

# Mogul Portfolio

E-commerce



# Betacraft

## Creating a 'beta' experience

Betacraft is a family-owned clothing business that provides hard-working gear for hard-working people out in the elements. But their target audience – the farmers, the hunters, the workers, the adventurers – don't get much time to go clothes shopping.

Multiple planning sessions with Betacraft provided insight into their customers and products. With a rich understanding of both, we were then able to deliver a solution for Betacraft that made the e-commerce shopping experience clear and concise for the customer. Multiple product entry points, dynamic product stock information and a no-fluff shopping cart all helped to achieve this.

WooCommerce, the WordPress e-commerce plugin, afforded the team basic stock management; and we added a custom-built feature to import product information directly from their current inventory system, saving hours of admin.

We developed a unique bundle system that customers step through from head to toe - to be completely kitted out in one easy shopping experience so they could get back to the outdoors.

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### Client

Betacraft

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### Capabilities

E-commerce, Email Newsletter, SLA, SEO, Web Design, Web Development

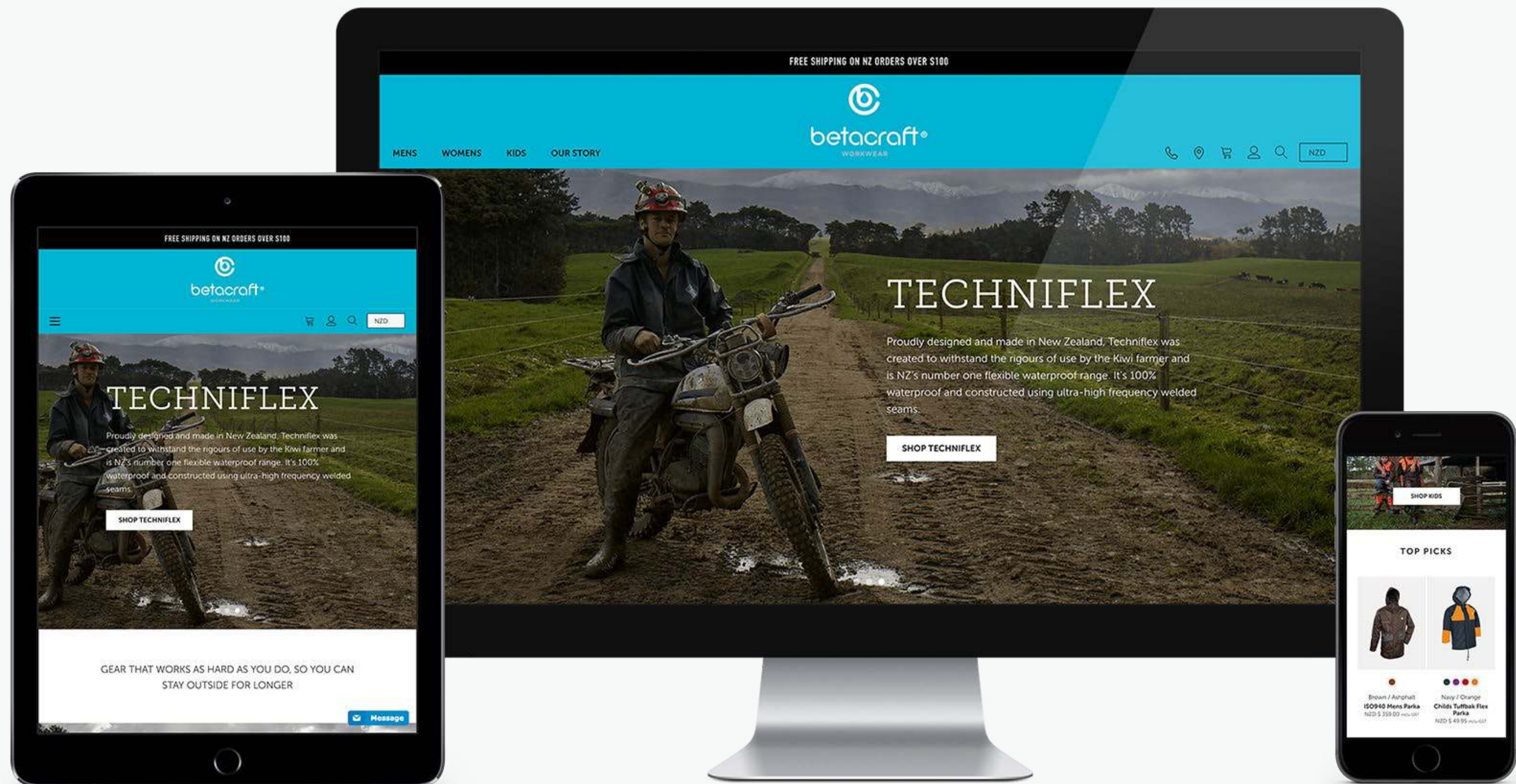
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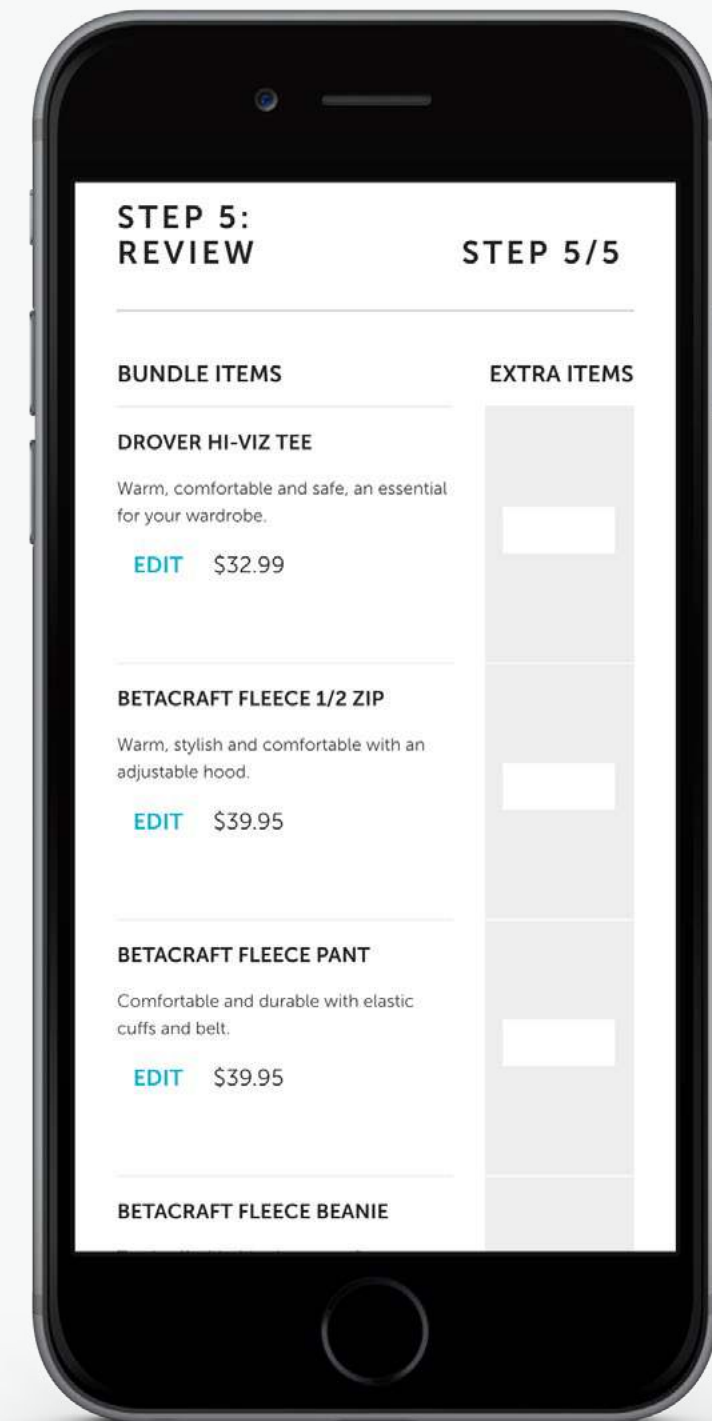
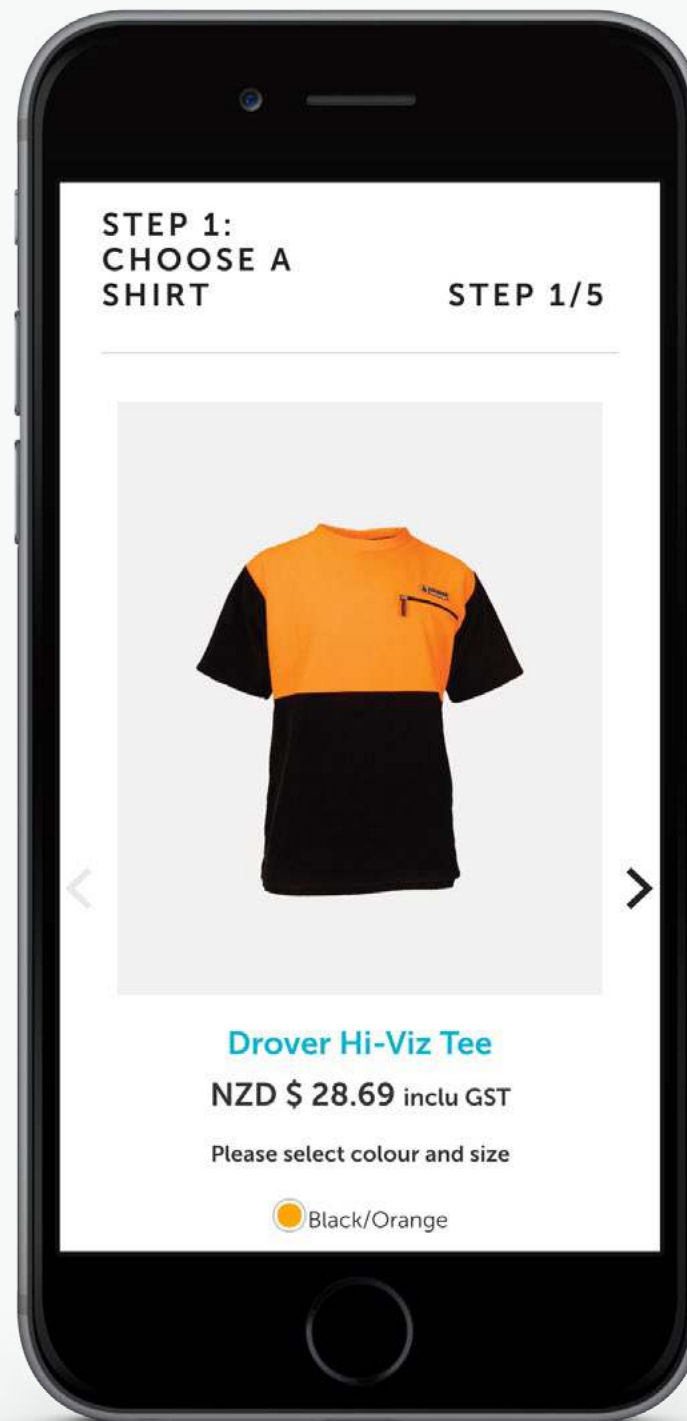
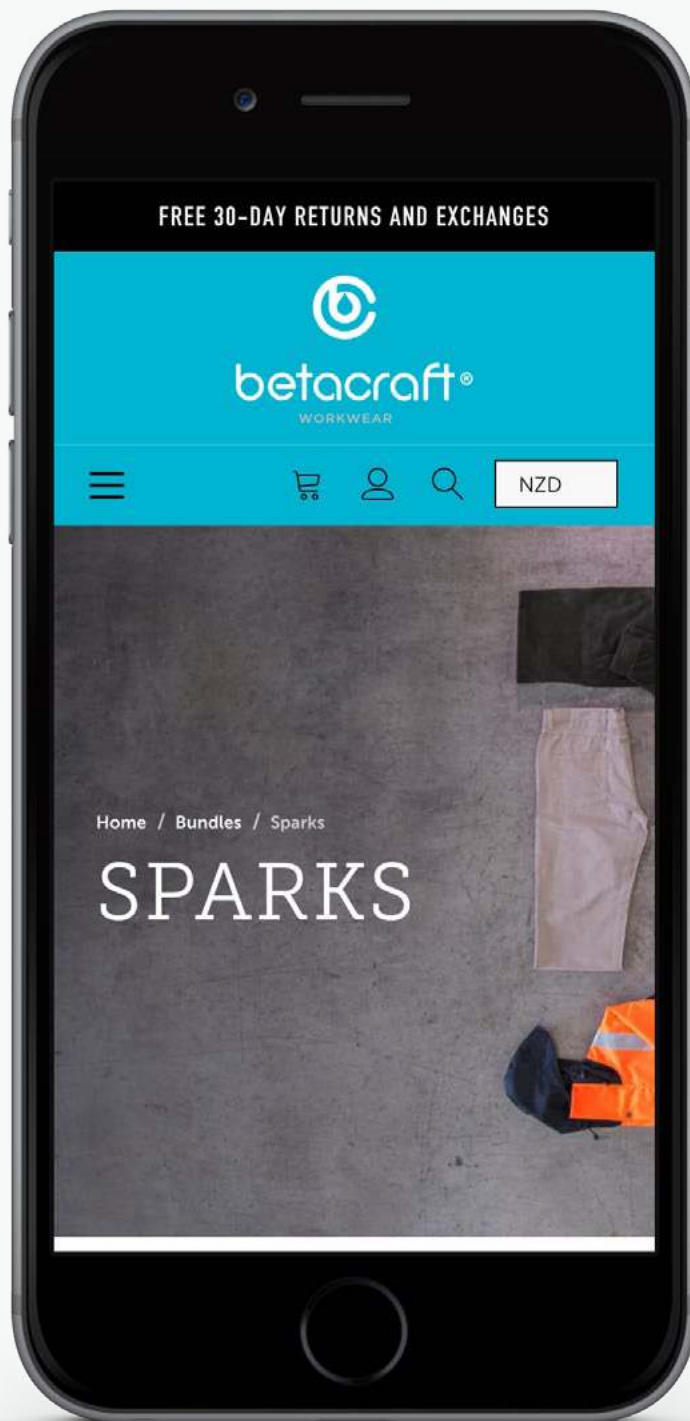
### Website

[www.betacraft.co.nz](http://www.betacraft.co.nz)











# Notion

## NZ's latest online fashion store

After 17 loyal years at the iconic Cadbury chocolate factory in Dunedin, Megan decided it was time to pursue her dream of running her own fashion design store to showcase talented emerging designers.

We spent some time on finding the right typeface and soft pastel colours to match Megan's style and compliment the modern monochromatic theme without detracting from the products.

Showcasing the designers was important to Megan. She was keen to raise awareness for emerging New Zealand designers as well as providing customers with a more personable touch by getting to know the designer. Customers can shop garments directly from each designer's bio page while being reassured that the products are ethical and sustainable.

One of the biggest issues customers face when ordering clothes online is whether or not a garment is going to fit. We developed a tool that would help customers find the right size as well as allow them to browse products specific to their size.

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### Client

Notion Fashion

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### Capabilities

Digital Strategy, E-commerce, Email Newsletter, Google Adwords, SLA, Web Design, Web Development

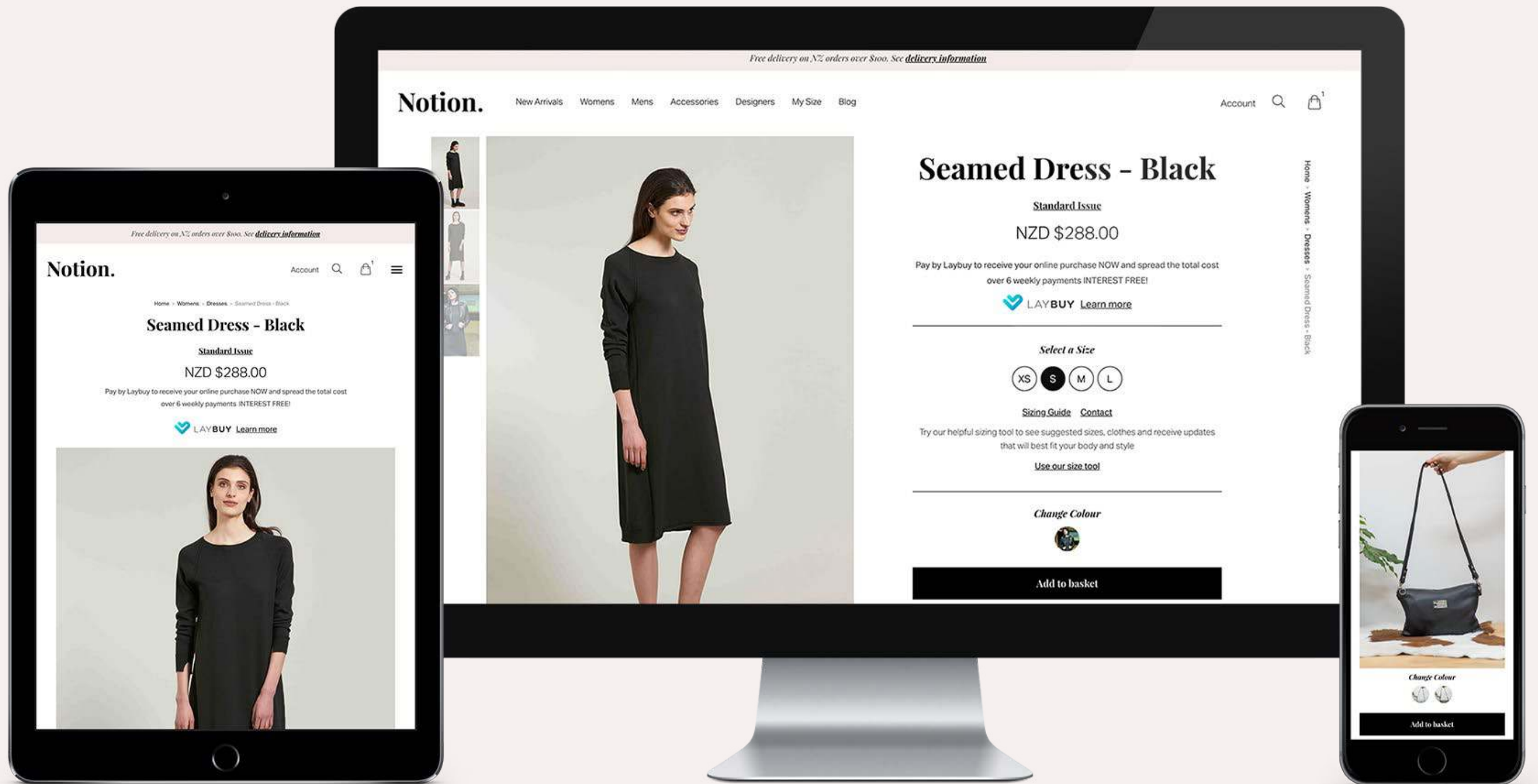
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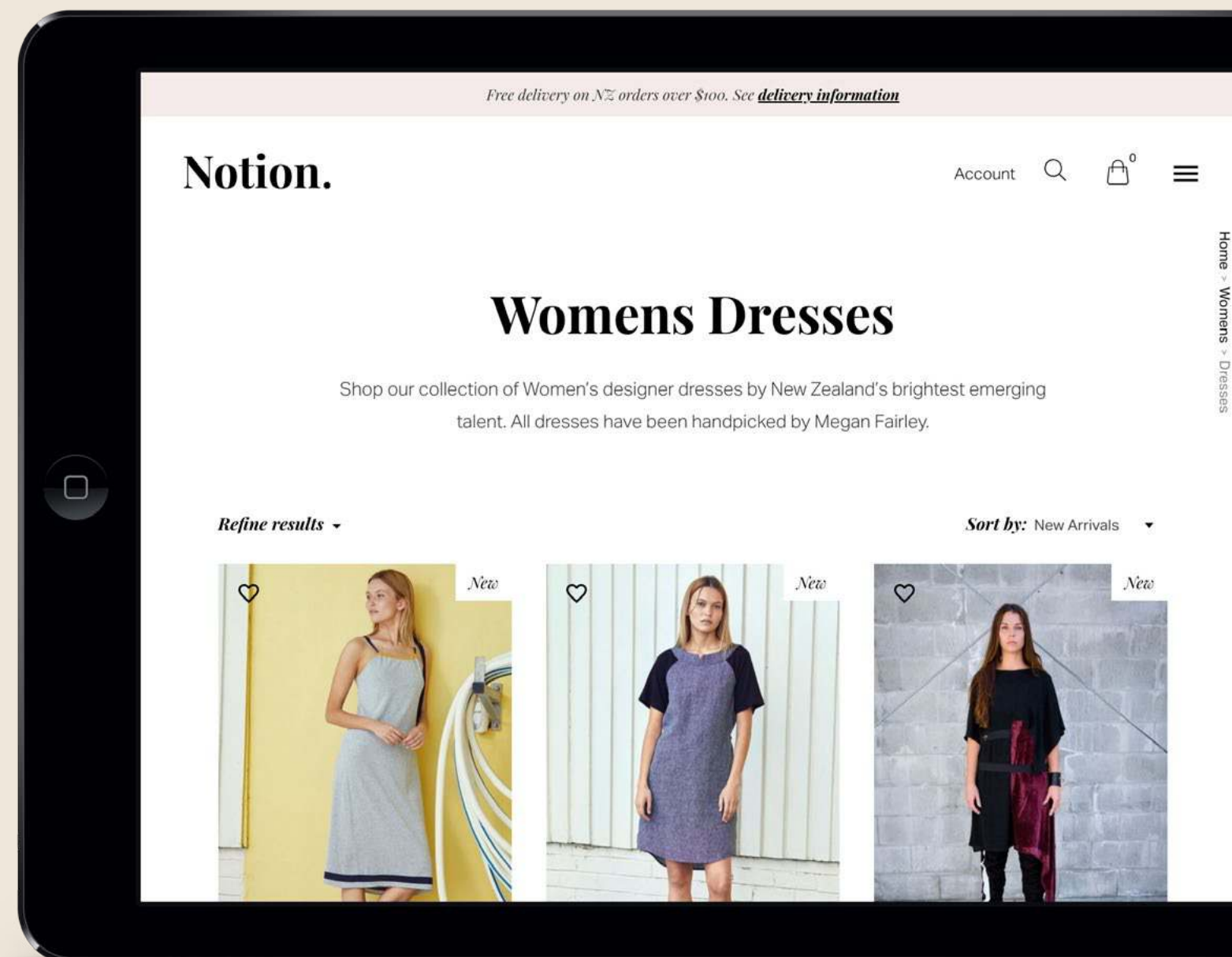
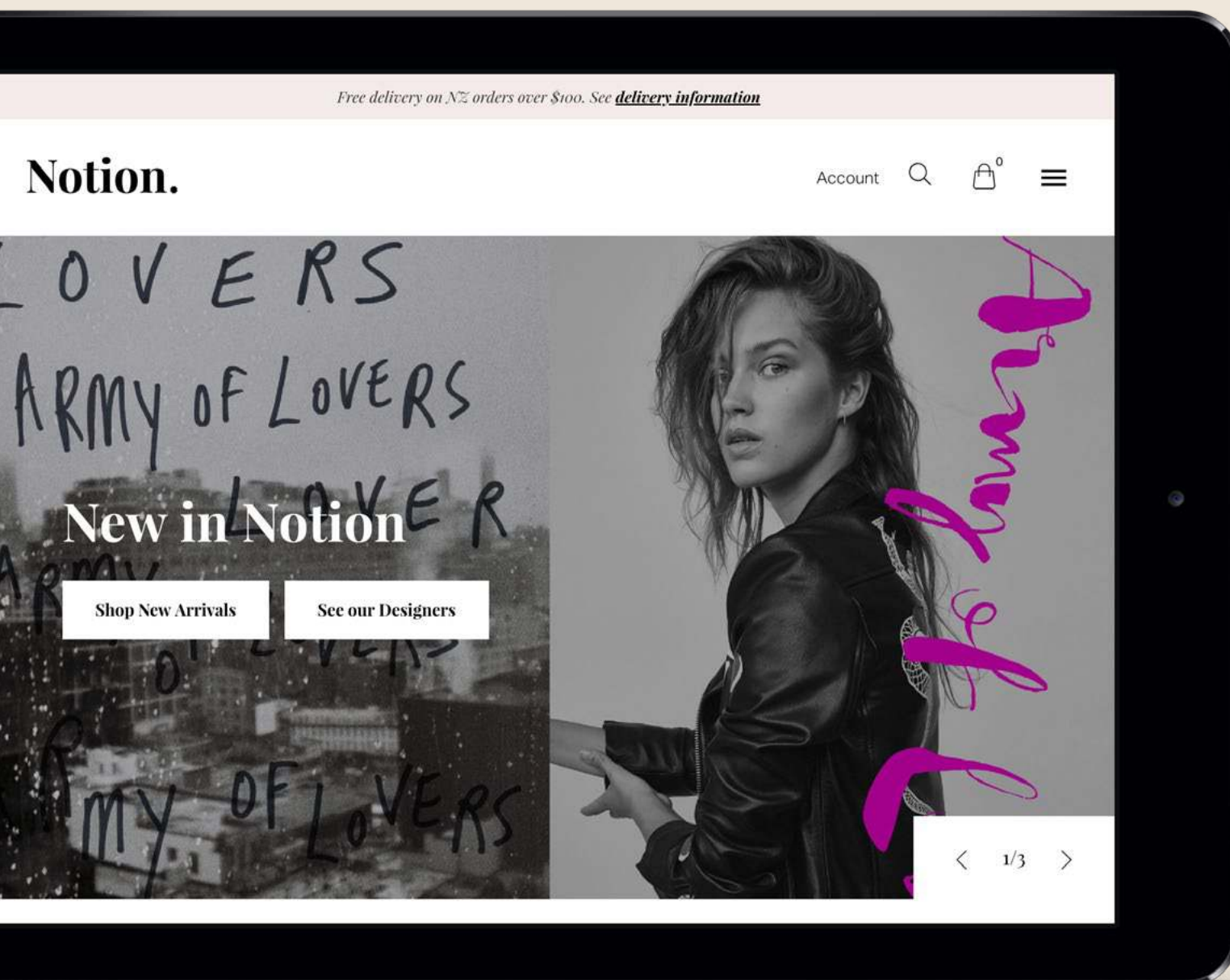
### Website

[www.notionfashion.co.nz](http://www.notionfashion.co.nz)











# WOW

## The World of WearableArt

The World of WearableArt, otherwise known as WOW, is arguably the most significant arts event on the New Zealand calendar. We were delighted to partner with such a creative and world-class event held right here in New Zealand.

Not only did WOW want us to re-design and develop the website, but they also wanted a more integrated ticketing and registration system that had as much love and care as the rest of the site.

We built the online store using WooCommerce. This gave us full flexibility when customising the store's design and function to ensure it matched the rest of the site.

During the WOW project, we also implemented a members-only section for media outlets to sign up and receive members-only information. Creating this system through WordPress meant that WOW could control and access everything all through the one integrated system, making life much easier for them.

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### Client

World of WearableArt

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### Capabilities

Digital Strategy, E-commerce, Email Newsletter, SLA, Web Design, Web Development

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### Website

[www.worldofwearableart.com](http://www.worldofwearableart.com)





