



# Ongoing Frontend Optimization for Online Clothing Store

## PROJECT DETAILS

 E-commerce Development

 Feb. 2020 - Ongoing

 Confidential



*"Their flexibility and ability to think with the company is impressive."*

## PROJECT SUMMARY

Hatimeria provides ongoing frontend optimization of a website for bamboo-made men's clothing line. They conducted a complete audit of the UX design and they work on speed improvement and responsiveness also.

## PROJECT FEEDBACK

Hatimeria improved the usability of the site and customers can now easily find their way. Adapting to the client's needs, their project management style has been effective so far. The team provides great feedback and suggestions rather than just completing the said job.



## The Client

Please describe your company and your position there.

Bamigo is a strong, emerging brand producing an innovative line of men's clothing crafted using bamboo fibres. Our quality handmade clothing is breathable and offers unrivaled comfort. Our clothing is silky-soft, offers a perfect fit and is of the highest quality. This means that our products feel like a second skin and look effortlessly stylish. Our clothing allows the skin to breathe, ensuring that you remain fresh throughout the day.



**Freek Rijken**  
Operations Manager, Bamigo



**Consumer Products**



**11-50 Employees**



**Eindhoven, Netherlands**

## The Challenge

For what projects/services did your company hire Hatimeria?

Hatimeria is hired for ongoing frontend optimisation. A webshop is never finished. We are always looking for ways to improve the website and the customer journey

What were your goals for this project?

We strive to give the best customer experience possible. To do this, with Hatimeria, we look for ways to optimise the UX. From strolling though the website to shopping and using the checkout. Every part of the customer journey needs to work perfectly and smoothly.

### CLIENT RATING

**5.0**

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0



## The Approach

### How did you select this vendor?

We got very positive feedback from another webshop we are in contact with.

### Describe the project and the services they provided in detail.

In general the optimisation of the fronted of our website. We've completely renewed the checkout. Further more the responsiveness on every device. Speed improvements. Complete audit of UX-design.

### What was the team composition?

A project leader and a frontend developer. If extra backend development was needed, they'd arrange this swiftly as they are very flexible when it comes to last minute decisions.

## The Outcome

### Can you share any information that demonstrates the impact that this project has had on your business?

The most important thing is that customers can find their way themselves without help from our customer service. It is of upmost importance that the the customer journey is consumer friendly and that visitors can place an order, no matter their computer knowledge or webshop experience. Hatimeria made sure that this is the case.



## How was project management arranged and how effective was it?

Before the start I sat down with the owner, the assigned project manager and the assigned frontend developer. Together we looked at what fits best for Bamigo. The result was a long term plan that could be expanded and adjusted when needed. So far it has been very effective and the optimisations are being made fluently.

## What did you find most impressive about this company?

Their flexibility and ability to think with the company is impressive. So not just I say they do but actually thinking about it themselves and come with feedback and suggestions.

## Are there any areas for improvement?

So for nothing at all!

