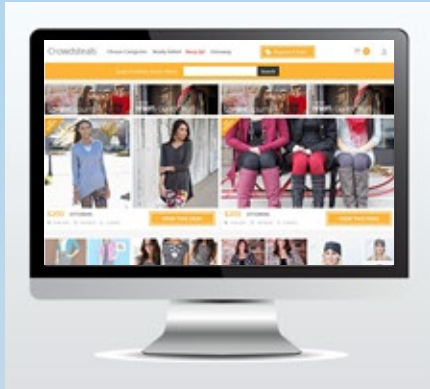# Crowdsteals

Crowdsteals - consumer to business to consumer ecommerce

Crowdsteals has grown to a team of over 80 artisans working to hand-craft the Carolers.

Market

United States of America

Industry

B2B & B2C ecommerce (consumer to business to consumer ecommerce)

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

Shane Starr
Founder and CEO

Customer Profile

NuEthic was formed through a strong belief that traditional methods of web development and marketing typically do not have the best interests of the client in mind. This belief has galvanized our resolve to form a company where ethical business and development practices are the foundation of our offering. Through this belief we have designed and developed a holistic view of online processes and methods that are focused on efficient use time and budget while providing superior results.

Major Challenges

- The analysis and successful division of the project into simpler milestones and sorting them by the

- Develop a multi seller webstore for sellers and customers to register and buy/sell products.

  - Crowdsteals was a challenge in itself as far as requirements of multiple seller and products management from the account section was concerned.

  - The challenge of managing multiple functionalities in a single module and providing the ebay/amazon feel was very crucial.

- Seller management and the customers role as a seller as well as a buyer.

  - The seller section's functional divisions and their link to the buyer as well as the administrator of the website.

- User Experience and Design

  - To meet the expectations of the buyers/sellers with simple and easy to use interface.

  - Design the webstore to reach the standards and the bar that the ever evolving web design industry has set.

Crowdsteals
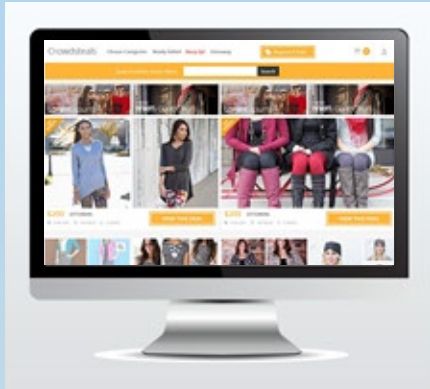
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Solutions

- **Analysis and Planning**

  A thorough usability and information analysis was conducted

  Target audience and the given purpose was analyzed and planned to fit in the allocated timeframe.

  Complex functional sections were well divided into the development/design team with the approximate deadlines and the variations possible.

- **Development**

  Module for Seller Management. Seller details, their products, transaction history, was developed. All the details can be managed by admin.

  The process of buying/selling was made as transparent as it could be. Seller was given privileges to manage his/her profile, products and also the transaction history.

  Product management by the seller himself/herself was provided with the least information to be entered while adding the product.

  Seller can also access other account sections just like a buyer. Seller module was developed to provide the transaction details as well as order per deal.

  Deals were displayed with a timer. The deal timing settings were provided to seller.

  Request a deal module was implemented for the customers to request any product to be displayed on Crowdsteals.

- **User Experience and Design**

  Overall improved shopping experience with quicker load time, cleaner look and easy to use interface.

  Adequate use of jQuery and effects for an elegant look and feel.

  Responsive web design to access the webstore on all major screen resolutions.

Crowdsteals
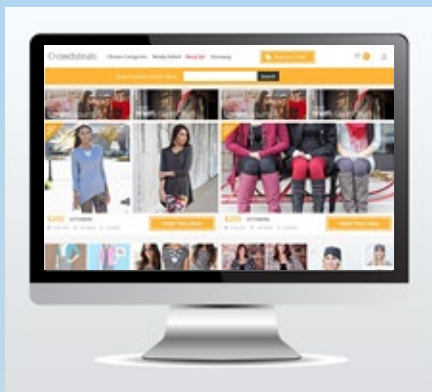
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Key Features/Customizations

- Freshlook, distinct color scheme and advance usability.
- Effortless navigation and reading.
- Quickview of products along with the lazy product loading was implemented to make browsing through website more easier and interesting.
- Easy content management for various sections from the admin panel.
- Separate module for sellers to be managed from the admin panel.
- Easy assignment of a customer to become a seller (manageable by admin).
- Seller's account section with ability to add, edit and delete the products with facility to add shipping charges and deal duration to the products.
- Payment section and deals order section for the sellers to review.
- Smart use of pop-ups and slider to display the well managed content within the website.
- Email alerts to sellers for the orders placed by any buyer. Also, the ability to add shipping/tracking number directly from the Seller's account.
- One step checkout for quick and easy buying of the products. This also significantly increase the sale.
- Loyalty points management to provide buyers with discounts as and well required.
- Deal requests manager, for admin to review and manage the requests from the customers.