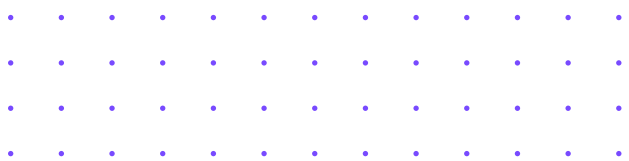




Raccoon Custom



storefront
implementation
in a dedicated
project

'merce

What is _____ a Raccoon Custom Storefront?

This is a solution used in businesses that require an individual approach to building a storefront. This need may be due to various factors such as: market environment, brand specificity, uniqueness of offered products, characteristic target group or the sales market. Building a front in the Custom model is a multi-stage process, which includes, among others, workshop meetings and detailed needs analyses. Finally, we deliver a user interface identical to the brand, and all its elements guarantee buyers a consistent shopping experience.



“ Companies often look for solutions that go beyond standard implementation. A new project must meet the real needs of users and be a response to business requirements. They are a specific and heterogeneous determinant of the direction in which a given project can go, starting with the creation of a new visual identification ensuring distinction from the competition and ending with the design of a new website with its new functionalities. The aesthetics of “look & feel” play a special role in the process of building a storefront, which becomes an individually prepared eCommerce platform. In this way, we help build the market advantage that business expects.

Błażej Paździor

Lead UX/UI Designer at Merce.com S.A.



When should you choose --- Raccoon Custom?

Raccoon Custom was prepared with the eCommerce segment in mind, which has greater needs related to design and UX. They may concern:



Creating a new product category significantly different from the rest of the goods



Creating a custom basket and shopping path



Rebranding requiring user flow testing



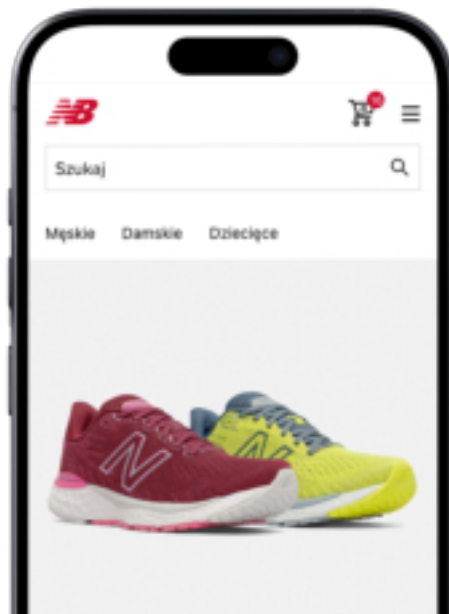
The need to use extensive configurators



Selling unusual products and digital services



Selling goods or services in a subscription model




What are the benefits of — dedicated storefronts?

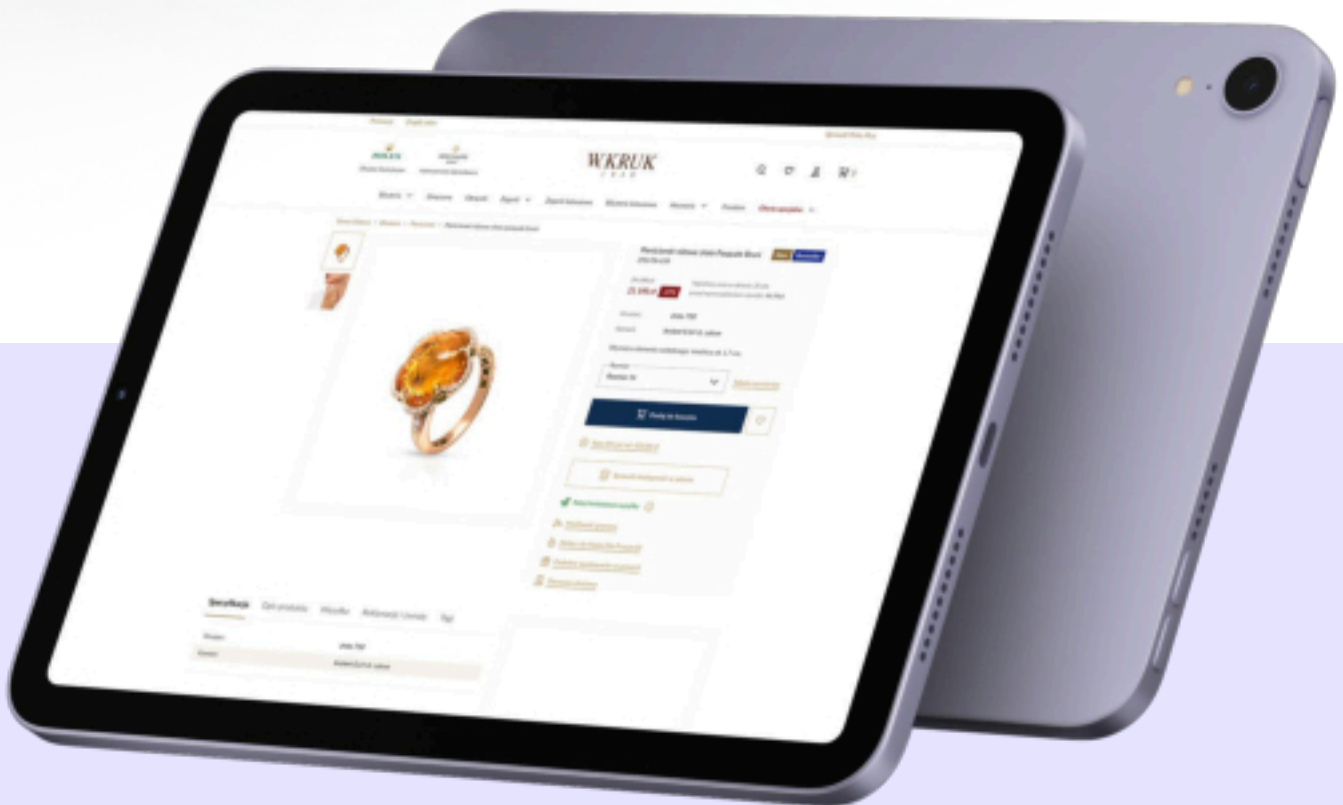
Adaptation to business requirements

Raccoon Custom was created for companies that focus on innovative solutions tailored to non-standard needs or want to implement a unique project. The implementation process prepared specifically for business allows you to create a front that meets all the requirements of companies that need to stand out in their industry.





What are the benefits of —— dedicated storefronts?



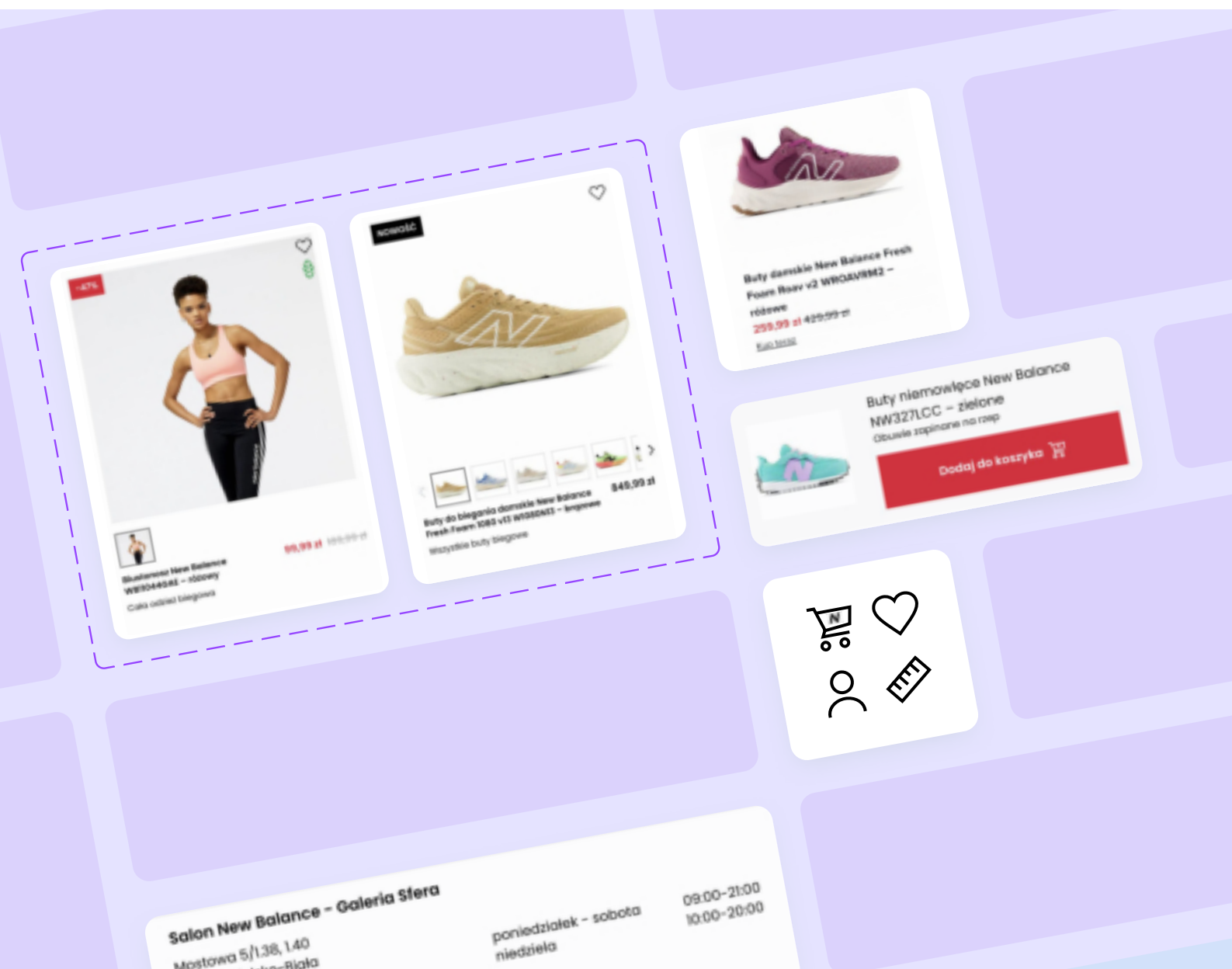
Actions based on thoughtful process

Our Custom solution development begins with an initial consultation focused on understanding unique client's communication style with end users, and addressing key implementation aspects. Following this crucial first step, we organize a comprehensive workshop bringing together UX designers, graphic artists, and customer's merchant representatives. During this collaborative session, we establish project objectives based on competitive analysis, brand insights, and other factors critical to project success. The workshop also allows us to select appropriate tools for achieving set goals, determine priorities, and establish implementation milestones.

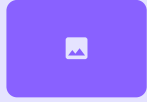
What are the benefits of — dedicated storefronts?

Access to best design practices

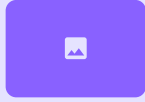
Conceptual work is based on an original design system that allows you to create storefronts based on knowledge gained during previously conducted design workshops and previous experience. Fast modelling and design is possible thanks to the use of a component-based approach. Additionally, during the modelling process, user flow and personas are prepared, which effectively helps to better adapt the entire solution to all business needs.



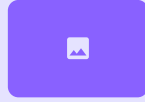
What are the benefits of — dedicated storefronts?



Spodnie materiałowe



Koszula bawełniana

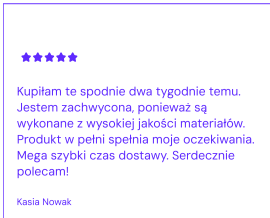
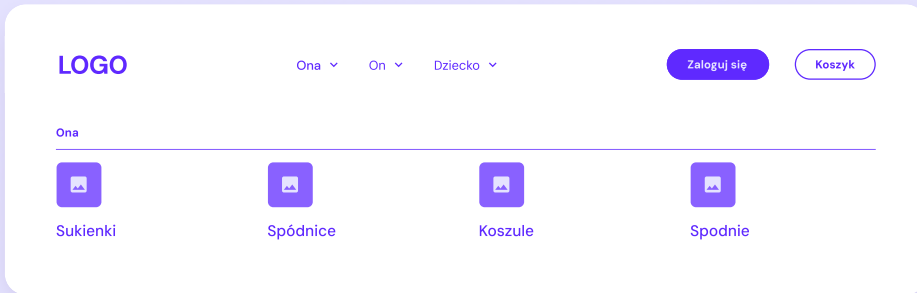


Marynarka z lnu



Kupiłam te spodnie dwa tygodnie temu. Jestem zachwycona, ponieważ są wykonane z wysokiej jakości materiałów. Produkt w pełni spełnia oczekiwania. Mega szybki czas dostawy. Serdecznie polecam!

Kasia Nowak



Zapisz się do newslettera i odbierz 20% rabatu na następne zakupy!

Zapisuj się

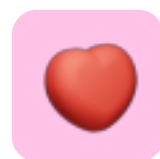
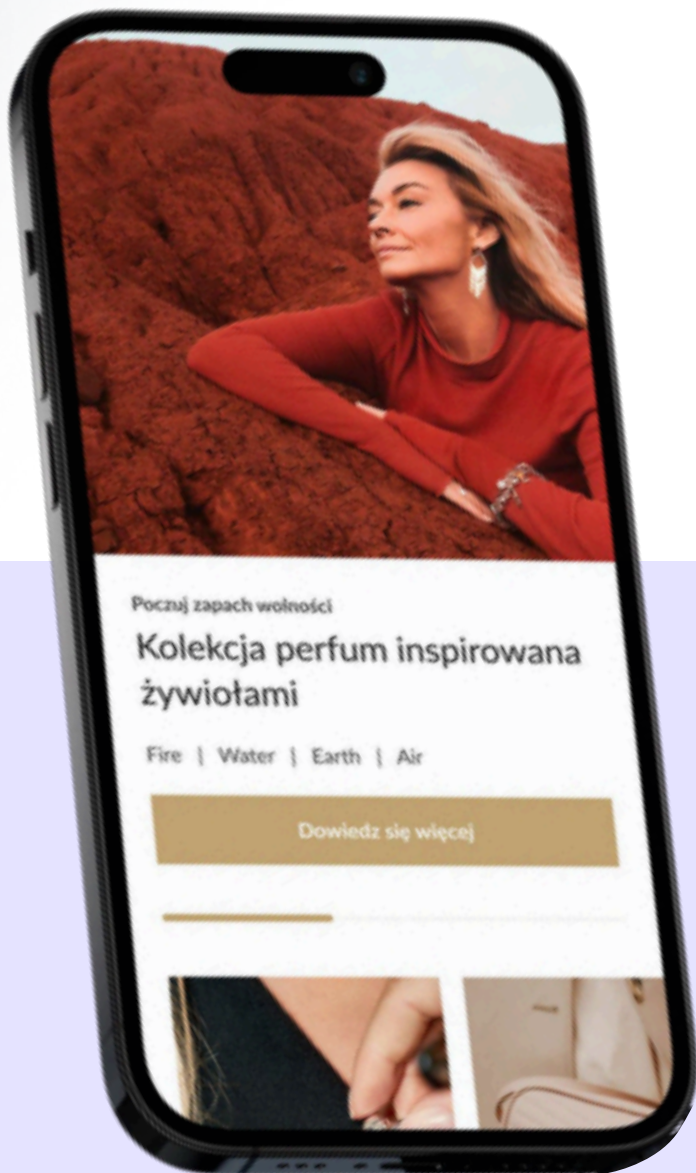
Individual UX solutions

Each project created within Raccoon Custom is a response to the challenges posed to the business by its customers and the market. The use of an individual UX approach allows for the creation of a website skeleton called wireframe. It enables quick verification of the concept and creation of a clear information architecture such as: categories, labels, navigation and search.





What are the benefits of — dedicated storefronts?



Development of a coherent concept

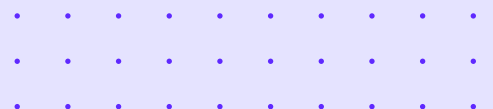
At individual stages of work, each component of the prepared storefront is created so that it fits into the brand's vision, its colours, typography and individual style. New icons, navigation elements and other parts of the layout can also be designed for the company's needs, which will give the whole a unique style.

What are the benefits of —— dedicated storefronts?

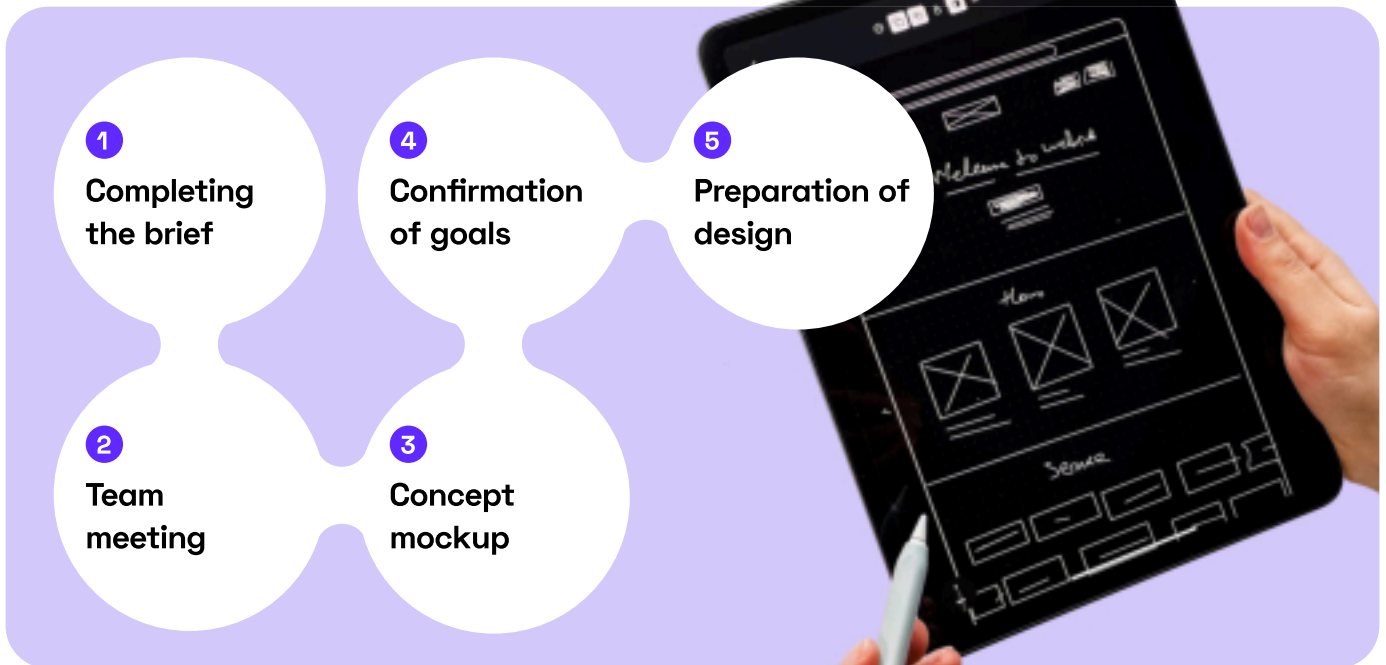


Support at every stage of the project

Completion of the implementation work does not mean the end of work on the platform design. A specialised team of experts remains in contact with the merchant to develop the layout together. This cooperation can be continuous, which helps maintain the version of the storefront that is most suited to the business needs and behaviour of eCommerce platform users.



Stages of the design process



1 Completing the brief

Based on the brief completed by the merchant team, we learn the basic goals, issues and design needs. Then we analyse all the information in this regard of the existing eCommerce or the selected sales model.

2 Team meeting

Then we meet the team involved in the design process on the client's side. Together we discuss the flow and method of work, as well as the scope of the MVP of the project. Finally, an action plan is established. If necessary, before the workshop, we organise a short introductory meeting, during which we select the techniques and tools optimal for working on a specific project.

3 Concept mockup

After the design meeting, we jointly confirm the discussed user needs and business goals. Based on these findings, we set directions and predict issues in the project along with priorities. This is the last step before starting work on building the storefront.

4 Confirmation of goals

Based on the brief and documents created during the meetings, we visualise concepts and create a clickable prototype of the service. This is also the moment for final verification of all needs, assumptions, functions and goals that were created during previous meetings. The mockup is then presented for review.

5 Preparation of design

After final acceptance of the prototype, we create the final design, which is transferred along with full documentation and a database of system design components to the team of developers who are responsible for implementing Raccoon Custom Storefront.

Let's talk about the benefits of Raccoon Custom Storefront

If you have additional questions about the dedicated project, call or write to us.

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