



CASE STUDY /

Tissot

us.tissotshop.com
SERVICES

ECOMMERCE | WEB DEVELOPMENT | CREATIVE & UI DESIGN | INTEGRATION | STRATEGY | ANALYTICS

CHALLENGE

The top luxury Swiss watchmaker company founded in 1853 and member of the Swatch Group, the largest watch producer and distributor in the world, wanted to update their U.S. site and provide control of it to the U.S. brand president.

SOLUTION

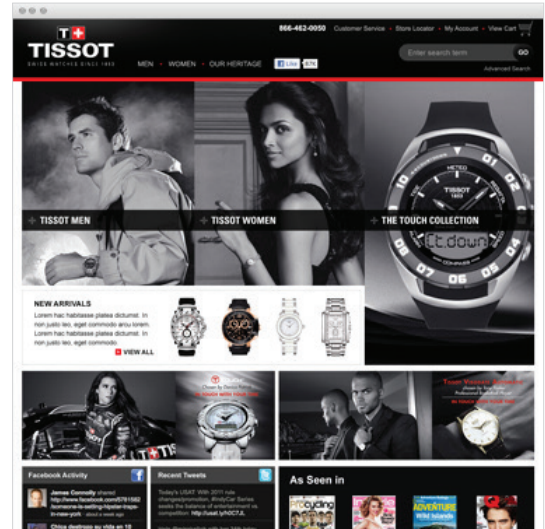
Well-practiced in the production of brand sites but not eCommerce sites, Tissot turned to Guidance and its extensive eCommerce user experience consulting to develop Tissot's UX strategy.

Guidance built the site on the Magento Enterprise platform and designed an intuitive product detail page that improved content merchandising and ultimately conversion. These product detail pages were designed to highlight product videos and 360° product views.

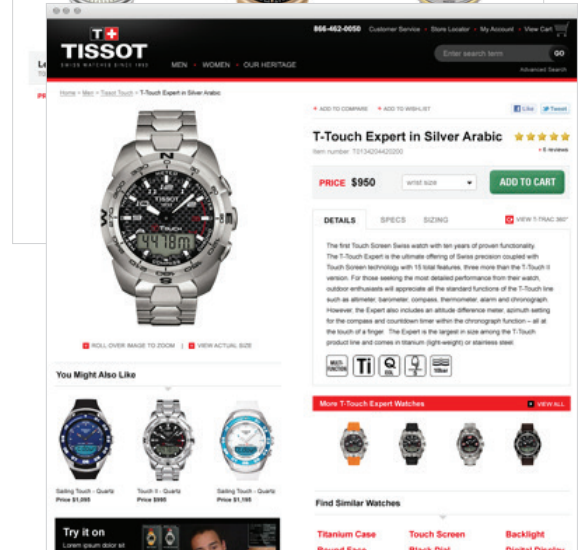
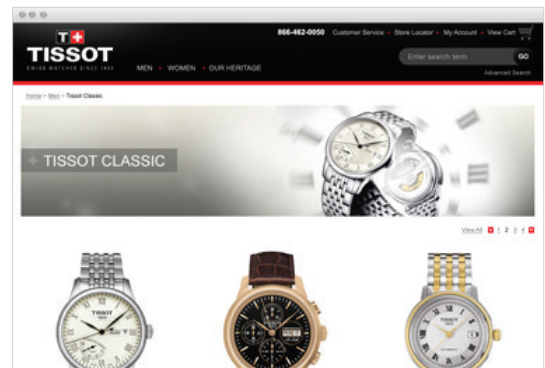
Guidance also delivered a store locator and integrated Magento with SAP (order management), eWay (newsletter distribution), Facebook, and Twitter.

INNOVATION

- Users have the ability to rotate the watches by 360 degrees to examine them in detail and make an informed decision.
- Through the use of augmented reality, users can "see" how the watches appear on their wrists.



Home Page



Category Page & Product Detail Page