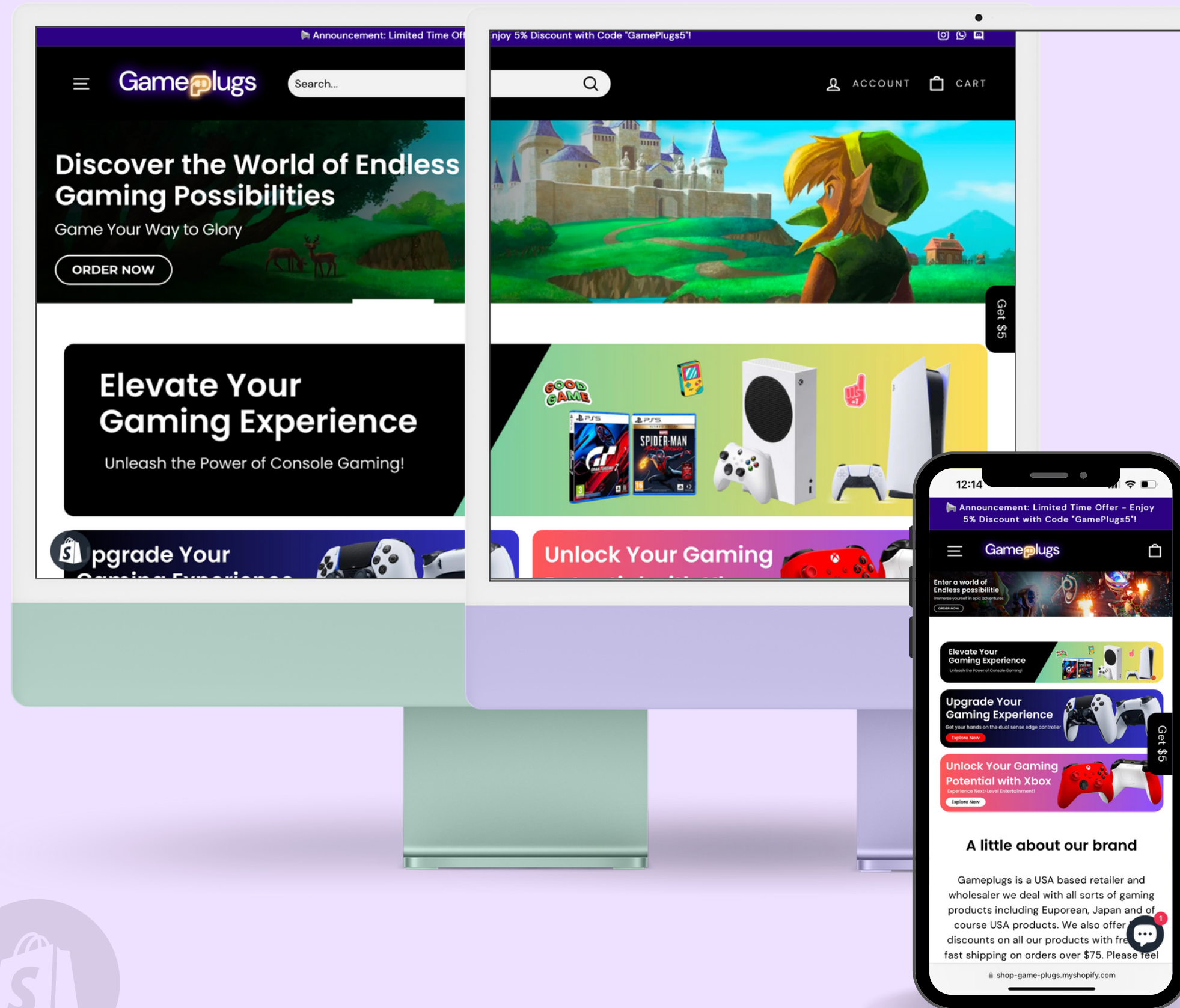
NEXT

FULLY FUNCTION GAMING WEBSITE

# Gameplug

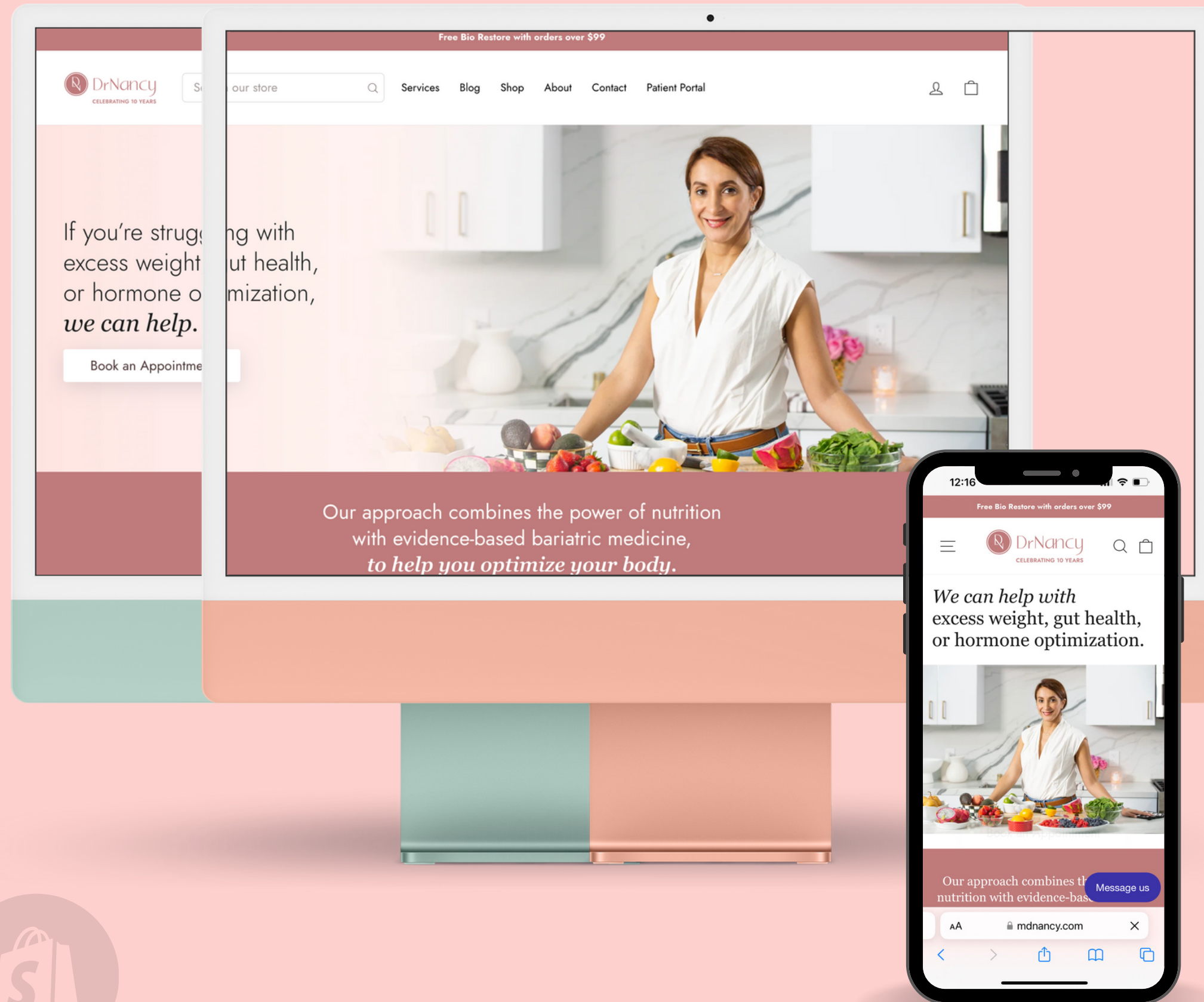
Our proposed gaming e-commerce website aims to create a seamless and engaging platform where gamers can not only purchase their favorite gaming products but also interact with a community of fellow gamers, stay updated on the latest trends, and access valuable gaming-related content. The website's primary goal is to become the go-to destination for all things gaming. The website's design prioritizes user-friendliness and intuitive navigation. Visitors will easily find their desired products.

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DR. E-COMMERCE INFORMATIVE WEBSITE

# Mdnancy

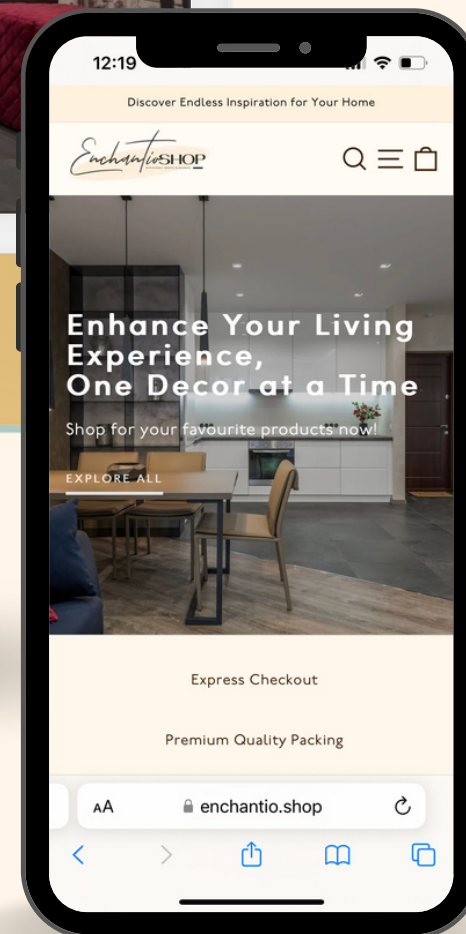
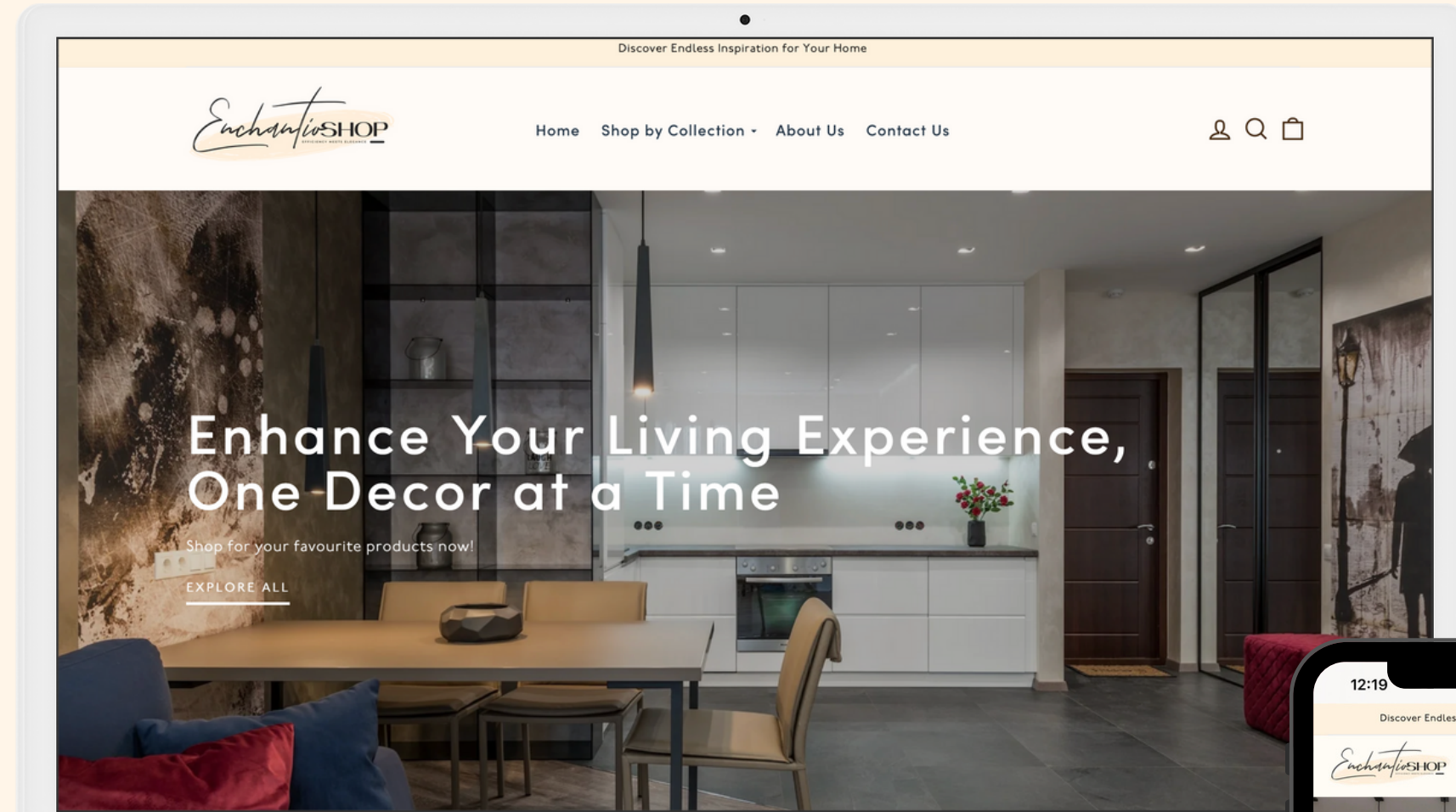


We have meticulously crafted a comprehensive nutritionist website tailored to meet the unique needs of our esteemed clients. This website serves as a dynamic platform to promote optimal health and well-being through expert dietary guidance. With a user-friendly interface, visitors can easily navigate through an array of informative articles, personalized meal plans, and practical tips curated by our experienced nutritionists. The website also features interactive tools enabling users to track their dietary progress.

NEXT

FULLY FUNCTION HOME DECOR

# Enchantio

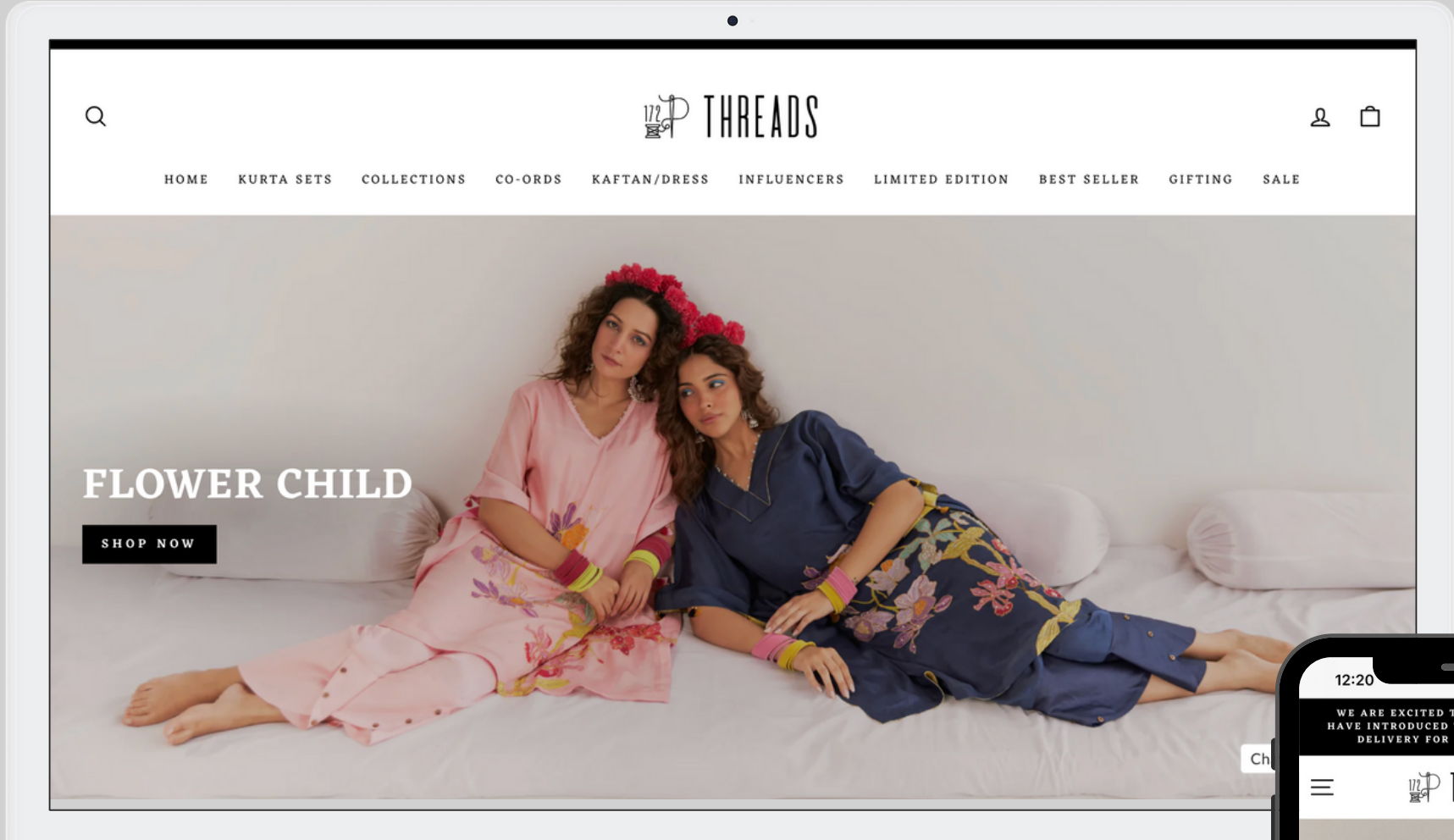


I am pleased to present our innovative home decor website, meticulously designed to exceed the expectations of our esteemed client. With a deep understanding of the evolving trends and preferences in interior design, our website offers a seamless and inspiring platform for homeowners to explore, envision, and elevate their living spaces. Through an intuitive user interface, visitors can effortlessly browse an extensive collection of curated furniture, accessories, and design ideas, tailored to various styles.

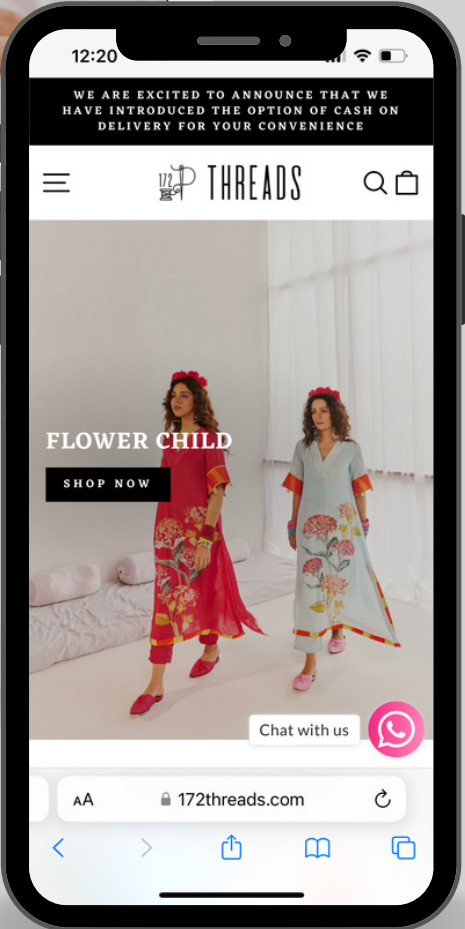
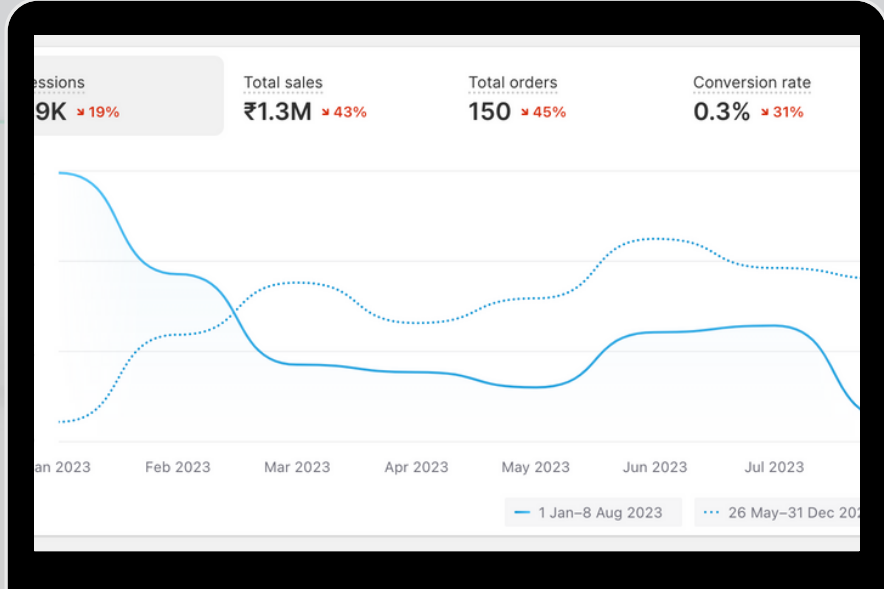
NEXT

INDIAN ETHNIC WEAR CLOTHING BRAND

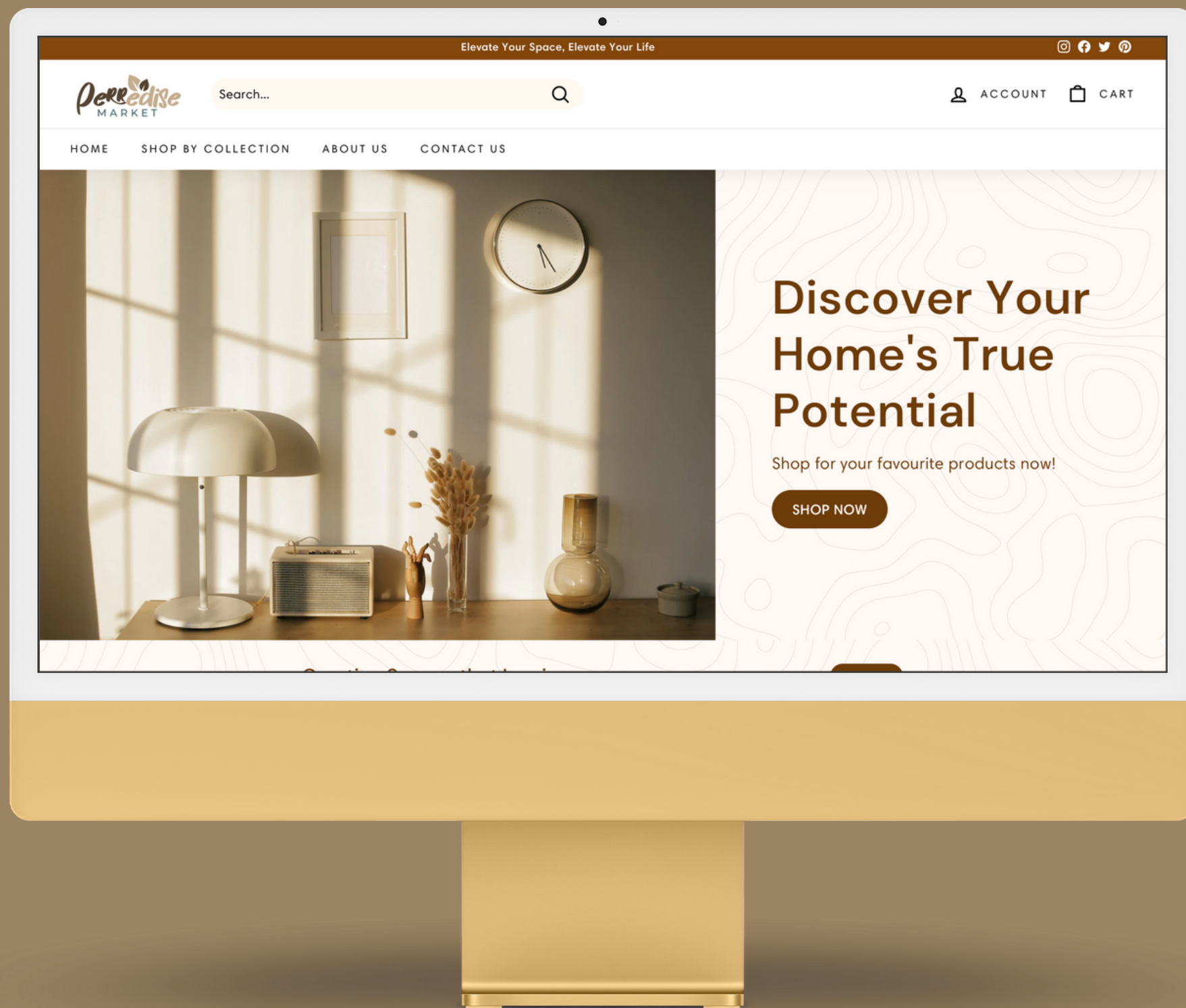
# 172Threads



Our goal in creating this online platform is to seamlessly blend tradition with modernity, offering a rich and immersive experience for visitors seeking exquisite ethnic apparel. Through a harmonious fusion of captivating visuals, user-friendly navigation, and comprehensive product showcases, our website aims to establish a strong brand identity and enhance customer satisfaction. With a responsive design catering to diverse devices, a secure and streamlined checkout process, and integrated social sharing options..



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HOME DECOR

# Decor Desktop Computer Idea

Through seamless navigation, stunning visuals, and engaging content, we invite visitors to embark on an immersive journey through our curated collection of exquisite home decor pieces.

Our platform not only showcases a diverse range of products but also offers insightful guides, inspiring trends, and a seamless shopping experience that caters to the unique tastes.

NEXT



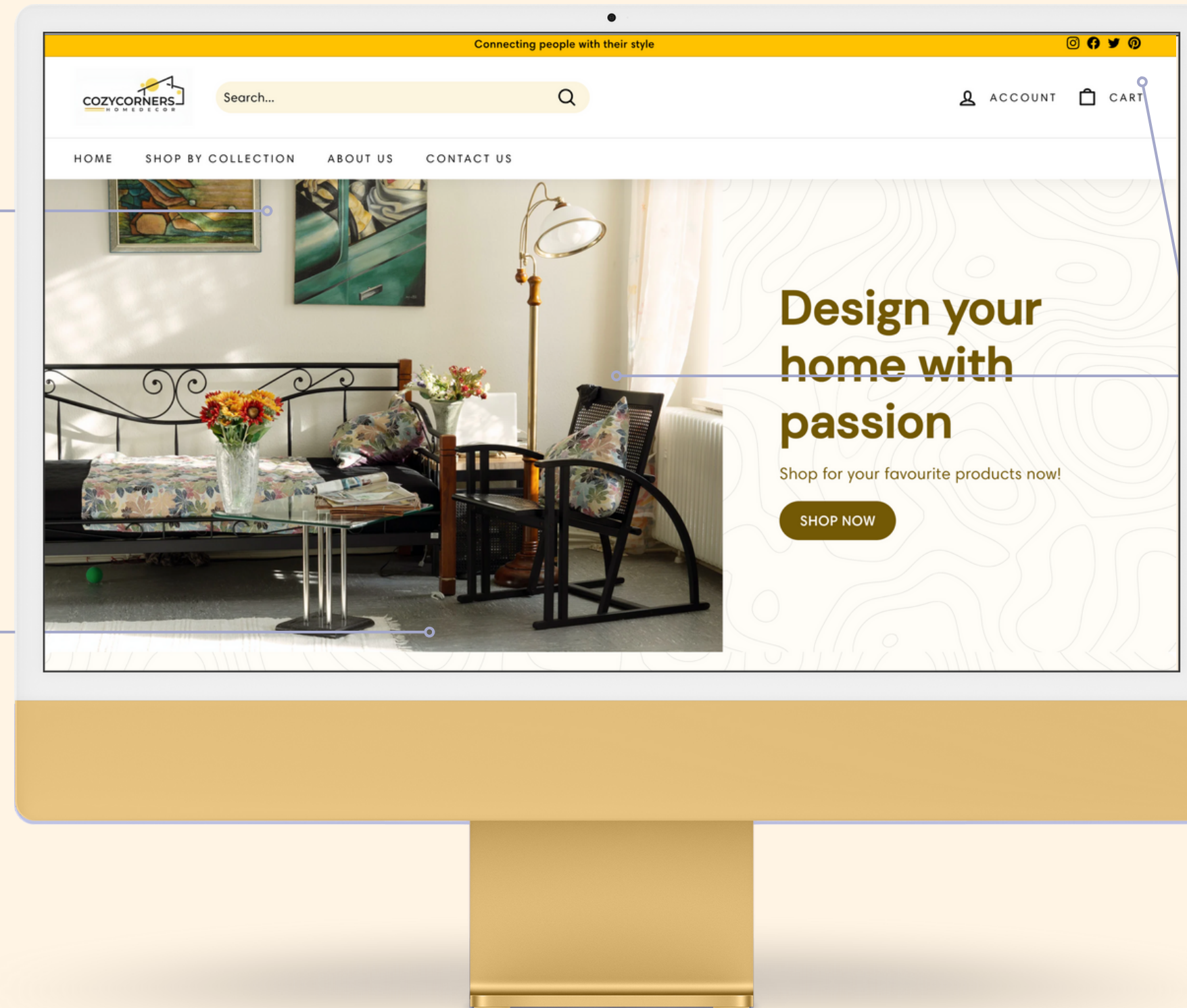
# The Perfect Strategy Website

## Improved Navigation

A redesigned nav bar gives quick access to the most frequently visited pages.

## New Tone of Voice

Our voice and tone will be friendly but not casual; smart but not pretentious.



## New Hero Image

A refreshed hero image communicates 'elegant boldness' and aligns with our brand's voice.

## New Social Icons

We'll rely on the virality of some of our content to increase our footprint in social.

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SUMMARY IN A BRIEF

# Project Summary

## Branding Enhancement:

- Conduct a thorough assessment of the current branding elements on each website.
- Develop a consistent visual identity by refining color schemes, typography, logo placement, and imagery.
- Implement brand guidelines to maintain a unified look and feel across all websites.

## Strategic Revamp:

- analyze the target audience for each website and tailor the content to their preferences and needs.
- Craft a compelling value proposition and clear messaging to communicate the unique benefits of each website.
- Optimize site navigation and user flow to ensure a seamless and engaging experience.

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## INTRODUCTION

# Findings

We've spent the last two quarters collecting, organizing, and analyzing traffic data to extract three key data points that will inform our strategy throughout the redesign.

# 75%

### **Of our users visit fewer than 3 pages**

Our bounce rate remains high and average visited pages, low. The average session length is under two minutes.

# 21%

### **Of our users come from Social**

Social media has been our main source of visitors, attracted by effective visuals and engaging copy.

# 58%

### **Of our budget went to Search Ads**

While Social has proven to be an effective user acquisition tool, our search ads claimed most of our budget.

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## PROBLEM STATEMENT

**The business landscape is highly competitive, with most participants boasting contemporary, expertly constructed websites that deliver value and captivate clients.**

# Top Selling Apps we use for our e-commerce website

## FINDING PRODUCTS

Source products with dropshipping, print on demand, wholesale, suppliers

## ORDER AND SHIPPING

Handle fulfillment with inventory management, order printers, invoices, order tracking

## MARKETING

Get customers with SEO, upsells, bundles, discounts, and email marketing

[NEXT](#)

ACTIVATION

# Project Plan

01.

## Ideation & Branding

Decide visual look and feel, tone of voice, typography, and icons.

03.

## Copy & Wireframes

Write copy. In parallel, design navigation and build wireframes.

05.

## Development & Launch

Hand off to dev team to begin coding and sourcing of visuals.

02.

## Moodboarding

Create moodboard for inspiration--images, text, and objects.

04.

## High-Fi Mockups

Combine approved copy, visuals, and wireframes.

06.

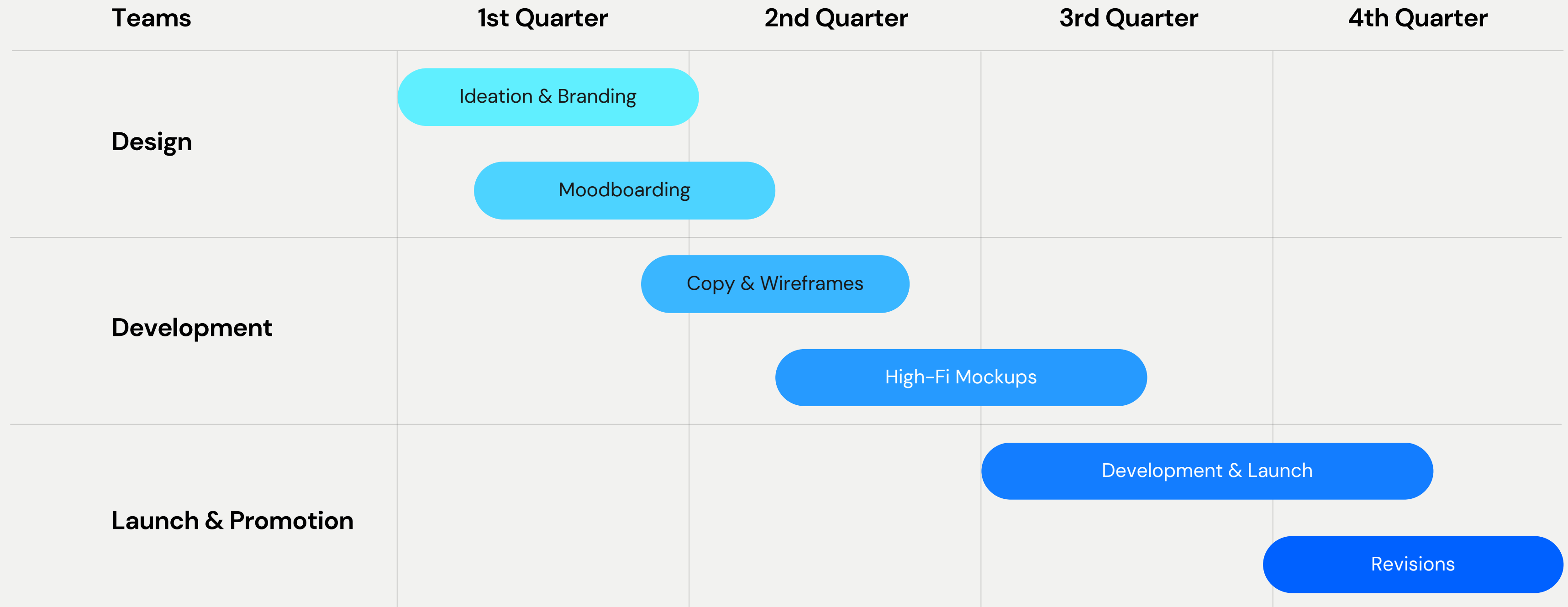
## Revisions

Test usability and run by focus groups. Collect feedback and iterate.

NEXT

ACTIVATION

# Project Timeline



NEXT

# Thank You

[Contact me to learn more](#)

Baldev Raj