

We love it when our clients are so happy with our work that they return to us for additional services! That was the case with Anne from Zinnia Folk Arts, who we worked with a few years ago to set up her e-commerce website. Technology changes quickly these days, and with Google's shift to mobile-first indexing, Anne came back to us more recently in need of a website redesign and better mobile solution. She told us:

This is my second time working with Inov8lab. My first website was designed by them 4 years ago and I loved the experience and the result. That design took my small folk art shop from a Minneapolis based business to an international business. This year (2018), I wanted to improve the website to be mobile responsive and to update a number of things that would allow the website to do more work for me—for example, informing the customer the quantity of an item left in stock, rather than having to update the site manually. The new site is beautiful, very intuitive, mobile responsive, and solves a number of problems for me and for the customer.

Anne was recently interviewed by the team at Clutch, a web design agency directory, about her experience working with us. We have zero control over what appears in Anne's interview with Clutch, which we've shared below. If you've been considering working with us on a custom Shopify website, this is a great unbiased example of what the experience is like:

## BACKGROUND

### **Please describe your company and your position there.**

I own a small Mexican folk art import business with a brick and mortar store in Minneapolis, Minnesota, and an e-commerce website. We feature a selection of top-quality handmade Mexican crafts personally curated through visits to artisans in seven Mexican states.

## OPPORTUNITY / CHALLENGE

For what projects/services did your company hire Inov8lab?

I engaged Inov8lab to update my e-commerce website and optimize it for mobile platforms.

### What were your goals for this project?

The main goals were to increase conversions, improve the site's mobile responsiveness, and simplify aspects of backend updating during online sales.

## SOLUTION

### How did you select this vendor?

Inov8lab built my original site in 2013, and I was very happy with their methods and design. We were able to establish an online e-commerce presence, and I was pleased with the results.

I contacted them again in early 2017 for marketing suggestions to increase my conversion rate and focus more on the target customer. One of their many recommendations was that the site needed to be mobile responsive. I didn't look for other vendors because I had been pleased with their earlier work.

### Describe the scope of their work in detail.

The process began with a lengthy online questionnaire about my goals and desired results, followed by a phone call from the project coordinator to ensure we all understood the scope.

Phase deadlines were established as well as what was required of me to keep the process moving.

I was very involved in the process, sharing several calls with them that included information additions or clarifications. They also provided explanations, analysis, and recommendations concerning my existing website. In the end, the team delivered a beautiful, completely revamped and mobile responsive Shopify site on time.

The new website features a streamlined backend for better control of inventory numbers, larger photographs, a well-designed pop-up for encouraging mailing list sign-ups, and an overall clearer picture of the purpose and story behind the business.