



CASE STUDY /

Scosche Industries

scosche.com

SERVICES

 ECOMMERCE | MOBILE & RESPONSIVE DESIGN | WEB DEVELOPMENT
 CREATIVE & UI DESIGN | INTEGRATION | HOSTING & MANAGED SERVICES

CHALLENGE

The award-winning innovator of consumer technology and car audio installation hardware sought a more flexible, self-managed eCommerce platform. Scosche also needed to merge its two disparate product lines and update its existing site to reflect new branding.

SOLUTION

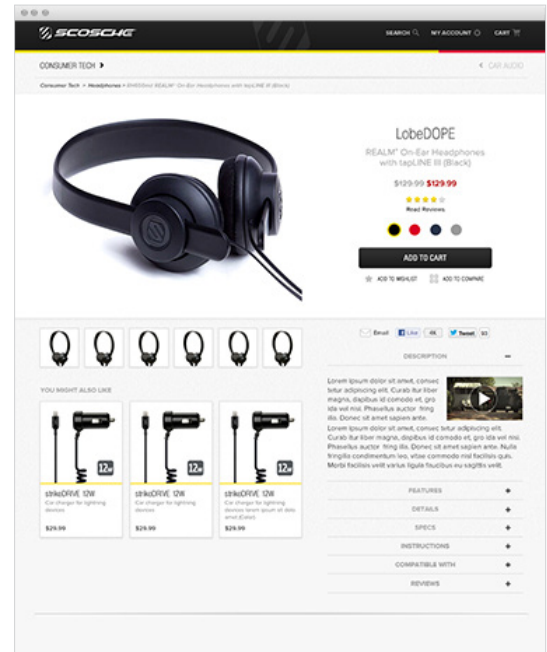
Recognizing that its customer base shopped scosche.com via multiple devices, Guidance delivered a responsive web design site built on the Magento Enterprise platform, one of the first responsive eCommerce sites of its kind.

Scosche now has multiple merchandising opportunities for its 4,000 SKUs. The redesigned product detail page includes image zoom, and collapsible tabs for specs, features, compatibility, and reviews. This page further supports conversion with an "Add to Compare" feature that offers users a side-by-side comparison with other selected products and it is integrated with Facebook and Twitter, to encourage viral marketing of the product.

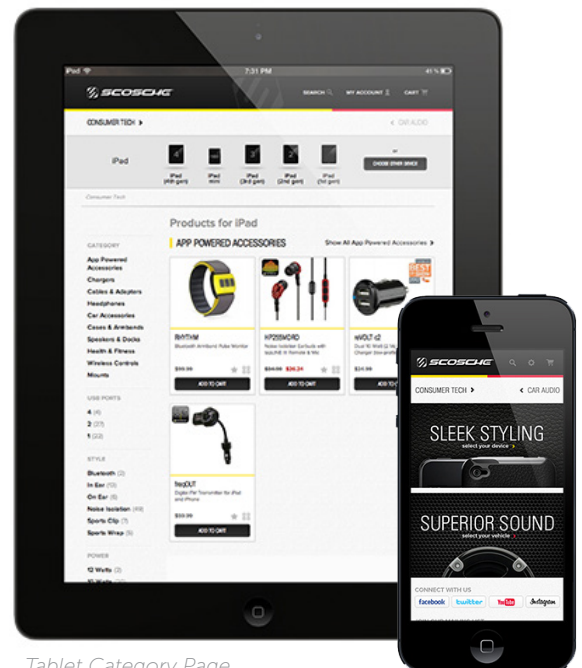
Through "My Account", users are able to self-edit and update their profile at any time, check the status of orders and returns, view past orders, store alternate addresses (for shipping to multiple family members and friends), see product reviews posted on scosche.com, check the balance of their store credit and reward points, access their wish list to share with friends and family, and subscribe to the Scosche newsletter.

The site also includes the ability to save "Favorites" in a Wish List for purchase at a later date, "Product Registration" so customers can register their purchased Scosche product, and "Car Finder" search where users can search for compatible car accessories by model, make and year.

Guidance integrated Magento with QAD (ERP), Zopim (live chat), and MailChimp (email marketing).



Desktop Product Detail Page



Tablet Category Page & SmartPhone Category Page



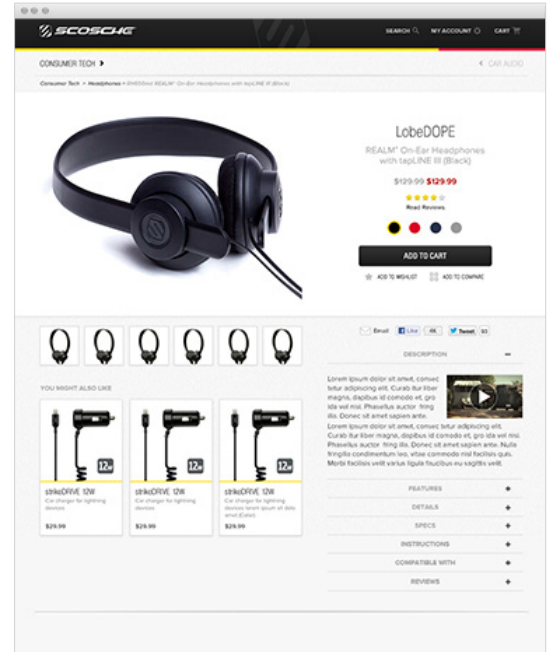
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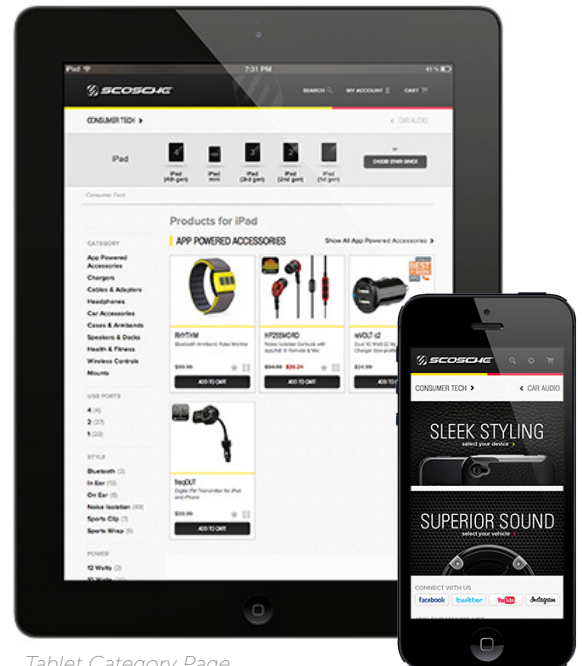
scosche.com

INNOVATION

- This responsive eCommerce site can be used by mobile devices, tablets and desktops keeping the experience consistent throughout all contexts.
- To solve for one cohesive site carrying two distinct product lines for separate audiences, a unique split navigation was implemented where consumers can "enter" one side of the site or the other. This user experience allows for each side to be branded accordingly by color.



Desktop Product Detail Page



Tablet Category Page & SmartPhone Category Page