

Case Study

OUTDOOR FURNITURE NOW

CLIENT:

Outdoor Furniture Now

LOCATION:

Chicago, IL, USA

INDUSTRY:

E-commerce / Furniture



thanx media®

The Challenge:

Outdoor Furniture Now is an online merchant that offers quality wicker and teak outdoor patio furniture and stone fountains, as well as specialize in durable, weather and UV resistant synthetic rattan and wicker furniture designed for stylish outdoor living. They purchase directly from seasoned manufacturers and then sell to their customers.

The client has a wide range of the furniture products and wanted to build a system where different users can purchase furniture products available from the site, adding e-commerce functionality to the customer experience. Also, the client wanted to redesign the site to have a more appealing look and feel to attract more traffic.

The Solution:

Outdoor Furniture Now wanted to allow users to subscribe for discount coupons on their site, as well as add products to a shopping cart or mark them as a favorite. The client wanted to find a solution that would increase average order value, conversions and engagement on their website. TheSOULwithin, a Chicago-based web design and development company was chosen to develop the site and bring in additional traffic. A leading e-commerce solutions value-added reseller, Thanx Media is partnered with theSOULwithin to add e-commerce functionality.

Features include:

- **Standard E-commerce Features** — The main objective of this site is to allow visitors to purchase quality products online that can be shipped right to their doorstep.
- **Product Catalog** — Users can view products in the catalog on the site.
- **Inventory Management System** — Admin can track the status of inventory on the site, and users can view whether the products are in stock or out of stock.
- **Blog and Article Publishing** — The site owner can publish articles and blogs, which contain images, YouTube videos, and articles. Users can read those blogs and articles on the site.
- **Social Media Integration** — The site has social media links integrated, such as Facebook, Twitter and Google+. This allows users to share products that they like with their social media networks.
- **FAQs** — Visitors can find answers to frequently asked questions from other users that have been added by the site owner.
- **Twitter Feeds** — Users can view twitter posts added by the admin on the website related Twitter account.
- **Category Banners** — Product category banners are available for users to view on the site
- **Analytics** — Business users can view shares, clicks, site visits, purchases and more.

The Result:

Many potential customers are being drawn to Outdoor Furniture Now by the updated design and improved user experience of the website.

“Very responsive development team. Very competent on the Magento platform and in assisting us with all aspects of our site development. I highly recommend!” — *Outdoor Furniture Now Representative*

ABOUT OUTDOOR FURNITURE NOW:

Outdoor Furniture Now is an online merchant that offers quality wicker and teak outdoor patio furniture and stone fountains. They specialize in durable, weather and UV resistant synthetic rattan and wicker furniture designed for stylish outdoor living. Many of their customers also use the furniture for indoor settings too. They purchase directly from seasoned manufacturers, and then sell to customers. Without expensive retail showrooms, advertising, and other overhead, Outdoor Furniture Now is able to pass savings directly to retail and corporate customers. Their online, direct from factory floor to the customer business model enables them to deliver the highest quality products at the lowest possible cost. Learn more at www.outdoorfurniturenow.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.