CASE STUDY/

CCS

ccs.com

SERVICES

ECOMMERCE | WEB DEVELOPMENT | INTEGRATION | MOBILE & RESPONSIVE DESIGN

CHALLENGE

The world's largest skateboard store (founded in 1985 and sold to Foot Locker in 2008) needed to be updated and integrated with Foot Locker's systems, in addition to adding new features and improving its user experience.

"Thank you for your effort and hard work to make this a success."

- MIKE HAZEL
  VICE PRESIDENT OF IT,
  FOOT LOCKER,
  Parent Company of CCS

SOLUTION

Built in Java/J2EE, Guidance developed the website with single-page checkout, persistent login & cart, catalog quick order, cart estimator and product specific sizing, among other features.

Guidance integrated the site with Facebook, Dotomi (remarketing), BazaarVoice (product reviews), Endeca (advanced search), MyBuys (product recommendations) and ShopTogether (crowd shopping).
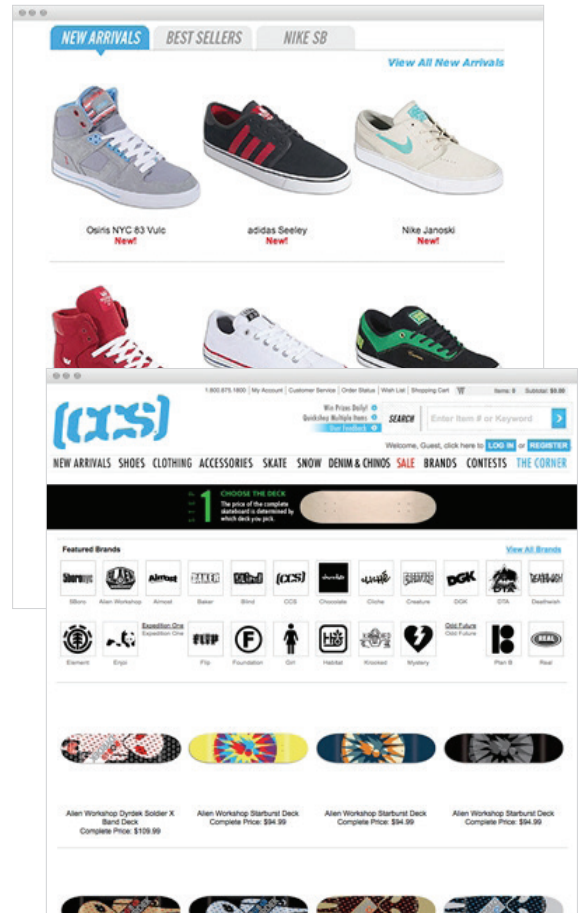
Guidance also developed a CCS-branded social community on OneSite.com and designed and developed its mobile site.

INNOVATION

- Users are able to virtually assemble their own skateboard and snowboard kit by choosing the board and bindings.

Home Page

Category Page (Shoes) & Category Page (Skateboards)