

2021
—

Case Study



WEBVIO



WEBVIO.IO



Stay Posted.

THE COMPANY

Posted CA is a youth hat company based out of Southern California. Founded by two successful sisters. They set out to create a youth hat company because they could not find stylish, functional, or quality youth hats for their children. With their background in PR and marketing, they created this youth hat brand with a direct-to-consumer approach. Posted CA donates \$1 for every sale back to California state parks. They combined their passion for spending time outdoors with their family with their knowledge in marketing to create a solution to a problem they had.

WORKING WITH WEBVIO

This project was broken up into milestones via Upwork's client platform. The client supplied us with inspirational sites including a similar hat company website they liked. They provided a DropBox link with all custom visuals and content to be displayed on the website. A shared Google Doc kept both Webvio and the client on the same page. Collaborative Zoom calls were implemented each milestone. The prototype was presented via a Webflow preview link. From there the client was able to make revisions and discuss any other features or content they wanted. We transferred the custom Webflow site to the Shopify platform and the site was live March 1st. Any ongoing maintenance, consulting, or changes are being billed on an hourly basis as we maintain an ongoing relationship.

GOALS & OBJECTIVES

01

Create a clean functional design modeled after inspirational sites.

03

High conversion rate/high converting design.

02

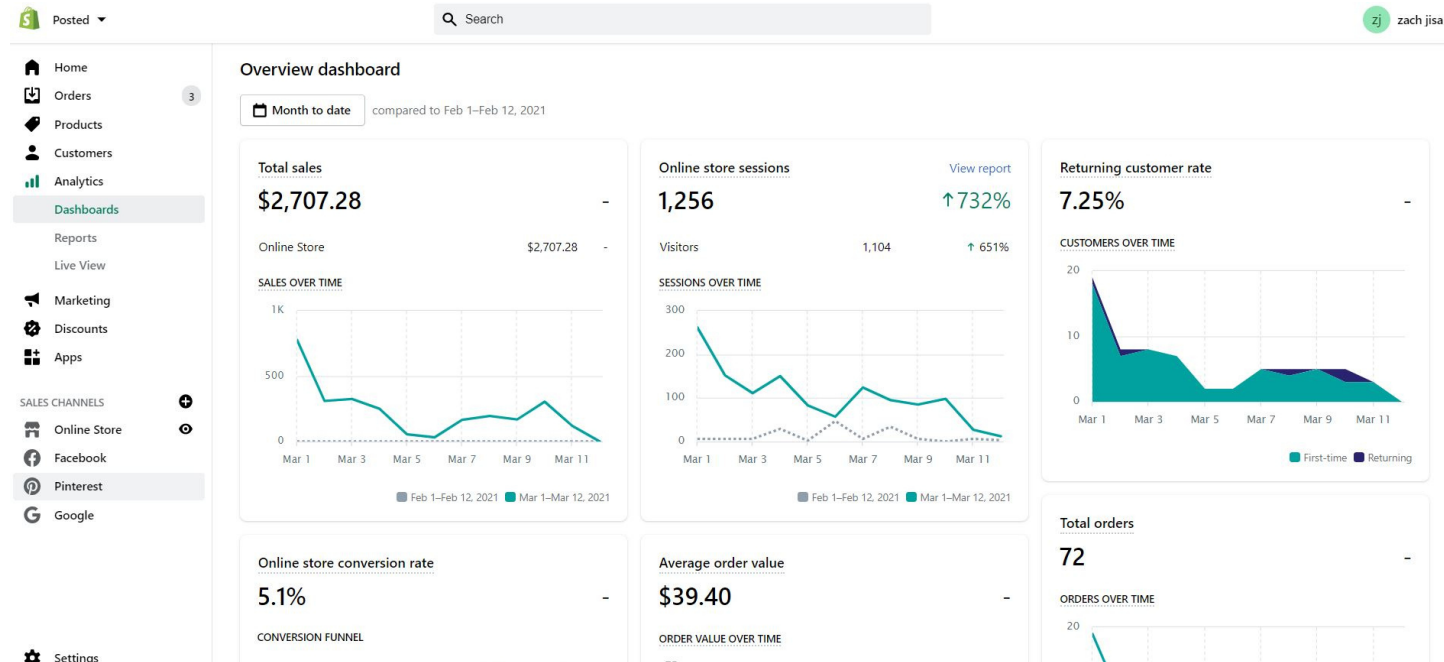
Custom build the site in Webflow and transfer back to the Shopify platform.

04

launch March 1st of 2021

RESULTS

Posted Ca was launched March 1st of 2021. Check out their site <https://www.postedca.com/>



These results show how keeping eCommerce designs simplistic and highly visual produce great results.

We used our design foundations and the client's goals to build this eCommerce website. Not a single line of code was written during this build. We were able to give the client a completely custom design with no limitation via Webflow and successfully transfer the design to Shopify to tap into Shopify's amazing eCommerce functionality.