

BRAND

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Case study **Bizuu**

The ebook presents the course of work in cooperation with the Bizuu brand, the main goal of which was to implement a new online store enabling to scale e-business, open to international sales and automate key components of the shopping process. The project was divided into three spheres: development, technical and migration-related. In this publication, we explain how the individual stages proceeded, which functionalities were used, systems and tools we used and what conclusions we came to in the pursuit of our goal.



BIZUU

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Introduction

1.1. About Bizuu

The history of the brand dates back to 2011, when the first boutique was opened in Stary Browar in Poznań. However, BIZUU is more than just a brand. It is more than 10 years of mutual passion and love for fashion from two dedicated sisters – Blanka Jordan and Zuzanna Wachowiak.

The brand was created with the idea of bringing color and unconventional motifs to Polish streets. As it later turned out, this was only an introduction to unconventional solutions, which in the form of floral patterns and original prints have become part of Bizuu's DNA.

Today, Bizuu has a variety of lines: regular spring-summer and autumn-winter, four seasonal collections: Après-Midi, holiday MER, sports Balance, capsule Be a BIZUUGirl, bridal Bridal and a collection of accessories.

01

Since 2016, the Polish brand has collaborated with global brands such as Cartoon Network, Mattel and Bravado, with whom it has produced collections: BIZUU x The PowerPuff Girls, BIZUU x Barbie and BIZUU x The Rolling Stones. Additionally, on the occasion of the 100th anniversary of the TOUS brand, Bizuu was invited to collaborate on a special project. As a result, a t-shirt was created, with an original graphic design of a teddy bear seen through the eyes of the brand. This project had its ambassador in many countries around the world. The company has 4 stationary stores located in Warsaw, Poznań, Katowice and Gdynia.

What distinguishes the brand from other companies is not only the quality, but also the vision of development. Bizuu's extensive portfolio includes a wide range of collections and innovations, but also the implementation of modern solutions of new technologies within the company's structures.



Fig. The creators of the brands Blanka Jordan and Zuzanna Wachowiak.
Source: <https://bizuu.com/>

1.2. About Brand Active

Brand Active is a Shopify & eCommerce agency owned by Divante group. The company creates and implements stores, tailoring them to current trends and individual customer needs. It focuses its efforts on Shopify and Shopify Plus platform - the enterprise version for large eCommerce, which is a great alternative to such solutions as Magento 2.

Brand Active provides integration with such systems as PIM, ERP, CRM, or POS. Thanks to the MACH (Microservices, API-first, Cloud-native, and Headless) approach it enables customers to realize innovative projects with multi-level architecture. Brand Active team has also back-end development competences, which allows them to create dedicated applications that extend the capabilities of Shopify and customizations for the Akeneo system.

Brand Active also has a Product Design team that, with a thorough understanding of the Shopify engine, develops advanced mockups and then layouts, following a Mobile First approach.

Brand Active has been operating on the market since 2016, and year after year it has increased its employment and is constantly growing. The dynamics of growth is confirmed by the distinction in the Deloitte Technology Fast 50 ranking (Rising Stars).

1.3. About the project

The objectives of the project activities can be divided into three spheres: development, technical and those related to migration.

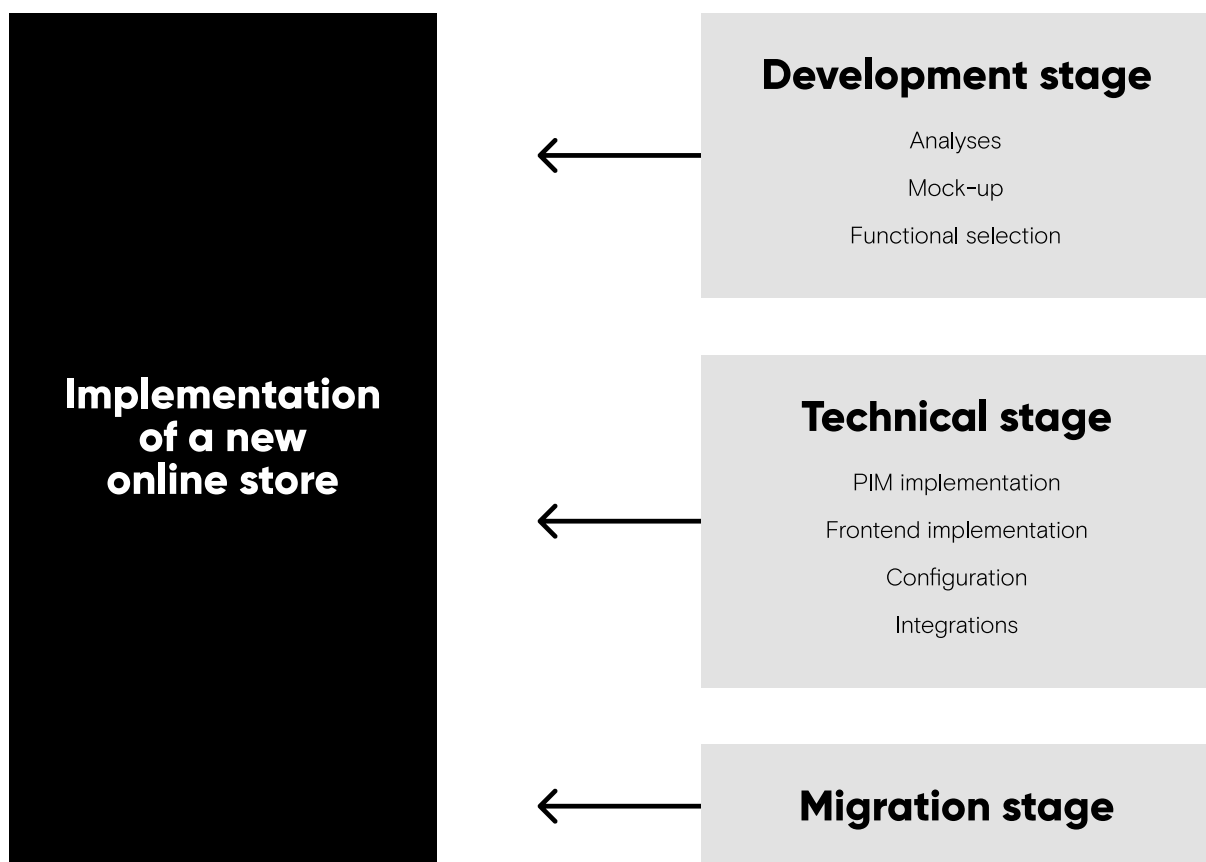


Fig. Implementation of a new online store.

All of them were directly connected and influenced each other. In the first one we focused on the analysis of the eCommerce environment, we determined the path of actions and were responsible for consulting related to the new shopping engine with full coordination of activities.

The second one was focused on the preparation of mobile first mockups, analysis of the developed layouts and programmatic implementation of the obtained views, including customization of selected applications and system solutions of the new platform. The third sphere, in turn, concerned tasks related to the migration from 2ClickShop to Shopify Plus.

The project was divided into several stages, where key activities and supplementary tasks were determined. One of the main goals that were set was to implement a new online store, which will allow us to scale e-business, open to international sales and automate key components of the purchasing process. A very important component was communication, which gave space to generate new ideas during the implementation work, and by operating based on Agile philosophy, we could easily adapt to the changing conditions of the project.

Design

2.1. Analysis

A key part of migrating and creating a new online store is an in-depth analysis that allows for the development of an implementation architecture and systematizes all project information.

Important audit points included:

1. Establishing business requirements and priorities
2. Verification of architecture and processes occurring in the store
3. Defining the list of functionalities
4. Defining the scope of integration
5. Validating technology choices



Analysis of the eCommerce environment allowed us to answer some key questions:

- What assumptions exist regarding the functioning of the store?
- What eCommerce processes will take place around the company?
- What logistic processes are to take place?
- Which B2C payment processes will be active?
- How will product information be managed?
- How should the implementation of a new store be designed in order to achieve the desired result, a modern and scalable online store?
- What should be taken care of in the client's eCommerce environment to avoid mistakes?

Conducting an in-depth analysis and an extensive interview with the client resulted in capturing potential threats and creating an implementation plan, assigning tasks and allowing for a smooth start of project work.

2.2. Mockup and UI

In order to present the mockup stage, it is necessary to mention what is the UX, which is an inseparable element of each designed Bizuu store view.

User Experience (UX) is generally understood as "user's impression" which focuses on his/her feelings and reactions while using a digital product. At the mockup stage, elements are defined that can improve the UX of a given functionality in order to create a positive user experience.

In the case of eCommerce industry, a well-designed store mockup should be maximally useful, attract customer's attention, help to finalize the order and not lead to cart abandonment. It should include best practices such as properly designed data architecture, grid layout (Grid), responsive layout (RWD) and include all possible available solutions (e.g. Shopify apps).

Figma - the mockup tool

Among the many prototyping tools available in the market, we chose Figma. It is a cloud-based software that provides real-time work and updates that streamlines the design process thanks to close team collaboration. When designing mockups, it is worth mentioning that Figma allows us to fully automate our work and comment on each element and stage of our work, giving us quick insight into the client's feedback.

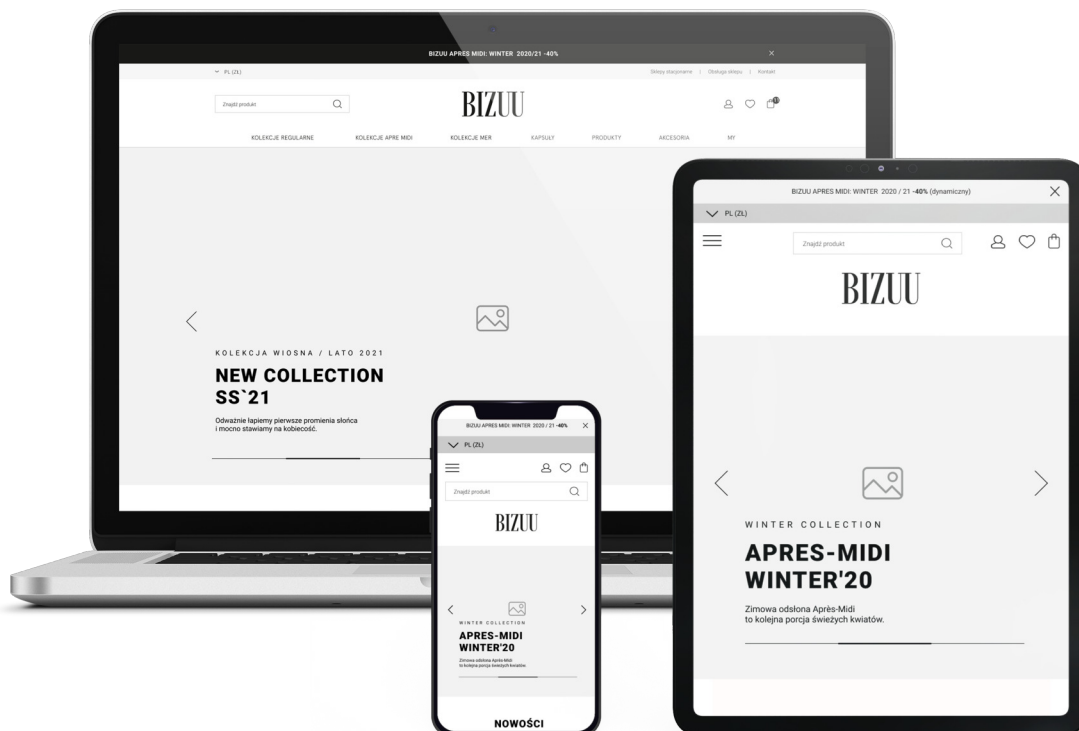


Fig. A mockup of the Bizuu store homepage view.

Heuristic analysis

One of the phases of designing mockups is UX research, which helps to introduce appropriate solutions to the needs of users, the company's implementation. For the purposes of the project, an expert solution was adjusted using Nielsen's heuristics. Heuristics are specific and proven guidelines that are carried out on the current storefront to improve quality and introduce new solutions. This method allows us to investigate the area of risk that, from a practical point of view, may hinder users from reaching certain resources and taking the action we expect.

There are 10 main heuristics:

1. Visibility of system status.
2. maintaining consistency between the system and the real world.
3. Providing the user with control and freedom of action.
4. consistency and standards.
5. Prevention of errors.
6. Recognition instead of reminding.
7. Flexibility and efficiency.
8. Aesthetics and minimalism.
9. Facilitate error detection, diagnosis, and correction.
10. Support and documentation.

Lo-fi mockup

A Lo-fi (Low Fidelity) mockup type was selected for the Bizuu store. It is characterized by a lower level of detail than Hi-fi (High Fidelity), for example: it does not take into account the final colors and fonts. Lo-fi mock-up is based on shades of gray or white and black, has a sample font, while retaining all elements and modules leading in the project.

The leading element of each project is Grid, which is a grid system that divides the page area into working and non-working parts, these are margins, header and footer. An 8-column model is used, which allows for flexible design of individual modules.

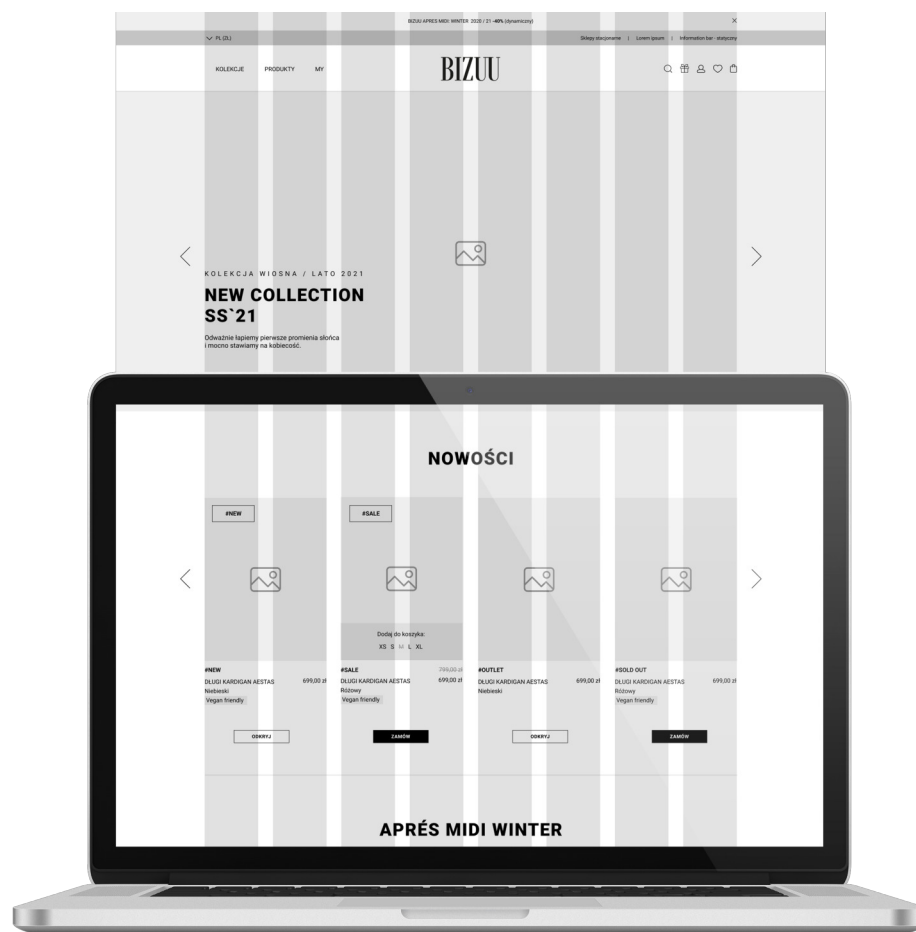


Fig. A mockup of the grid view on the main page of the BIZUU store.

An important feature of a well-designed mock-up is its responsiveness (RWD), i.e. adaptation of the interface to the width of the browser, which is why each view of a particular sub-page was prepared in three forms: mobile, tablet and desktop.

With RWD views, you should pay special attention not only to the appearance and readability, but also to the logical behavior of individual elements and modules.

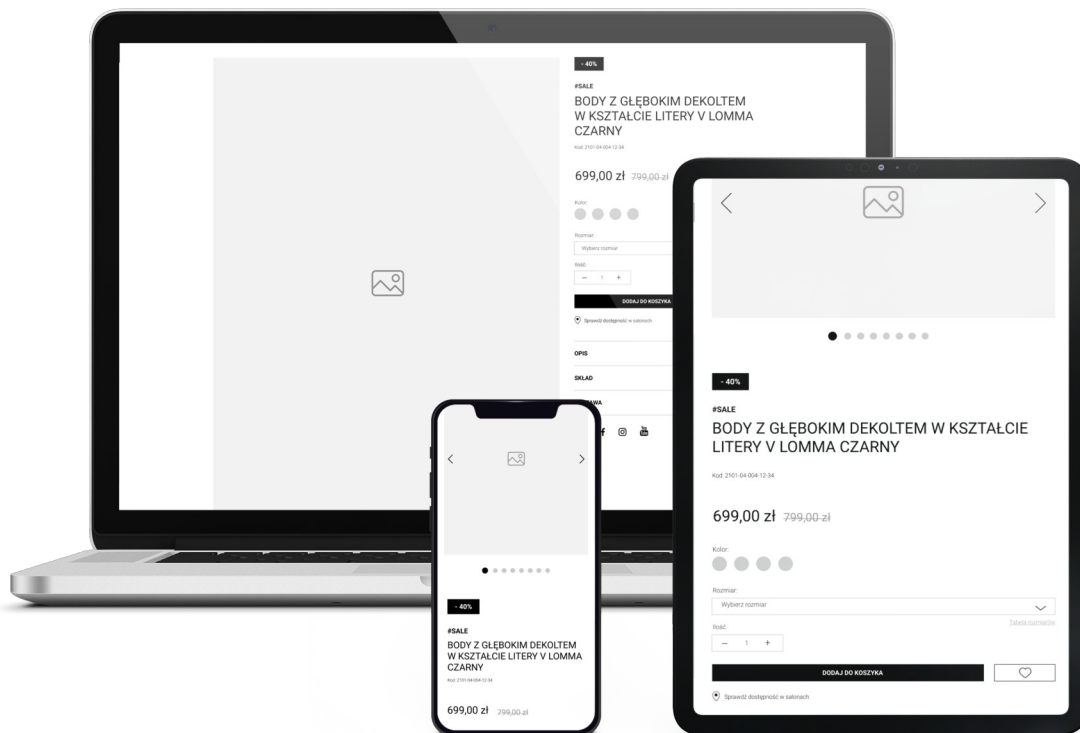


Fig. A mockup of the Bizuu store's product page view.

In the above mockup, you can see a properly designed Product Page that provides exactly the same information in each view, in different combinations of the most important elements. Each module is placed consistently in relation to the other.

It is also worth mentioning simple and reliable usability applications, which in today's approach to design often gets overcomplicated in favor of advanced design. In the case of BIZUU, this is the login panel, which was designed in a minimalist version.

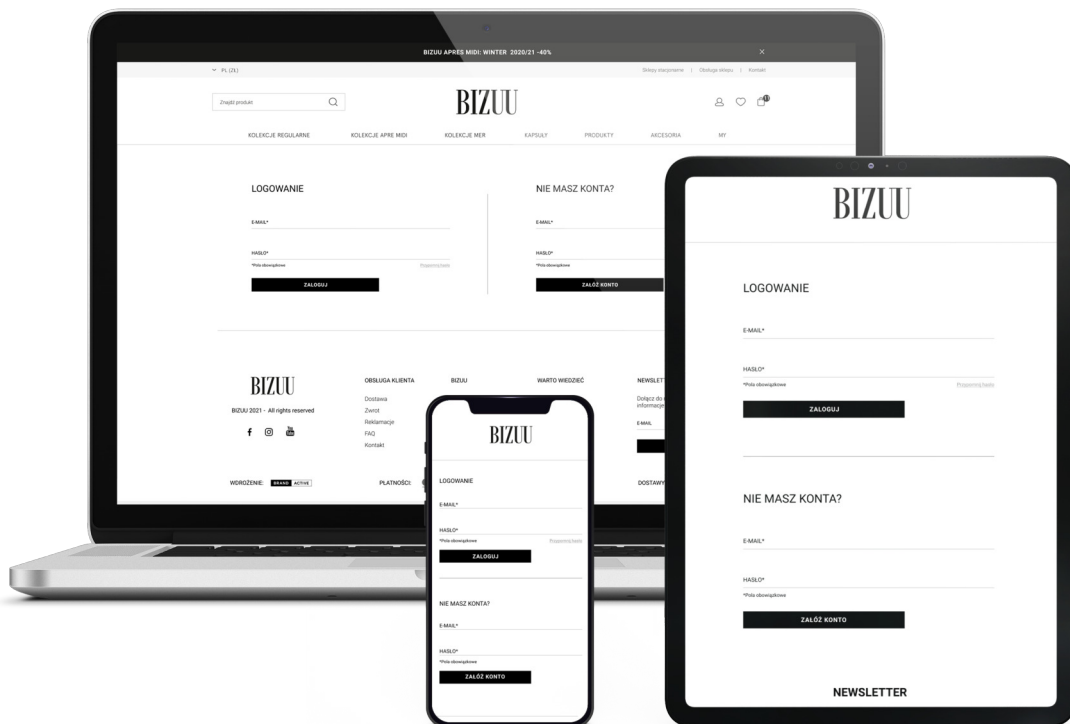


Fig. A mockup view of the Login Panel.

In the above figure, you can see that the panel is very intuitive, making it reliable and understandable for any user. The next stage is the view after logging in. The client also wanted the project to be as minimalistic and legible as possible. You can easily change the individual sub-pages of this panel thanks to the side menu (on the left side of the screen).

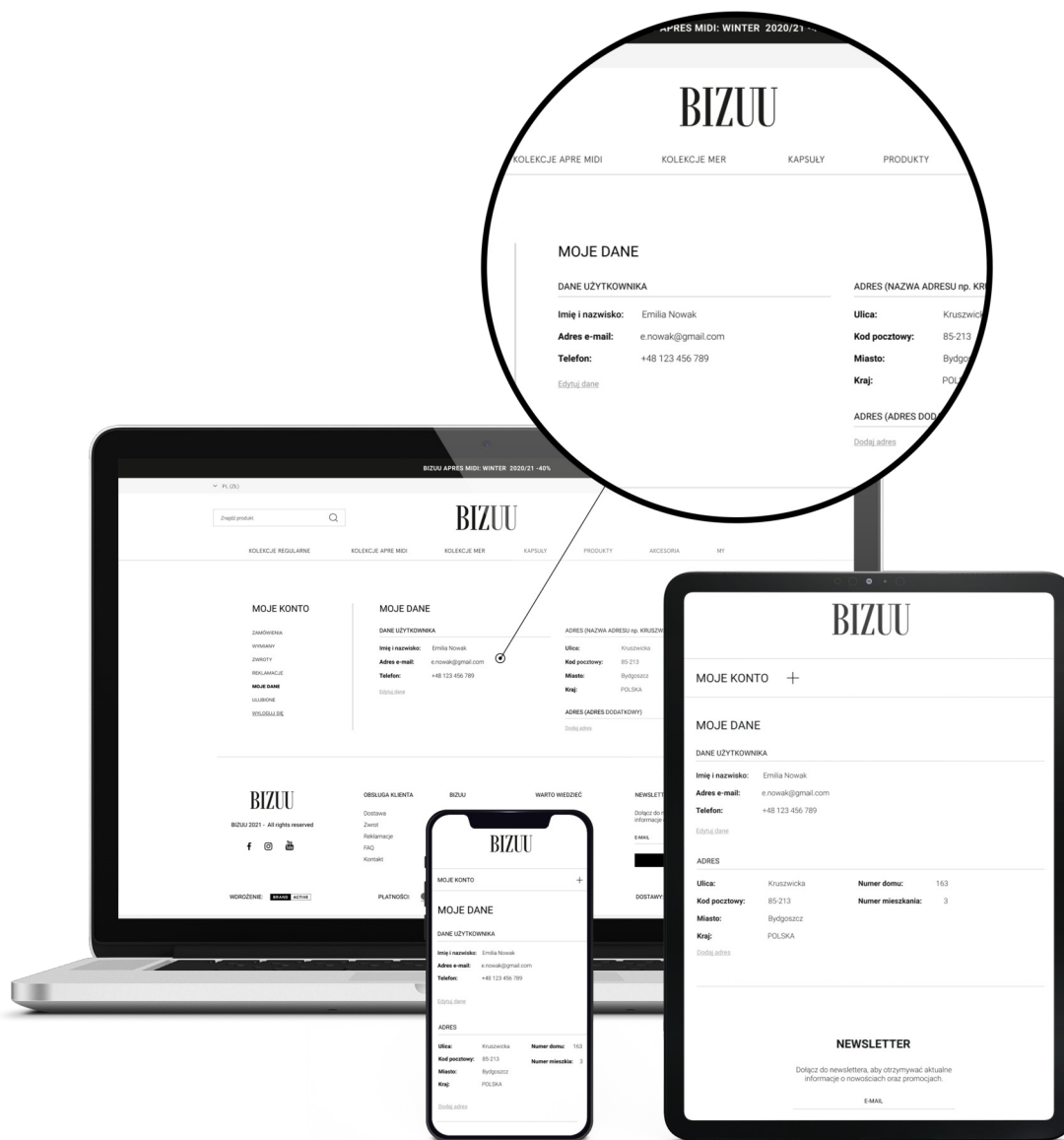


Fig. A mockup of the User Panel view.

UI

The next stage of the project, after completing the mockup stage, was the visual layer or the UI (User Interface). Designers from Bloom Production agency worked on this stage. The whole project has been presented and discussed with both the client and the design team so that, keeping in mind the fundamental functionalities and aesthetics, an appropriate language of communication between the user and the offered products could be built. UI designers were primarily responsible for developing all the modules and elements in such a way as to comply with the proposed standards.

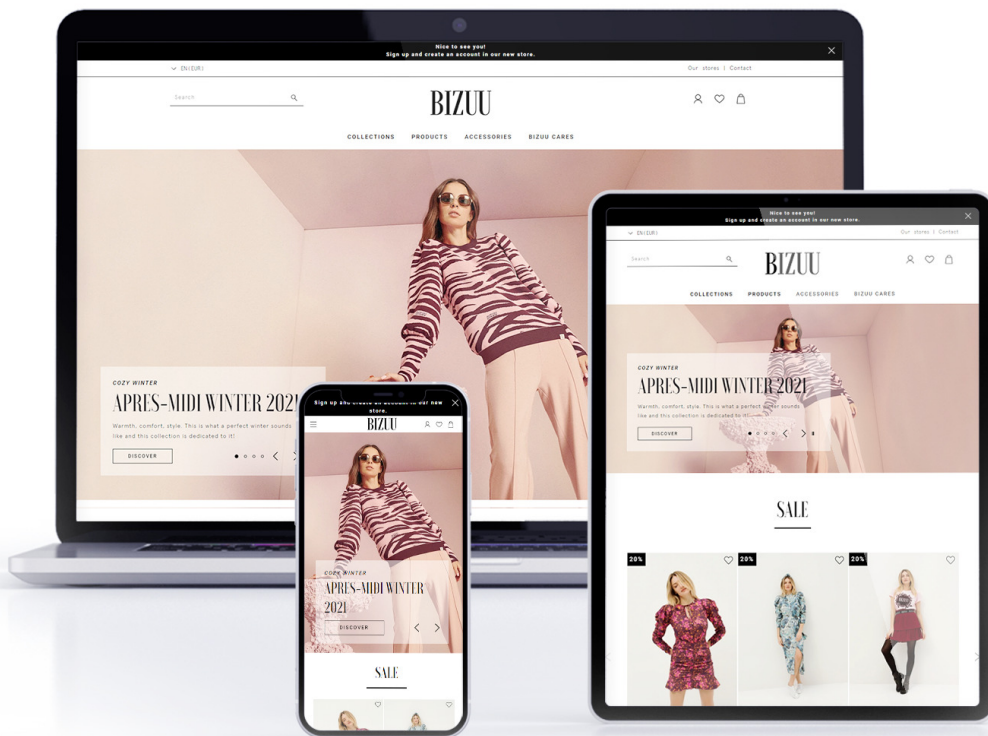


Fig. View of the main page in Bizuu Store.

2.3. Implementation

Implementing the store on the Shopify Plus platform was a challenge for our development team. A team consisting of the most experienced developers was delegated to the project. We can be proud of the implementation, which for the Bizuu brand is a showcase on the Internet and for us one of the top projects in the company's portfolio.

Software implementation of the store on Shopify Plus platform was divided into stages:

- Configuration of the development environment
- Configuration of Shopify Plus backend
- Installation of applications carefully selected during the business analysis process
- Implementation of a store according to appearance designed by graphic designers (with many customization options)
- Implementation of PIM Akeneo and integration with Shopify Plus
- Functional tests
- Performance tests
- Providing the client with the training on how to use the store
- Delivery of a store manual to the client.
- Store publication.

During implementation we closely cooperated with the client, who went through the whole implementation process together with us. We worked in two-week sprints, after each of them we conducted a demo for the client who could see the progress of the project on an ongoing basis, what of the tasks assumed in the planning was completed, and what had to be moved to the next sprint.

Design cycle

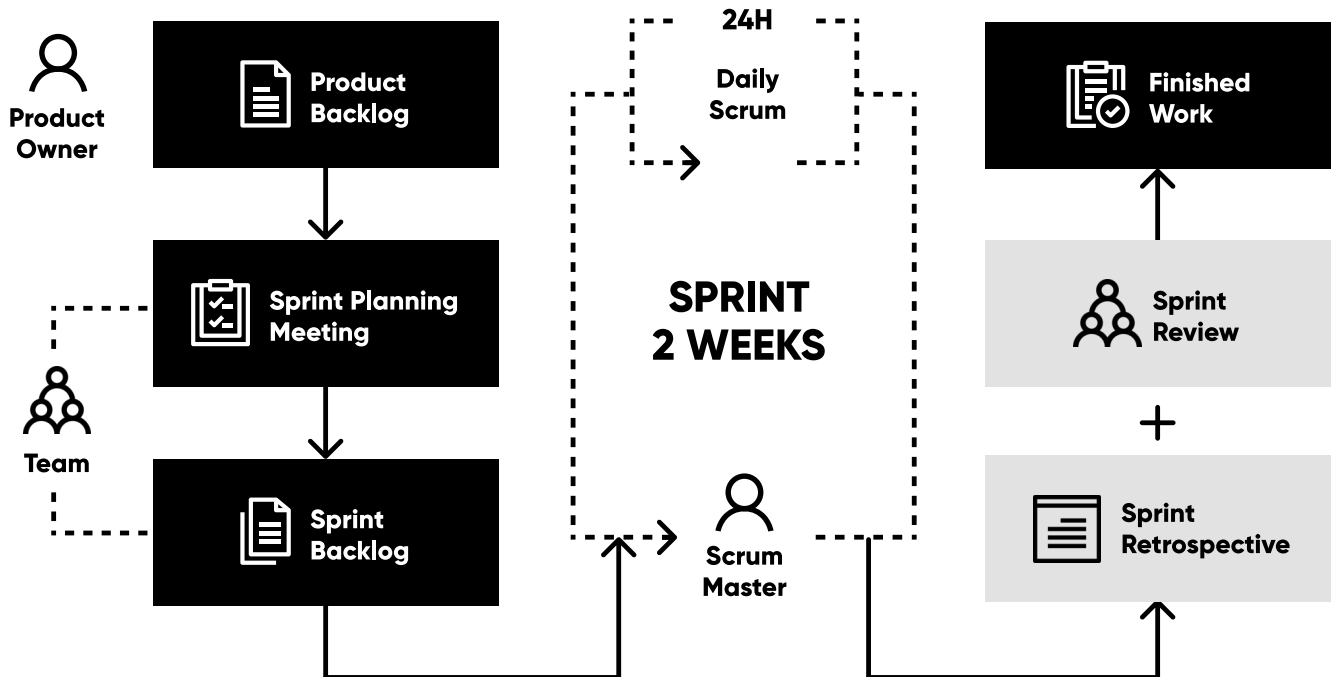


Fig. Design cycle.



In our everyday work or during deployments, we think together about how good the project is that we are leading, and so if we notice that something can be done differently or even better, we think that something should be improved, we inform the client about this and discuss it. We are happy if we can improve something and the Customer sees us not only as programmers, but also as eCommerce experts.

Piotr Chrzan - Lead Front-end Developer | Brand Active



Coding a project is not always an easy process, but we never stop improving. Developers don't start work the moment they receive documentation and graphics, but still at the stage of learning about the client's expectations. For now, we follow the rules that allow us to eliminate risks while building a project. The first of them are cyclical meetings with the graphics department at the stage of building mockups. This not only allows programmers to get to know the system, but also provides a strong foundation for designers. Mutual complementation is our everyday practice.

Each of us is individual, as are the projects, which are unique - we exchange interesting ideas to which we find the best way to implement them. The effect of our work is also strongly verified not only by our clients but also by front-end developers. Another rule binding in our team concerns checking the code by the leader of programmers. Thanks to this we are sure that the product will be stable in terms of performance. For this reason, we hold a meeting to finalize the sprints with the Customers so that they can assess the effects of our work, monitoring the progress on an ongoing basis - before their eyes project expectations are fulfilled. An equally important principle of our activity is precise planning and delegating tasks to particular sprints. The work of the development department is diverse, it concerns styling, securing data, as well as the synergy between external organisms and the project system. It is also worth emphasizing that we rely on proven and multifunctional applications, which allows us to streamline coding. We never say stop, we always strive for perfection, we reach new heights in order to meet the expectations of our clients, while developing our own skills.

Taras Andrukhiv - Lead Senior R&D Full-Stack Developer | Brand Active

The key role in the successful implementation of such a complex eCommerce site as the one we have developed for Bizuu is played by the close cooperation between all departments at each stage of the project.

I think that a particularly important moment is the mockup stage - this is when the knowledge of each member of the team overlaps, allowing us to precisely determine the intentions and capabilities. This stage allows us to exclude unnecessary elements from the very beginning and optimize implementation time by searching for the most effective solutions together. Also, what is extremely important, mock-ups allow for finding most of the difficulties that may occur during development at a very early stage. This gives project managers and developers time to find solutions or establish a strategy before the first line of code is even written.

During the implementation of the Bizuu brand we encountered many challenges of this kind. One of them was extensive product extension with additional, normally unobtainable information. This required very detailed planning of the entire information flow architecture and careful selection of applications and external systems. This had to work together in such a way as to achieve the intended goal while at the same time enabling clear and intuitive operation. By extending the products with additional information it became possible to create an equally extensive system of filters, so that users can easily find exactly the goods they are looking for.



We have also attached great importance to extending the ordering process with additional options, giving users more freedom, as well as optimizing the entire ordering process, so that it is as default and easy to use as possible. It is worth mentioning, for example, the creation of dependencies between available delivery and payment options, so that a given user sees only those options that are appropriate for the currently placed order. Other noteworthy features include rebuilding from scratch the process of adding an invoice to an order or adding easily managed additional information displayed to users. The lion's share of the functionality added to the ordering process would not have been possible without using the 'Shopify Plus' plan. Thanks to that, developers gained more freedom and access to source files that are usually not available for editing

Piotr Powroźnik – Front-end Developer | Brand Active



Recently the Brand Active team had a great pleasure to work on the realization of an online store for a key Polish brand – Bizuu. Apart from the previously described graphic and programming areas, quality control and testing at every stage of the project played an important role.

The work of the QA department in each sprint allowed for the detection of errors at an early stage, thanks to which programmers could make corrections on the fly and testers could perform re-tests. Each task completed by the developers underwent meticulous verification of the correctness of functionality, Shopify customization, and display compatibility with the designed layouts in various resolutions.

Quality control performed before the store's launch included functional testing, browser compatibility, mobile responsiveness, performance testing, and checking for inactive links using advanced tools.

The biggest challenge in terms of testing was the integration with Akeneo's PIM product information management platform, store expansion with custom return and invoicing apps, over 20 installed apps, third party payment systems and additional checkout customizations in the Shopify Plus plan.

All work of the QA department has contributed to the detection of additional defects and reporting of possible development improvements, resulting in the delivery of a high quality product, trust and satisfaction of end users.

Renata Szafran – QA Analyst | Brand Active

2.4. SEO migration

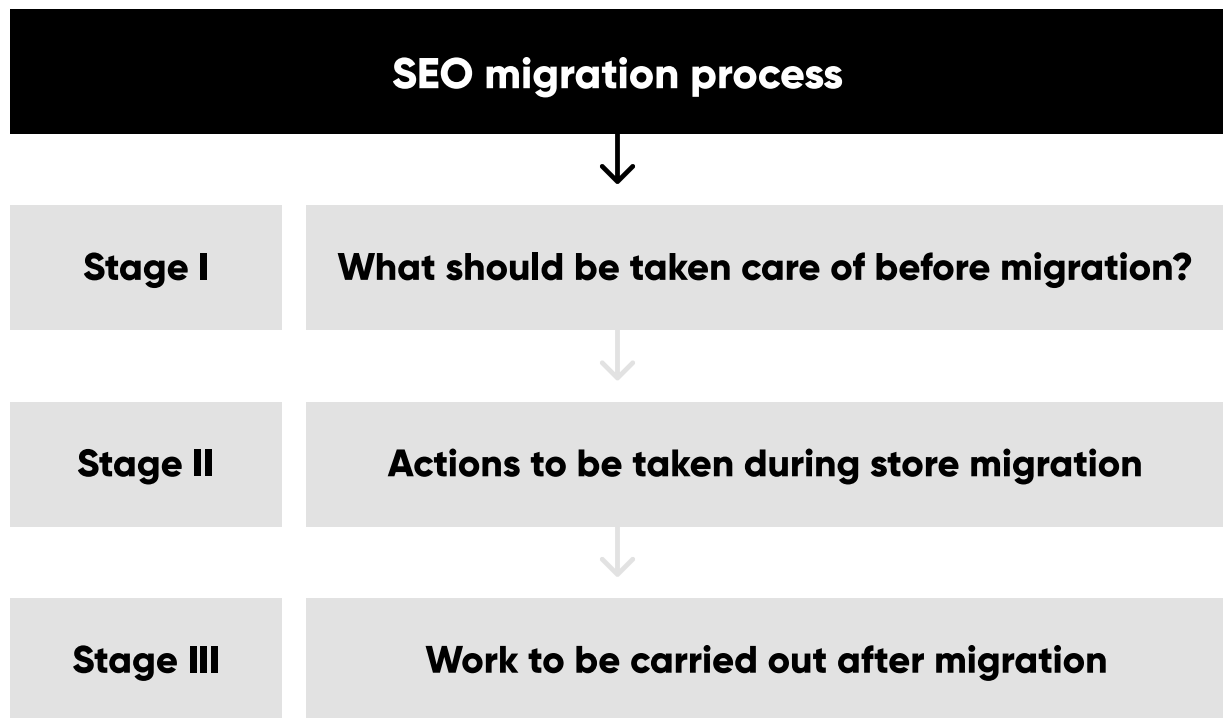
During the migration of an online store, it is important to remember about the necessity of securing the positioning results against their loss. If the migration is not performed or is performed incorrectly, it may have dire consequences for the online store:

- a significant loss of phrase position and visibility in search results
- a large drop in organic traffic
- a significant reduction in the number of transactions and revenue
- loss of brand credibility and loyal customers.

It is very demanding (long time and high budget), so it is worth preparing and planning the whole migration process early enough for it to run smoothly.

Migrations can be divided into situations where a store's domain is changed to another domain or the store is moved to another engine. In the case of Bizuu, we had to deal with both situations simultaneously. The store was migrated from the 2ClickShop system to Shopify Plus. The domain of the migrated Polish version of the store was also changed from bizuu.com to bizuu.pl. The English version of the store will remain in the bizuu.com domain.

Bizuu SEO migration was divided into important points which were carried out in three stages:



Stage I: What should be taken care of before migration ?

- Transferring SEO elements such as titles, headings, content, internal linking, ALTs of graphics
- Implementing technical optimization for the new version of the store
- Mapping the URLs and, when this is not possible, creating a redirection map, i.e. a plan of redirections from the current addresses to the new ones. The redirection map was prepared with an accuracy of 1:1: each address was redirected to its counterpart or, if the address does not exist in the new store, to the parent category
- Securing the website with an SSL certificate.

Stage II: Actions during the store migration

- Generating a new site map
- Perform permanent 301 redirects for all migrated URLs.

Stage III: What to do after migration?

- Establishing Google Search Console for the new domain bizuu.pl.
- Submitting the sitemap to Google Search Console in order to accelerate the indexation process of the new domain
- Monitoring of possible 404 errors in bizuu.com domain.
- Changing external links for which such a possibility exists (e.g. from business partners' websites or other friendly websites).
- Step-by-step implementation of the above plan allowed us to minimize the risk of losing the visibility of the migrated Polish version of Bizuu store.

Beata Wysocka - SEO Specialist | Brand Active

Functionalities

3.1. Shopify Plus functionalities used

In the Bizuu project, we implemented the store under the Shopify Plus license.

Shopify Plus is the broadest possible variant of the Shopify license, which includes all the functionalities of Shopify Advanced and those of Shopify Plus itself.

Shopify Plus gives us the full ability to edit and customize the store according to customer expectations. At this level, the possibilities are very large, we are only limited by our imagination. Bizuu does not have to worry about scaling its business on the global market, thanks to Shopify Plus we are able to process over 10 000 orders per minute. Shopify Plus also makes it easy to create and customize the look of the order confirmation page, so the shopping process itself can be simplified and made more customer-friendly.



In Bizuu's checkout project, we have implemented an advanced script that allows us to establish a relationship between payment and delivery methods. We added additional fields to the order form and implemented our own application for selecting parcel machines.

In the project we use dedicated applications available only in Shopify Plus.

Shopify Scripts - using RUBY scripts, we use applications to modify the checkout process.

Shopify Flow - using trigger-based decision trees, we automate Shopify processes for orders, customers, and products, among others. With this app, customers can easily automate multiple processes and focus on other tasks

Shopify Launchpad - an app that facilitates the activation of marketing campaigns, including the release of new collections and store layouts

Shopify Transporter - an application that enables migration of historical customer data, so that customers keep their purchase history in their panel.

Piotr Chrzan - Lead Front-end Developer | Brand Active

3.2. Used applications from Shopify App Store

Choosing the right apps for the project is very important, it is implemented already at the business analysis stage.

Shopify App Store offers more than 6000 applications. There are many apps offering similar functionalities. The trick is to choose one that meets the project's objectives or allows you to customize it to fit a predetermined concept. Some apps need to be integrated with each other to get the desired effect.

Having in mind the store's efficiency, we must have a lot of knowledge about programming and proper implementation. We must also pay attention to SEO aspects and possible future expansion of the store, so that we are not limited by anything and we do not have to do the work from the beginning, e.g. using another application. This has a huge impact on cooperation with the client and his or her satisfaction. We are professional and take into account the welfare of the client so that he or she does not have to sacrifice resources from scratch for the implementation of a given functionality, only for its possible expansion.

In many cases, despite such a huge number of applications available in the Shopify App Store, there is no suitable tool, this is related to, for example:

- a non-standard solution,
- business need,
- a specific law in a particular country, etc.

However, there is a solution for this, Shopify allows you to write your own author app that can be integrated into the store.

3.3 Uthentic dedicated apps

Business needs and the simultaneous lack of off-the-shelf solutions have contributed to the creation of dedicated proprietary apps :

INVOICE APP - an application that allows a customer logged into Shopify to download a sales document from the ERP system

RETURN APP - an application that allows you to return an order with automatic generation of a waybill or return code to InPost parcel machines.

Creating such an application as "Return APP" is always a great challenge for a programmer. For us, nothing is impossible. The application we have created gives the buyer a possibility to return the order using InPost parcel machines. With one click a shopper can generate a code, thanks to which he can return products to the store. This solution does not require having or printing any label, which greatly simplifies the return procedure.

We took advantage of the "Fast Returns" functionality prepared by InPost. During the development of our application we had to get familiar with the documentation and the process of generating the return.

For me personally, creating such applications is a chance for continuous development in creating good quality code. Thanks to the mutual code review and long discussions about the code architecture we were able to create a well-functioning application fully ready for potential scaling.

Jakub Szubart - PHP Developer | Brand Active



As part of the cooperation with Bizuu, we have developed, among others, InvoiceApp - an application that integrates the ERP system with Shopify and enables convenient downloading of sales documents by end customers from the store's customer panel. Invoices go to customers in real time after the document is issued by the ERP. This is an example of a small application that integrates multiple store instances. The application uses Private Apps to communicate with Shopify, where we have access to APIs and can freely expand and extend the store's functionality on request. We have extensive experience in extending Shopify with new functionalities, preparing tailor-made solutions for individual customer preferences. Shopify Plus offers great opportunities, however, each industry is specific, customers have different requirements and often need proprietary solutions that in the long run automate and facilitate many processes. If you are a person who is looking for such or other solutions - we are waiting for you, we will be happy to cooperate and prepare integrations for you - nothing is impossible for us.

Szczepan Machaj - Lead PHP Developer | Brand Active

External systems

4.1. PIM

A properly designed eCommerce ecosystem should always rely on Source of Truth (SoT) for product information and inventory. Again, Bizuu decided to centralize product information in dedicated PIM and ERP systems.

The AKENO PIM system was implemented and configured as Product Information Management, which simultaneously became the Source of Truth for the ERP system, POS and several instances of Shopify Plus. While the ERP system became the SoT for the inventory for the Shopify Plus and POS instances.



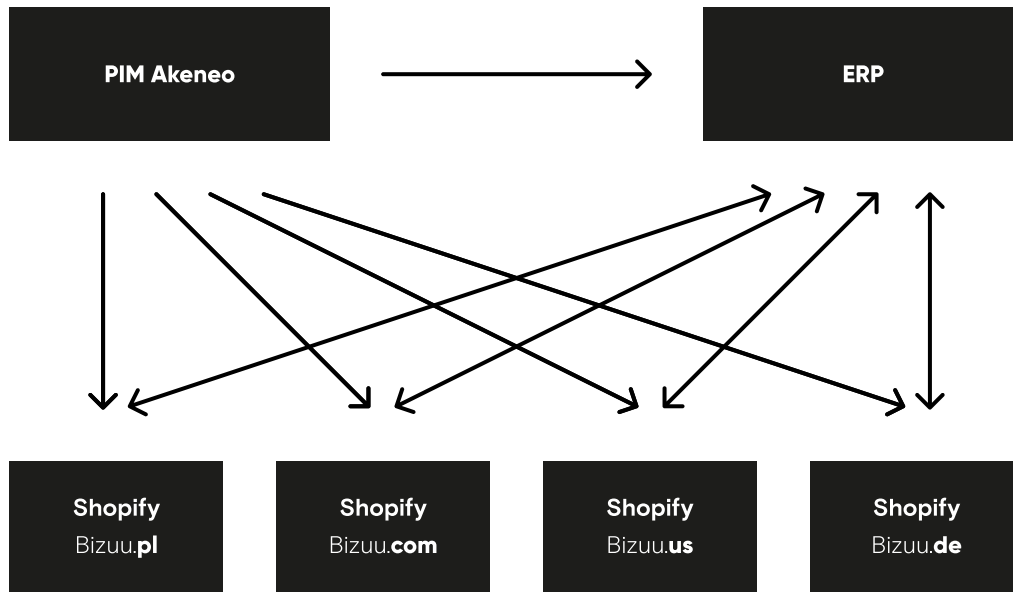


Fig. Integration between systems.

Integration between systems was fully consolidated, making Akeneo's PIM the only place to manage product information.

The Akeneo implementation has contributed to:

- accelerated product editing and description, resulting in faster Time to market
- Increased quality and consistency of collected product data
- possibility to store product data in different language versions
- increased marketing opportunities thanks to an easier possibility of marking products and assigning them to categories.

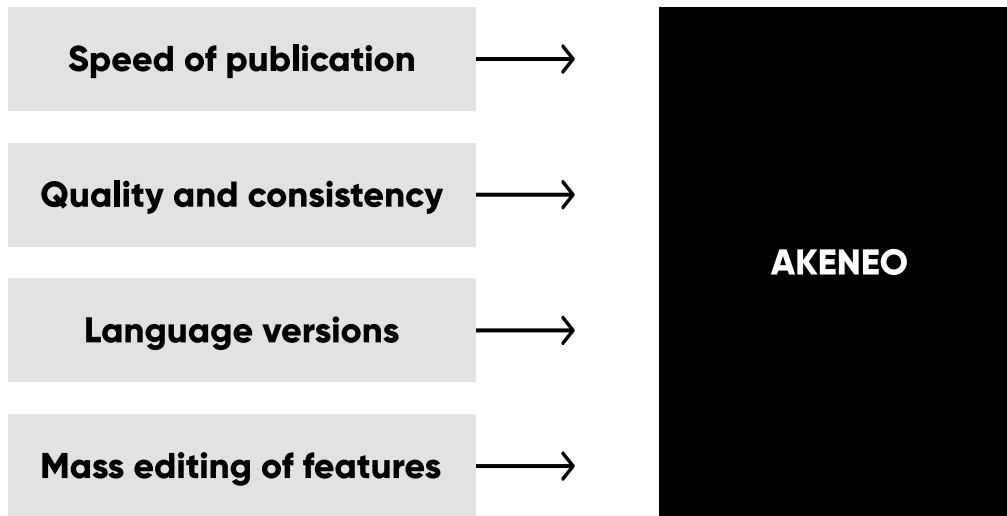


Fig. Akeneo implementation.

4.2. ERP i fulfillment

Shopify instances have been connected to Bizuu's ERP system. Thanks to the automatic connection based on webhooks and SHOPIFY API, the exchange of order, customer and inventory data is performed almost in real time, which contributes to the reliable information of customers about product availability in stationary and online stores.

Also, an integration with an external warehouse handling order fulfillment has been implemented. Thanks to these automatic integrations, the time required to start preparing and shipping an order to the customer has been reduced, while avoiding mistakes.

The implementation of the PIM system and the integration between systems is part of the BIZUU strategy leading to the full implementation of the omnichannel model

Tools and systems used

Development tool and solutions



Fig. Development tool and solutions

Marketing tool and solutions

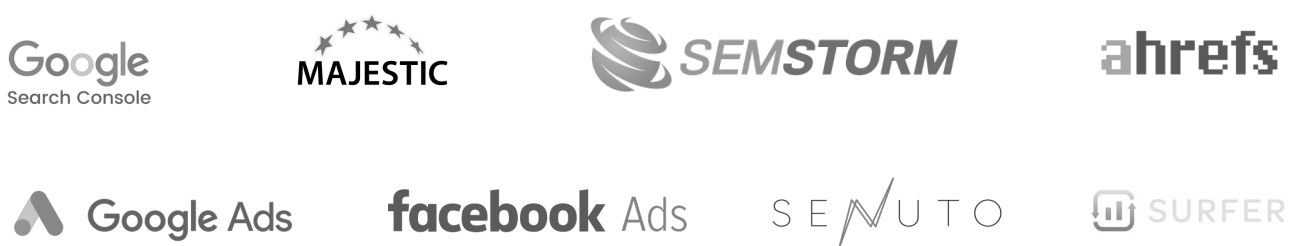


Fig. Marketing tool and solutions

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About cooperation

When deciding to build a new online store, we started searching for a solution that would meet our business needs and thanks to which we would achieve our sales and marketing goals. We focused on a few important points - requirements - which match our strategic assumptions. First of all, we wanted a tool that is well-known to users and has a proven UX path to purchase. We also focused on automation - a process that will speed up the execution of many tasks in the company. Additionally, freedom of design and functionality was important to us. All this led us to a meeting with Brand Active and the choice of the Shopify platform, with which we will develop and improve the Bizuu online store in the future.

Zbigniew Augustyniak - Head of IT & eCommerce | Bizuu

06

Shopify gives us the ability to execute marketing campaigns and activities that promote a product or sale at a specific time. Our goal is primarily to increase traffic to the site and ensure conversion of visiting customers. It is extremely important to automate marketing, create effective campaigns and manage them to promote products. Shopify is a platform that allows us to improve our marketing strategy.

Karolina Małolepsza – Head of Marketing | Bizuu

The new Bizuu store is a natural consequence of the company's strategy implementation. The brand skillfully implements modern solutions of new technologies and data analysis. The choice of Shopify Plus and Brand Active confirms the company's aspirations to cooperate with leaders in the eCommerce segment. The COVID-19 pandemic has significantly accelerated the development of eCommerce in Poland and worldwide. Bizuu successfully uses omnichannel for further development, offering its clients an even easier way to purchase its collections.

Dariusz Nazim – Managing Director, Bizuu Sp. z o.o. Sp. Komandytowa

A well-executed project depends primarily on the understanding and cooperation between companies and individuals. I had a great pleasure to lead this project from the very beginning, starting with understanding business and functional needs at the analysis stage, then preparing the model, implementation plan and integration of eCommerce ecosystem elements, finally coordinating the implementation and publishing the system for online clients. Without appropriate partners it would probably not have been possible to achieve the effect consistent with Bizuu's expectations and development strategy.

Piotr Znamirowski - Head of Business Analysis | Brand Active

Summary

Working on Bizuu has been both a challenge and a great pleasure. This is an example of a project in which from beginning to end we worked closely with the client, conducting regular sprints to monitor work and progress. Implementation on the Shopify platform allowed us to introduce effective solutions, which not only translate into attractiveness and functionality of the store, but also significantly facilitate its operation, making it intuitive and transparent. This is also influenced by the applications used from the Shopify App Store, implementation of the Akeneo PIM system and 2 proprietary solutions created for the project - ReturnApp and InvoiceApp.

It was crucial to divide the planned work into three spheres: development, technical and migration, which were mutually penetrating and complementary. The analysis of the eCommerce environment, determination of the path of activities and consulting related to the new purchasing engine, as well as coordination at each stage of implementation enabled us to meet the assumptions and expectations of the Client. Preparation of mobile first mockups in cooperation with the development department, analysis of the developed layouts and programmatic implementation of views taking into account the customization of selected applications and solutions.

System support and migration from 2ClickShop to Shopify Plus are the next stages of work, which took place in cyclical sprints - so we could monitor the situation on an ongoing basis, adjusting the activities to the current needs and challenges, which we faced during the work, keeping our hand on the pulse.

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In this project, we focused on minimalism, in the spirit of which we designed both the Product Page, which provides the same information in each view in various combinations of the most important elements, and the login page, which is so intuitive that we are sure it will be fully understandable for each user. One of the key implementation stages was migration to Shopify Plus and changing the domain of the migrated Polish version of the store from bizuu.com to bizuu.pl. By appropriately planning subsequent stages of the migration, we minimized the risk of losing visibility of the Polish version of the store.

The solution proposed by us, i.e. using the possibilities of Shopify Plus platform, allowed us to fulfil the main strategic assumptions of Bizuu, which concerned automation, implementation of marketing campaigns and implementation of tools with a UX-tested path of purchase. Bizuu is a project that we are pleased and proud of. The cooperation between the departments of the specialists involved in the implementation and the regular feedback from the client allowed us to achieve our goals.

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Agencja Shopify & eCommerce

As a Shopify & eCommerce agency, we create and implement online stores on the Shopify Plus and Shopify platform tailored to the latest trends and individual needs. We provide integration with PIM, ERP, CRM and POS systems. We create dedicated applications and develop e-stores by auditing them and preparing multi-level implementation architectures.



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