CASE STUDY/

Murad

murad.com

SERVICES

ECOMMERCE | WEB DEVELOPMENT | INTEGRATION

CHALLENGE

The dermatologist-designed skin care products manufacturer and retailer required an eCommerce site that provided user-friendly merchandising tools and simple site administration.

"The Guidance team was impressive in their approach and execution to solving complex problems with our redesign. They went above and beyond to develop the right solution and launched our site on-time. We couldn't be happier with the quality of their work and the end result."

- RICHARD MURAD
  GENERAL MANAGER,
  MURAD, INC.

SOLUTION

Guidance designed and developed the site on the Magento Enterprise platform and custom developed it to accommodate their complex shopping cart and checkout processes.
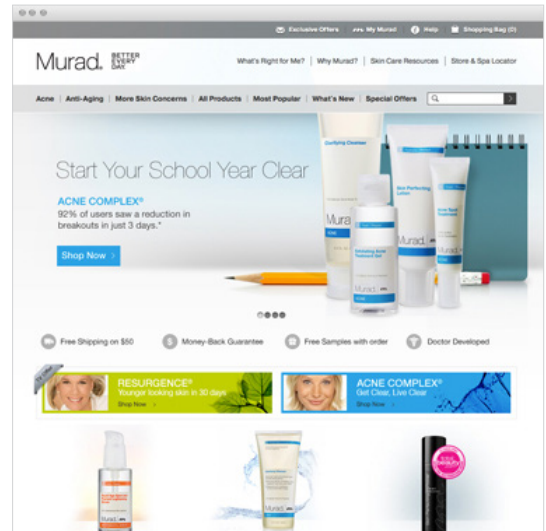
Guidance not only built a feature-rich homepage and category page, but also greatly improved Murad's merchandising capability with the development of a feature-rich product detail page, which includes tabbed navigation customer reviews, product details and ingredients, as well as "how to use" information, and a "Customers Also Liked" cross-sell feature.   The site also features live chat, exclusive offers, a store and spa locator, and skincare resources.

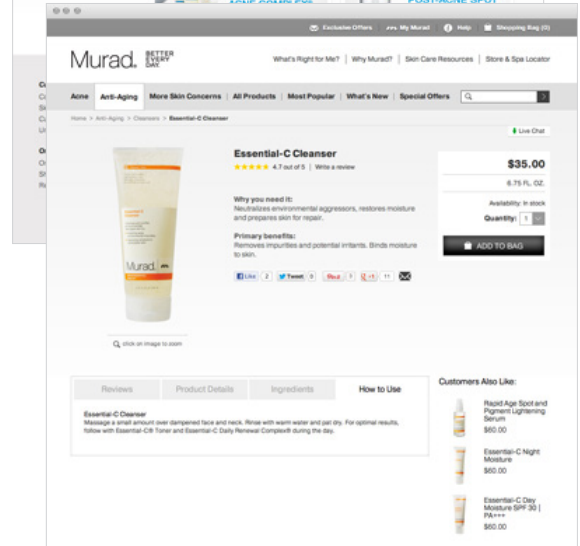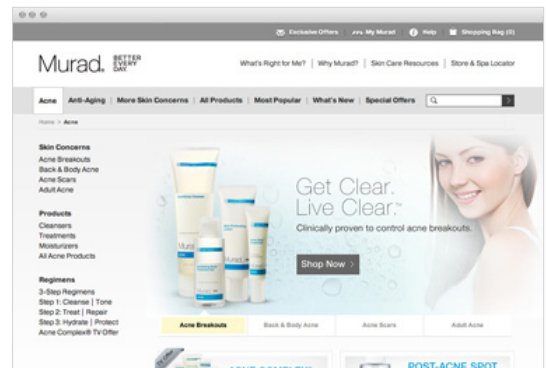Guidance integrated Oracle R12, Chase Orbital Payment Technologies (credit card authorization), BazaarVoice (reviews and recommendations), SilverPop (email marketing), Facebook, Twitter, Pinterest and Google+ with the new site.
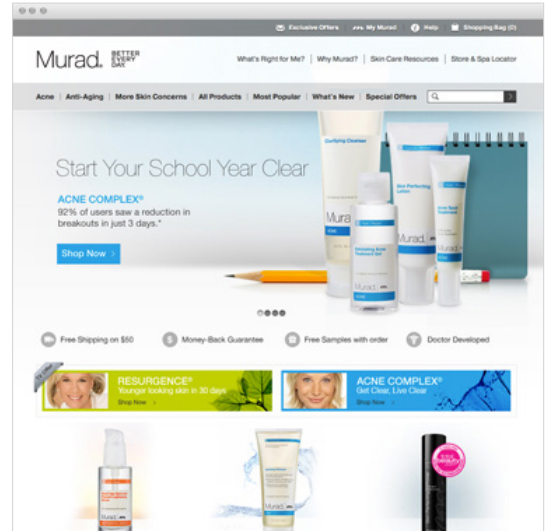

Home Page

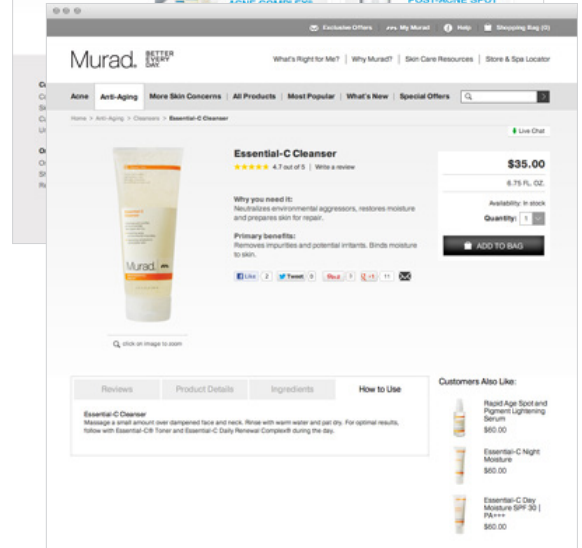

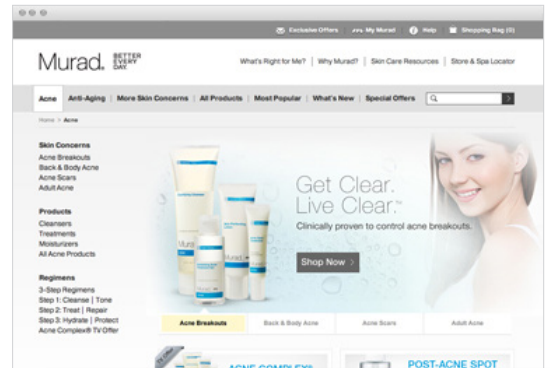*Category Page & Product Detail Page*

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INNOVATION

- Users can complete the "What's Right for Me?" multi-step skin-analyzer to receive a personalized skincare regimen.

- With the Oracle R12 integration, Guidance developed a file transfer automation that made the integration more efficient.

Home Page

Category Page & Product Detail Page