

Byers Choice



Become a Byers' Choice Retailer Corporate Gifts & Fundraisers

Byers' Choice is dedicated to bringing you the finest handcrafted gifts.

Market

United States of America

Industry

Gifts and Toys

“The new online store enabled our customers to do e-business with us in a simple and robust way.”

Jason Curran
CTO

Customer Profile

Beginning in the 1960's, Joyce Byers spent the lead-up to every Christmas hand crafting Carolers as decorations and Christmas presents. What started as a few small gifts for family made out of some clay, paint, scraps of old clothes, and her sons' hair quickly grew into a project that took over the Byers' house every December as more and more people learned about the Carolers and wanted their own.

From there, the company has grown to a team of over 80 artisans working to handcraft the Carolers, which are sold in gift stores across the United States and around the world, while remaining true to the spirit of Christmas.

Major Challenges

- Allow the customers to build a custom caroler of their choice



One of the major challenge in Byerschoice was to allow any customer to buy the caroler of their own choice. The toughest task was to show real time image of exact how the caroler would look like after every step/selection.



At the end of the process, customers would be able to buy the customized caroler along with other accessories offered to them.

- Managing both Magento and Expression Engine pages in one webstore



The content or the static pages were managed by Expression Engine. The hurdle using the EE pages was to get the data from Magento and display on the other pages. For e.g. the cart items, customer login information, etc.

- User Experience and Design



To meet the expectations of the customers after the years of success of Byerschoice, was definitely not a piece of cake. To reach the bar Byerschoice has set for these many years, their store needed to reflect their established branding.

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Solutions

• User experience and design

-  The design was laid out to be as simple yet elegant. The target audience and the webstore content were taken into consideration while designing this webstore.
-  User interface was designed in meaningful and useful ways based on clear, consistent models that are apparent and recognizable to users. No matter whether the user ranges from a child to an old person, he/she was to be able to access the webstore easily.
-  One step checkout for quick and easy buying of products.
-  Easy navigation and flexible landing pages.
-  Pages without overwhelming users with alternatives or confuse with unneeded information.

• Building Custom Caroler

-  Dividing the customization into 7 steps with altering no default Magento functions
-  Cleverly managed selections of every step with ability to jump to previous step to update the selections made.
-  Real time image processing using Imagemagick. This would increase the user interaction and the customers can see a prototype of the original customized product.
-  Option to add other accessories offered.

Key Features/Customizations

- 🔧 Ability to buy personalized products.
- 🔧 Image gallery for categories to be displayed in lightbox (Manageable from the admin panel)
- 🔧 “My Collection” feature for the customers to create their collection of products.
- 🔧 Link gift boxes to the products which can be added directly from the cart by the customers.
- 🔧 Quick and easy checkout for better sales.
- 🔧 Fresh new look for the upsell products to be displayed.
- 🔧 Order summary on the success page.
- 🔧 Ability to search products and content separately.
- 🔧 Customized cart layout and design.