

Case Study

SIKHEXPO

CLIENT:
Sikhexpo

LOCATION:
California, USA

INDUSTRY:
E-commerce /
Art / Apparel



thanx media®

The Challenge:

Sikhexpo was founded with the mission to connect people to the Sikh arts, apparel, and accessories online. The client wanted to build a platform for the artists to connect with the community spread worldwide and leverage the opportunity of online presence and reach the maximum audience. The client has requested that the platform should enable artists to sell art, accessories and apparel online, showcase information about Sikhism.

The client wanted to provide information about Sikh and Punjabi art on the website where people feel inspired, gain new knowledge, and share them, with friends and family. Artists can take advantage of numerous features and tools on the website to display and sell their products. The client also wanted the website platform to work on Smartphone devices.

The Solution:

Sikhexpo was looking for a solution for increasing engagement on their website and for ways to increase conversions and average order value. Sikhexpo chose Chicago-based web design and development company, theSOULwithin, to develop an appealing and updated website that would attract new visitors. To bring e-commerce functionality and features to the site, Thanx Media, a leading value added reseller of e-commerce solutions, partnered with theSOULwithin.

The new Sikhexpo site showcases products in various categories, depending on product image upload size dimensions, so the ability for artists to upload their products on the site is most important. Also, users can subscribe for the discount coupons on the site, add the products in the cart or mark them as a favorite for easy viewing and purchasing at any time to make purchases. The site also has the PayPal integration for payment and shipping calculator to calculate shipping cost. The site owner can publish blogs on the site and answer to frequently asked questions from visitors.

Features include:

- Multiple stores where artists can register and upload their products from the dashboard.
- Standard e-commerce features allow customers to have an expected online shopping experience: to easily search, purchase, and ship desired handmade products. Integrating the shopping cart, discount coupons, a wish list, and payment gateway is paramount.
- Multi-currency integration so that users can have the option of selecting the currency option that best fits their needs from the available list.
- Product category banners are included on the site to help drive awareness and product findability.
- Website Analytics show shares, clicks, site visits, purchases, and more to help guide and inform the behavior of customer, strengths and weaknesses on the site, and areas of improvement to better harness the customer experience.

The Result:

Sikhexpo has started using the newly designed site and new artists are registering on the websites. The sleek and uncluttered design of the website has helped Sikhexpo to grab attention of potential customers.

“The team is very efficient and on top of all deadlines, very communicative about what they are doing and respond very quickly to any changes that needed to be made. It has been a very smooth process and I would recommend them and use them again for other projects.”—*Sikhexpo Representative*

ABOUT SIKHEXPO:

Sikhexpo was founded with the mission to connect the Sikh Arts online. Rarely has there been a time for Sikh Art to flourish in the world as there is now. Now, with Sikhs finally able to live freely in many parts of the world, the artistic curiosity of Sikhs has emerged and many well-known artist have taken center stage in creating a new Sikh Art renaissance. Sikhexpo hopes to assist artist to connect with the world community through our online venue in which artist can take advantage of numerous features and tools we've developed for the Sikh Art community. Learn more at www.sikhexpo.com.

ABOUT THANX MEDIA AND theSOULwithin

Thanx Media provides e-commerce solutions to growing online retailers. Thanx's combination of reselling proven software and delivering focused strategy and professional services drives growth, sales, and customer satisfaction. For more information, visit www.thanxmedia.com.

As a trusted Thanx Media partner, theSOULwithin is a boutique Chicago-based website design/development and SEO consulting firm. Their clients range from start-ups to large businesses to agencies. To find out how theSOULwithin can create a unique web presence for your organization, visit them at www.thesoulwithin.com.