



Massoud

Overview

Massoud came to us with an existing website and wanted to re-haul it from the ground up. Covering over 400 furniture frames and well over 800 fabrics and leathers, inventory management was essential.

Solution

Propel designed and built a responsive, fresh website that is super easy to update, eliminating friction to publish new products. We also completely re-imagined the Custom Choices section, which was previously 12 PDFs pulled from their printed catalog and filled with complicated tables; now visitors have the luxury of using an interactive furniture customization tool that assembles furniture on the fly, provides physical dimensions, and furnishes the production code necessary to place orders. Options to save, load, remove, and build upon those production codes is also included for visitors with a user account.

Impact

Site scheduled to go live 2nd quarter 2013

Tasks

HTML5, PHP, CSS3, jQuery, AJAX, Wordpress, Membership, Location look-up, Custom Wordpress Functions, Custom Wordpress Plugins, Mobile/Tablet-friendly, Analytics

