

# E-COMMERCE WEBSITE STUDY

se.lo°

## OVER VIEW

A skincare brand wanted to launch an e-commerce website that would stand out in a highly competitive market. They needed a website that would appeal to their target audience, provide an excellent user experience, and drive conversions.

This Skincare brand is very unique with natural ingredients mixture which helps the consumer with a lot of skincare benefits.

A new format of eCommerce model, Paccore has developed for an aboard( United States of America) based client.



## THE RESEARCH:

*"Our team conducted extensive research to understand the target audience and their preferences.*

*We designed a website that was visually appealing, easy to navigate, and showcased the products effectively. We also implemented a mobile-first approach to ensure a seamless experience for users on all devices*

*The schema and the color combinations of the website are entirely on the latest trends and standards."*

**paccore**  
delivering IT

“ This application will help in the selection of products, add to cart, and payment gateway. Simple process to purchase the SELO products.

”

## THE CONCLUSION:

“ A new age eCommerce application for teens, who can have the best quality skin care products and experience the knowledge on knowing about each ingredient as well as customers will find a high-end user experience.

## THE STORY THAT LED TO INNOVATION:

The Story of the Client is very interesting, the client's need and requirement was very clear from the day of design.

A Unique way of representing colors, style, fonts, and content. Client vision is to target the age group of 13 to 19, where the market demand and penetration will be so high.

The Unique selling point is the creative approach for the website right from the Design level to the Deployment level. The client is very much interested in the video-based approach, adding GIFs, and writing content where anyone can understand the importance of each ingredient. The website received positive feedback from customers and industry experts

## TECHNOLOGIES AND TOOLS:



## THE CATCHY:

To drive conversions, we added features such as

- Product reviews.
- Social proof.
- Loyalty program to incentivize repeat purchases.
- We also optimized the checkout process to reduce cart abandonment and increase sales.

