



Raccoon Standard

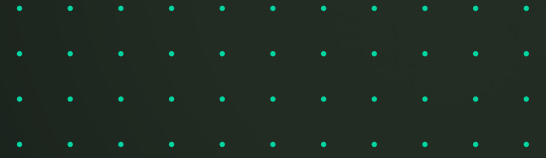


Storefront
implementation as
a platform standard

Service information for merce.com
partners

'merce

what is



—— Raccoon Standard?

After many years of work in creating and developing services, we have noticed that certain solutions and design methods work perfectly in the eCommerce world, regardless of the specifics of brands or product sales strategies. So we have selected the best practices that we now offer as a standard platform implementation.



“ More and more conscious eCommerce managers realise that the design of sales solutions should be created in accordance with the principle of less is more. The customer expects high functionality of the platform, which is why the readability of the product card, an efficient search process or a well-designed basket are more important to them than fancy graphics on the home page. Creating a website or application that provides positive UX is not an easy task. That is why we have developed a process in which we obtain information on, among others, the specifics of sales, customer profile and their requirements. After a thorough analysis, we add branding elements and propose the best solution for the merchant. This approach significantly shortens the time needed for implementation and delivers a product that is backed by experience gathered from hundreds of projects.

Błażej Paździor

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

Raccoon Standard is a set of ready-made components that, when adjusted to the specifics and branding of the brand, create a storefront ready to start selling.

Developed processes and the ability to transform requirements into proven solutions in the design sphere allow us to quickly and efficiently deliver a finished product, without burdening the merchant with additional design costs.

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business — benefits



Fast time to market

We have created a package of ready-made and tested components that meet high standards regarding the appearance and functionality of the solution. Thanks to this, using the available elements, we can meet many business needs diagnosed based on the brief. Using the package significantly speeds up the process of creating and implementing a storefront.



Matched to the brand

Ready-made components are the basis for creating a storefront, and many options for their configuration and a multitude of variants allow for the preparation of unique views. Among other things, colour palettes, fonts or methods of embedding buttons are subject to change. A vast number of potential combinations means that practically any merchant branding can be reproduced using ready-made elements.



Interchangeable components

Diverse component variants allow you to configure a storefront tailored to the specifics of your sales. We also have elements adapted to the nature of selected industries, services or B2B activities. Additionally, we are constantly creating new options available as part of the SaaS subscription, giving merchants the opportunity to use new solutions.



No design or implementation costs

Previously prepared components used to build views do not require extensive conceptual and R&D work, and therefore do not generate additional costs that are usually borne by the merchant in the creation process. As a software producer, we take care of the rich base of elements in the platform ourselves. Therefore, we do not charge for the process of preparing and implementing the project as a standard platform.



Latest storefront technologies

The proprietary Raccoon Storefront technology, created by the Merce.com team, uses the latest solutions and web tools, such as: Astro, SolidJS, GraphQL, PWA or SSR. We constantly monitor the market and update the Raccoon Storefront so that it best responds to the specifics of eCommerce challenges.



Optimisation in line with PageSpeed

Raccoon Standard was created based on appropriately selected frameworks and methods of downloading and rendering data to display services to the end user as quickly as possible. These results are confirmed by page loading speed tests in PageSpeed Insight, the average of which is 90 out of 100 points.



Component and API updates

All components are enriched with new functions on a continual basis. The updates concern not only appearance but also operation. We use our knowledge to modify components so that they meet market requirements and are compliant with, for example, applicable legal regulations. Work on the backend consists of tests and corrections so that the design is a coherent whole. All new options are available to merchants as standard and at no additional charge.



Mobile application as standard

The well-thought-out structure of components allows us to create many sales channels operated and developed from one place thanks to the one-code method. Such channels include mobile applications published in the App Store and Google Play. Merce.com handles the entire process of their creation and publication in both stores at no additional charge.



Compliance with UX guidelines

Raccoon Standard was designed in accordance with the best UX practices covering such facilities as accessibility, navigation for people using alternative texts, colours or contrasts. UX meets the standards of the European Union and independent and recognised organisations such as W3C. Additionally, all patterns have been adapted to the requirements and specifics of eCommerce, taking into account key areas of the market, such as search options, product cards or the purchasing process.

Raccoon Standard



implementation process

Completing the brief

Cooperation with Merce.com begins with us collecting the basic information necessary to create the project. To obtain it, we have prepared a set of several dozen questions that we send to the merchant. They concern the specifics of their sales, desired platform options and service package, as well as other aspects important in eCommerce. Some of the questions are general in nature, they are intended to outline the vision of the storefront, and some are closed questions - their task is to indicate specific solutions and needs.

Design work

All the answers from the brief bring the designers closer to the specifics of sales and other factors that should be paid special attention to when selecting the appropriate elements of the new solution. An extensive database of ready-made components with the option of their modification means that they can be used to create even very demanding storefronts.

Acceptance and implementation

At the first stage of cooperation, we present a proposal for the appearance of the storefront. To better visualize the idea, we present three key subpages in eCommerce: the home page, the category page, and the product card. Here, one iteration of changes is possible. Once the idea is accepted, the design becomes part of the implementation offer.

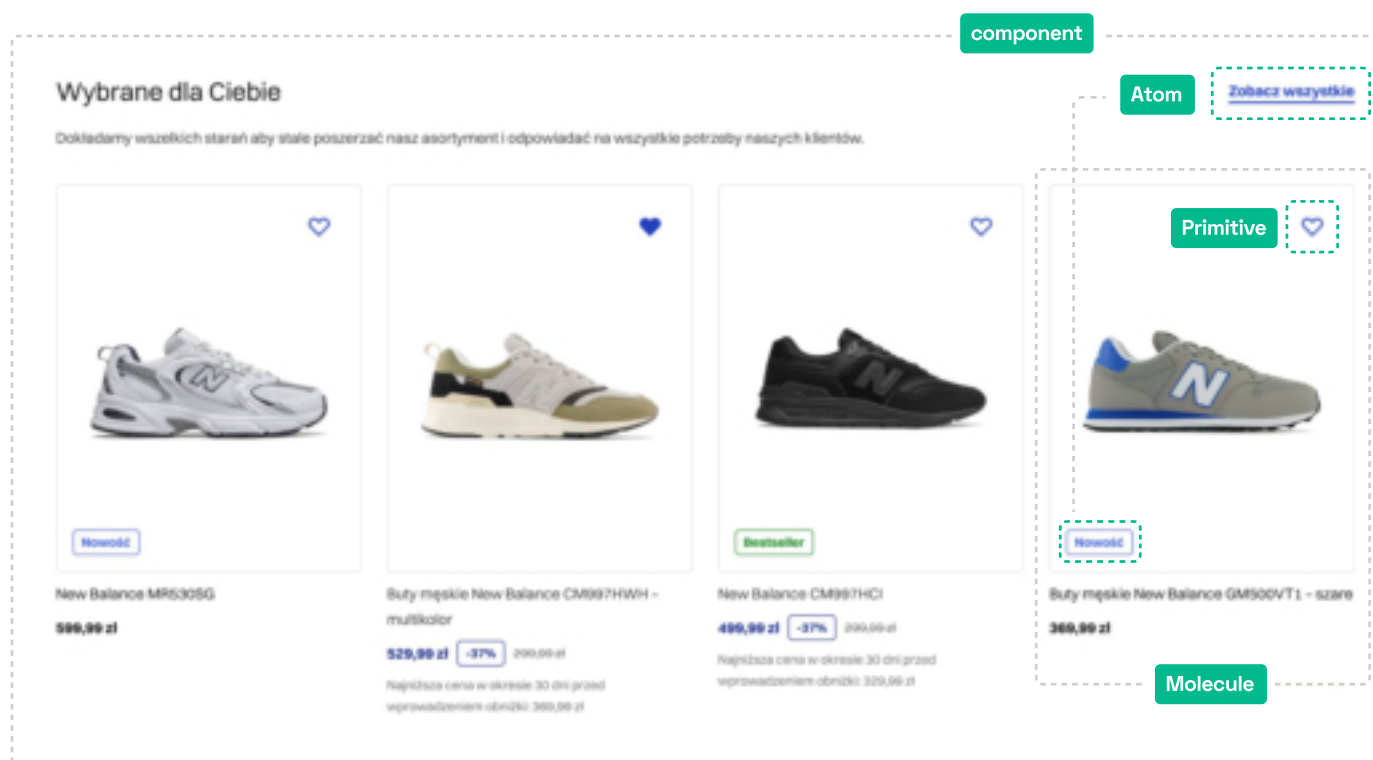


What are components and atomic design?



We based the design of the platform standard on the atomic design approach. Its main goal is to organise and build interfaces in a modular way, which makes it easier to create, implement, and maintain components. The method refers to the theory of atoms, according to which the interface is divided into smaller parts. These fragments can be combined to create more complex and interchangeable components. We organised the elementary parts in a hierarchical order and arranged them according to five main levels, which consist of:

- ✓ **Primitives**, → representing the most basic elements of the interface, such as a single check
- ✓ **atoms**, → consisting of two elements together representing one function, such as the "See more" button
- ✓ **molecules**, → consisting of at least two connected atoms creating flags
- ✓ **components**, → being a collection of several or a dozen or so molecules, such as the "selected for you" section
- ✓ **pages**, → being a collection of several components that create a specific layout.



advantages of

atomic design



Guaranteed consistency

Thanks to the structured structure, you can maintain consistency in the appearance and behaviour of components in the storefront. Any change to the basic element will cause all other components that contain it to be updated. Using the structure avoids unnecessary differences in the interface and provides users with a sense of consistency.



Efficient testing

By dividing the interface into small parts, project management and maintenance are easier. You can also conveniently test individual components to make sure they work correctly and meet the intended requirements.



Safe development

Because the components are organised in a modular way, making changes in one element does not result in instability of the entire interface. Using such a solution makes it easier to introduce updates, new features and bug fixes without the risk of revolutionary changes in the entire storefront.



Effective design

The atomic design approach allows you to create a design using ready-made and tested components. This allows designers to work more efficiently, focusing on customising existing elements rather than building everything from scratch.



Quick changes

Ready and tested components can be quickly and safely replaced without fear of affecting the entire project. The ability to make quick changes facilitates testing new ideas or expanding the options available in the storefront.

application example 1



1 Header section

Brief question

Which description best reflects the behaviour of your customers?

Answer

When customers open a website, they usually know what they need and are looking for specific products.

Our solution

We chose a header section component that features a highlighted search engine, thanks to which customers will be able to quickly and conveniently search for products.

2 Product layout on the listing

Brief question

Which of the factors most effectively increases sales?

Answer

Product parameters and price.

Our solution

Instead of the standard grid-style view of products, we chose a list that details their most important parameters. This method of presentation makes it easier for customers to obtain the desired knowledge that is key to making a purchase decision. Once they have it, they can add the product to the basket from the category level.

3 SEO optimisation

Brief question

Which sentence best describes the descriptions of your categories?

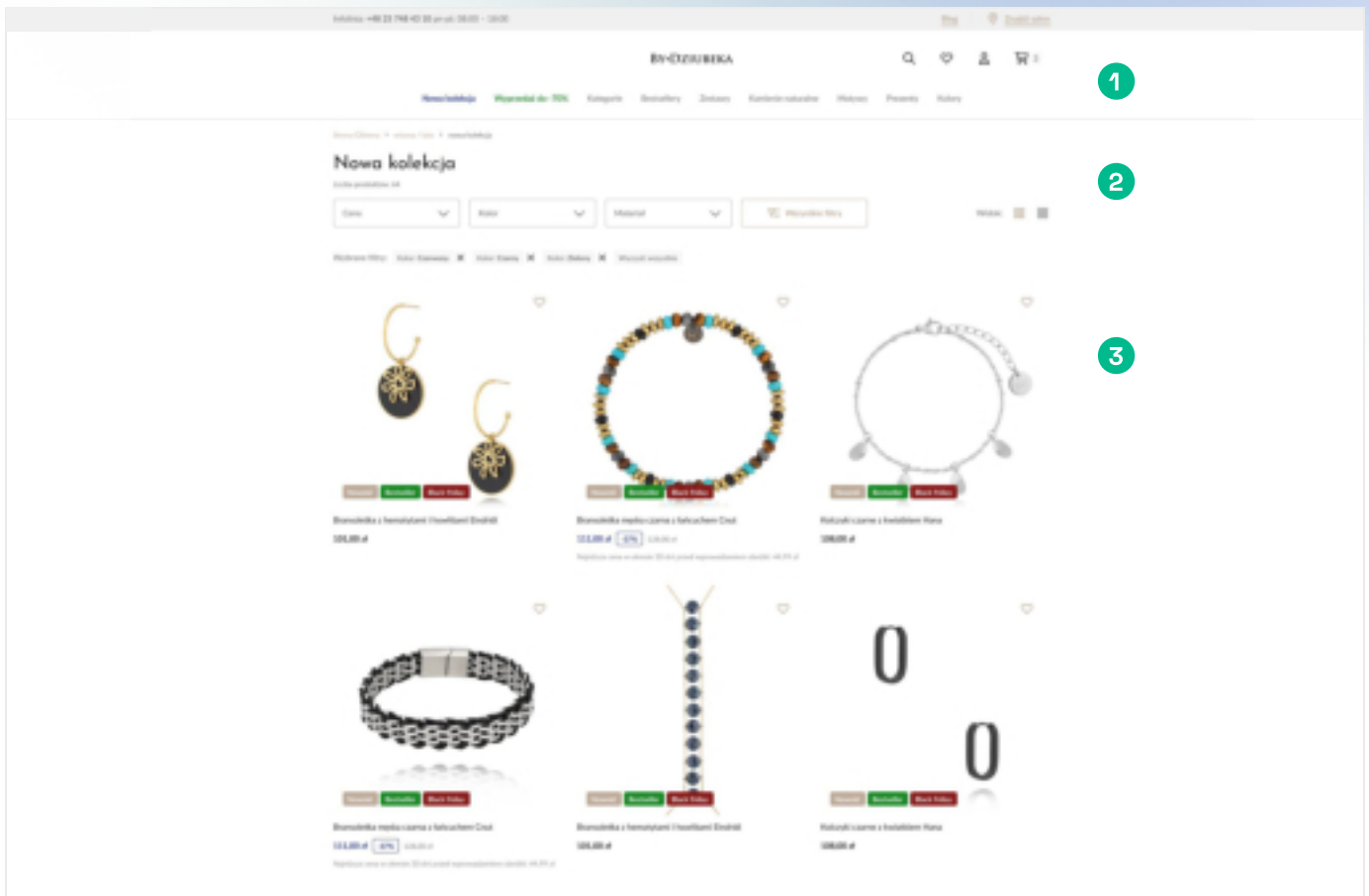
Answer

Our categories are described, but only for SEO purposes.

Our solution

Placing the category description at the bottom of the page, directly below the product list.

application example 2



1 Header section

Brief question

Which description best describes the behaviour of your customers?

Answer

Customers come in to look around, without a specific goal. They search for new collections, promotions, etc.

Our solution

Since there is no need to expose the search engine, we used a header variant with a logo and standard navigation.

2 Filter options

Brief question

Which sentence best describes the use of filters by your customers?

Answer

Customers sometimes use several of the most important filters.

Our solution

We used a component with three key filters visible. The customer has access to the remaining filters by clicking the "All filters" button.

3 Product layout in the listing

Brief question

Which of the factors most effectively increases sales?

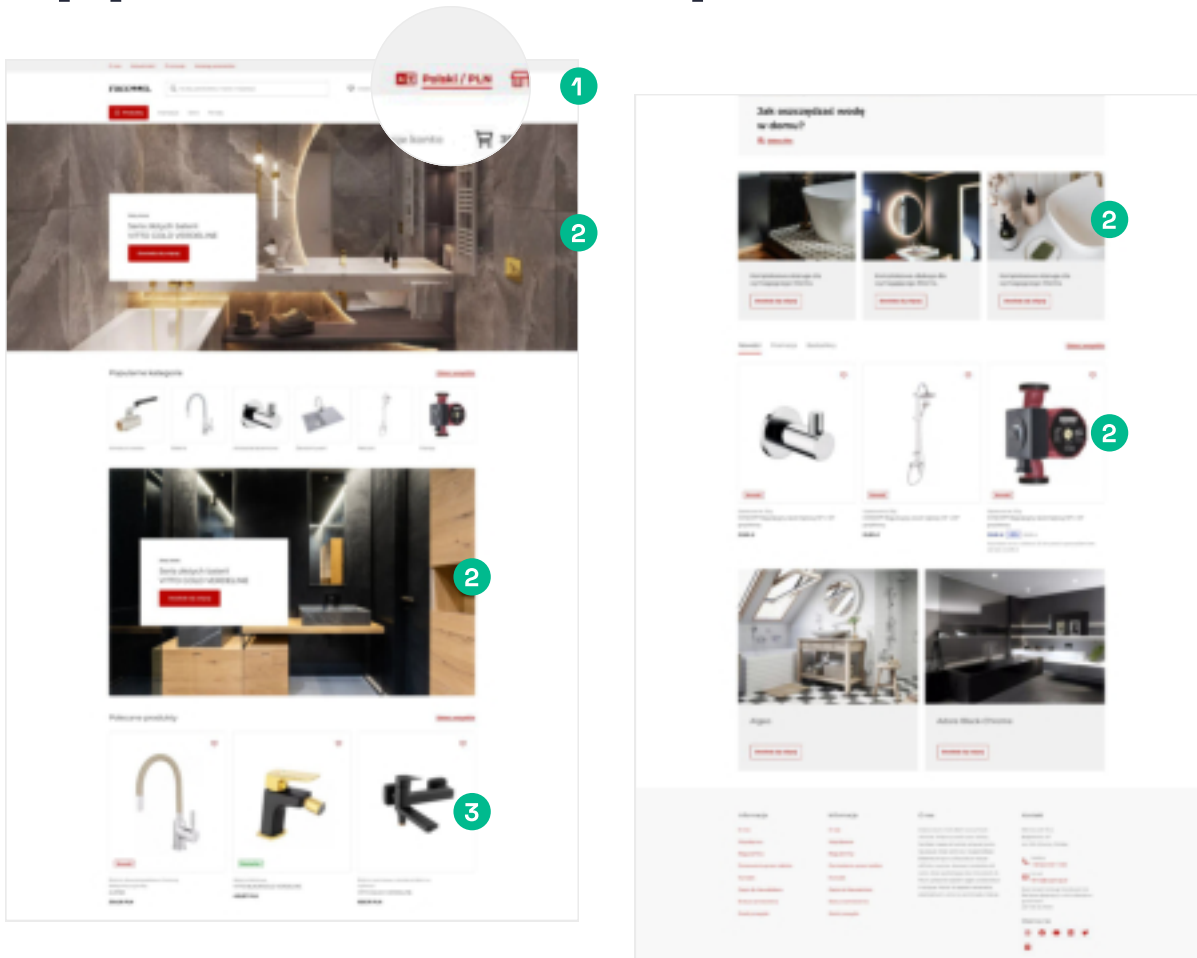
Answer

Product photos and price.

Our solution

We used a category listing and brought the product photo to the forefront.

application example 3



1 Header section

Brief question

In which markets does the company sell?

Answer

Answer

Polish and others. It is more than one country.

Our solution

In the header of the page, we have added the option to change the language and currency.

2 Product layout on the listing

Brief question

Which sentence best describes your sales strategy?

Answer

We create many different promotions, highlight products or product groups and constantly try to show customers something new.

Our solution

On the home page, we have prepared many banners and sections with promoted products.

3 Additional information on the product card

Brief question

Which factor increases sales most effectively?

Answer

Product photos.

Our solution

We have used a component with large product photos.

frequently asked — questions



1 Are components closed wholes?

No. Components, as the basic components of our storefronts, are subject to changes and are constantly being expanded with new data presentation options. We are also constantly adding new functions to the platform, which involves the creation of new components, and thus new possibilities for merchants.

2 What does it mean that a graphic element or component is in the platform standard?

The platform standard means that a given element is maintained as part of the SaaS subscription and undergoes cyclical updates, which means that we enrich it with new options. Updates do not entail additional costs for merchants. The element is also covered by a guarantee and we constantly take care of its stability through a series of tests and monitoring.

3 Can a completely individual project, such as a calculator or a manufacturer's subpage, be implemented in Merce.com?

Yes. In the case of larger needs related to design and design, we create platforms from scratch in Merce.com. Individual orders may concern the development of a more complex sales process or the creation of graphic identification for brands and products. If you are interested in such services, please contact us.

Let's talk about the benefits of implementation in the standard

Raccoon Standard is the best way to create a modern and well-designed storefront, as well as its efficient implementation.

It also has a number of benefits for merchants, so please contact us to discuss them all.

Contact us

+48 572 338 023

adam.kubala@merce.com

