

CASE STUDY/

One Hope Coffee

onehopecoffee.com

SERVICES

ECommerce | Web Development | Creative & UI Design | Integration
Hosting & Managed Services

"In my many years working with outside commerce web design & development firms, Guidance's professionalism and execution is second to none. I trust my online business to Guidance."

- JAKE KLOBERDANZ
CEO,
ONEHOPE WINE

CHALLENGE

The charitable organization that donates half of its proceeds of fresh-roasted coffee to social causes, wanted a well branded and user-friendly eCommerce site that supported its messaging of the new brand and product.

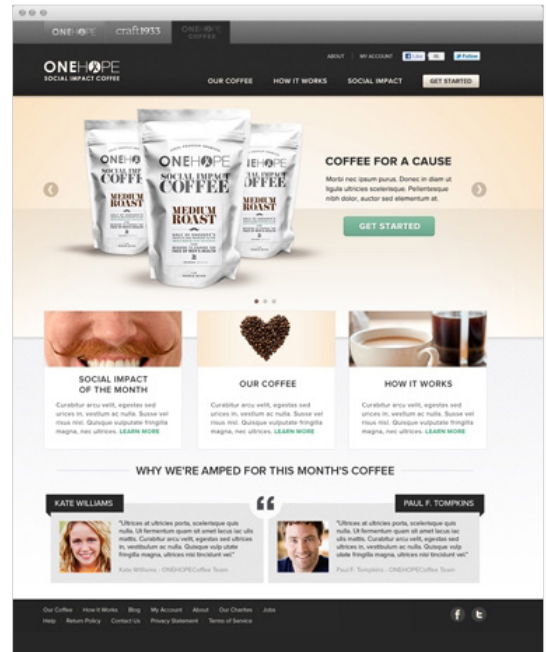
SOLUTION

Guidance delivered a Magento Enterprise website featuring 3 select subscription packages for a coffee of the month tied to a social cause.

Guidance integrated Magento with Amazon Cloud Hosting and ShipCompliant. Twitter and Facebook integration was included to encourage viral marketing. With a Facebook profile, users can quickly login without creating a separate account.

INNOVATION

- Users are able to subscribe to and purchase monthly recurring orders. Subscribers have the option to change, put on hold or cancel their order at any time.
- Through "My Account" users are able to self-edit and update their profile at any time, check the status of orders, view past orders, and store alternative addresses (for shipping to multiple family members and friends).



Home Page



Category Page