

Queen Creek Olive Mill



Only Queen Creek Olive Mill sells Arizona's Local Extra Virgin Olive Oil.

Perry and Brenda have created an olive oil empire in Arizona, supplying the Valley and its surrounding cities with farm fresh.

Market

United States of America

Industry

Food And Beverage

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

Robert Holmes
General Manager

Customer Profile

The Queen Creek Olive Mill is a family owned company that grows and presses olives for the production of high quality extra virgin olive oil from their olive farm to city's dining table. Queen Creek Olive Mill farming practices and the products they offer symbolizes their dedication to the environment and the health of our customers.

At the base of the San Tan Mountains in Queen Creek's storied farm community, the Queen Creek Olive Mill is Arizona's only working olive farm & mill. While Queen Creek produce a boutique hand-crafted extra virgin olive oil using 9 varieties of olives, their passion is creating a great experience for visitors and guest of olive mill. The gourmet marketplace is a treasure of local foods, unique gifts and farm-casual dining. Stroll the olive grove, tour the mill and get away from pre-packaged, cellophane city life for the day.

Major Challenges

- Providing custom news and event module for highlighting up coming events in store.



One of the crucial task in Queen Creek Olive Mill was to allow store owner to have an event calendar to be displayed on homepage so that they can keep their customers updated about their upcoming events. The toughest task was to show event details on click of any particular date



Short and compact list of upcoming events will be shown on home page and when customer will click a full calendar will be shown.

- Providing customisation in checkout process.



To provide better, easy and secure purchase flow for seller we were asked to provide customisation in checkout page flow and separating login step from main checkout form.



Further as a part of customisation we combined review and payment step.



At the final step of checkout, related products of cart items were also shown

- User Experience and Design



Provide with clean and fresh design to meet the brand value of Queen Creek Olive that they have built for these many years.

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Key Features/Customizations

- ♣ Provides news block event timeline on home page.
- ♣ Build custom gift box.
- ♣ Banner slider at front page.
- ♣ Integration of social media sharing on every page.
- ♣ 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.
- ♣ Ability to display search items instantly in a dropdown list (Ajax Search).
- ♣ Provides category wise featured product in mega menu.
- ♣ Customized cart layout and design.
- ♣ Facebook fan box on homepage.
- ♣ Ajax Pagination for product listing pages.
- ♣ Introducing owners profile on home page.
- ♣ Displaying Featured product on home page.
- ♣ Provides store locator banner on homepage for customers.
- ♣ Zooming of image on product details page.

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