

# E-Commerce Dev for Craft Kit Toys Provider

## PROJECT DETAILS

 E-commerce Development

 Mar. - Jun. 2021

 \$10,000 to \$49,999

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*"They've always executed what we needed not only from a design standpoint, but on the functionality as well."*

## PROJECT SUMMARY

A craft kits toy provider was looking to improve their company's digital presence, so they hired Asia Web Solution for their e-commerce development services.

## PROJECT FEEDBACK

Since the launch of the site, the client has experienced a surge in online traffic and business. External stakeholders have been more than satisfied with their web experience, while the internal stakeholders were impressed with the team's communication skills.



## The Client

Introduce your business and what you do there.

I'm the director of the retail sales channel of The Gobbies Group. It is a division of a larger company called Noah's Ark Animal Workshop, and they primarily provide craft toys to preschools, daycares, and summer school camps. The Gobbies is another line of toys that we brought to the market last year.

-  **Jay Stock**  
Director of Retail Sales Channel,  
The Gobbies Group
-  **Retail**
-  **1-10 Employees**
-  **Crestwood, Illinois**

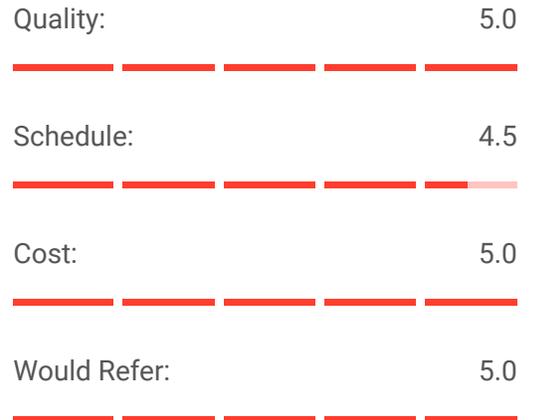
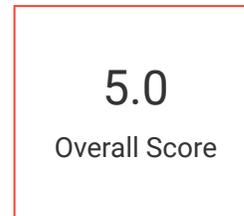
## The Challenge

What challenge were you trying to address with Asia Web Solution?

We wanted to have an eCommerce solution and have the website available for individual sales, but also make it a place that holds educational entities where preschools, daycares, libraries, and toy stores can come to, and purchase larger volumes for educational or retail purposes.

The site would have the same checkout process, but have different pricing whether they sign in as a school or a retail store.

### CLIENT RATING



## The Approach

### What was the scope of their involvement?

We worked with Asia Web Solution before, particularly with the entire Noah's Ark Animal Workshop website. We wanted to use them again to build the Gobbies Group website so we reached out to them.

I'm not a technical person so I don't know exactly what we did, but we did a few things to make sure that the site was functioning properly between our two main markets; educators and specialty retail stores. The site uses a WordPress platform and I was the person who really had the artistic design vision for what I wanted the website to look like. We went back and forth a little bit, but they were incredibly creative with taking my pencil drawings, coloring them, and bringing everything to life.

They exceeded in the design and artistic presentation of not only the content, but the graphics on the website as well. The design elements tie the information together in a nice, fluid, and cohesive manner as you scroll from the top to the bottom – the tiny elements also make the entire theme consistent throughout the original line of Gobbies toys.

### What is the team composition?

I exclusively communicated with Vikrant (Web & Mobile UI/UX Designer), but I believe there were other team members that worked simultaneously to execute on everything.

### How did you come to work with Asia Web Solution?

Dina, the president of Noah's Ark Animal Workshop started working with Vikrant many years ago, and I believe she found him through Upwork. I think the reason we chose them over other people was because we'd been accustomed to their work and communication. They've always executed what we needed not only from a design standpoint, but on the functionality as well.



# Asia Web Solution

How much have you invested with them?

I believe we've spent somewhere between \$25,000–\$30,000.

What is the status of this engagement?

We worked together from March–June 2021.

## The Outcome

What evidence can you share that demonstrates the impact of the engagement?

The site's been up and running, and we've received quite a bit of business through it already – which is mostly due to our marketing efforts. We've not only had sales from our MailChimp campaigns, but we've also had people signing up and filling out the data fields. I actually followed up with a few of them to see what their experience has been like, and they had nothing but positive comments.

While it's still a little premature for me to give you the analytics, we've been happy with the experience that the customers have had on the site. We're generating sales, we're getting people to sign, and they're not just buying our products, they're also registering their information and subscribing to our newsletter.

How did Asia Web Solution perform from a project management standpoint?

They performed well. There were things that took a little bit longer than I anticipated, but some of the time it was due in part to either me not having the answers, or I just underestimated what we needed and what was it going to take to get it. However, everything was really put together in just three months, and that's spectacular.



## What did you find most impressive about them?

The most important thing for me was the ability to communicate with them on a regular basis. Given the time difference between us, they made themselves available. I'm sure they're not considering that their doors are open for business 10 hours a day, but they did, especially when there was something critical that needed to be done – they always responded in a timely manner.

## Are there any areas they could improve?

None that I can really think of. Although, there were instances where I don't always know if I'm dealing with Vikrant or someone else, but other than that I can't think of anything.

## Do you have any advice for potential customers?

I would just say to try to be as clear and concise as you can be, in your description of how you want something to look. I don't think you can oversimplify your explanation or description of something.

