

E-commerce Website

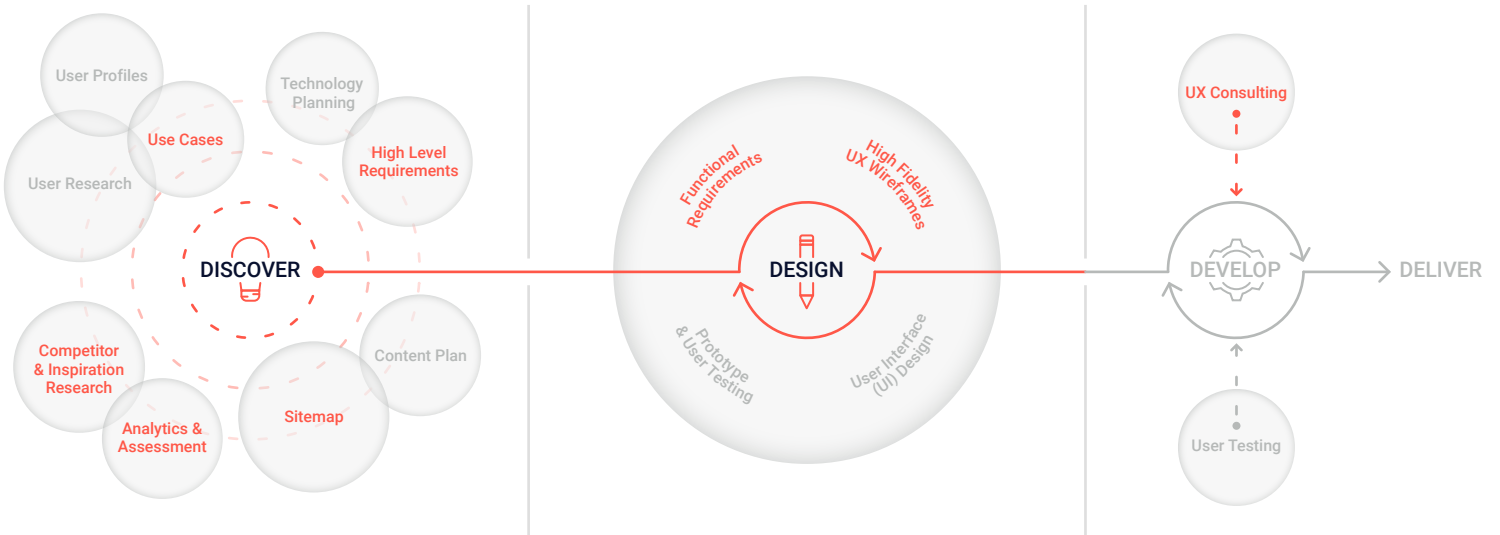
Regional Retailer (Home Improvement)

Agent Zero Mission UX

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● = Agent Zero UX Services Performed on this Project



Transition from dealer focused site to full featured consumer e-commerce.

Mission

Client, Agency, Agent Zero, Developers, SEO/Digital Marketing

Key Stakeholders

\$10,000-15,000

4-6 weeks + ongoing consulting

Rough Agent Zero Budget

Agent Zero Timeline

The COVID-19 pandemic accelerated the transition to direct B2C e-commerce for many legacy retailers. Complicating matters for this organization was a dealer-based ownership structure – the head office couldn't simply impose e-commerce on any one dealer; it needed to persuade them to accept it. From a user experience (UX) perspective, that meant addressing two critical audiences: (1) the end customer; and (2) the dealer/owner. Agent Zero assisted a full development team to implement a BOPIS (Buy Online Pickup In Store) solution that allowed for unique pricing and controls at the store level, while encouraging buyers to visit the local store for their merchandise. For buyers, that solution meant clear communication of the "pick-up in store" option (rather than direct to home), as well as robust location services and mobile access to guide buyers to their store.