



Case Study

Metawalls

An eCommerce Website for Metal Floating Prints



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1. Introduction

With this case study, we examine the diversity and versatility of the high powered solutions offered by Veepal IT Services. Our client Metawalls needed to create an effective web presence, to drive revenue of their turnkey art products. Our goal was not only develop a unique identity, but also create a platform that allowed our client to achieve a high ROI on their investment

Due to the website designed, developed, and deployed by Veepal IT Services, the client was able to achieve two key outcomes –

- Get the metal print business online and drive traffic
- Expand the geographical reach of their first-of-a-kind product range to a global level

Both these objectives aided them in their mission to boost the sales, in addition to increasing the bottom lines of the business considerably, by selling direct to consumer.

2. Client Background

Metawalls is an industry pioneer, providing modern metal floating artwork. It provides customers a unique 3D effect, because of its distinct hanging system. This custom mounting system gives the company a unique edge not leveraged currently by anyone else in the world.

Metawalls strict quality control policy, 60 day refund process, and amazing array of designs and artwork makes the company the only one around to provide clear coated, specially treated HD metal art.

3. Challenge

The client requirement was to have a website that enabled its sales growth objective and provided a 24/7 access over the Internet for customers to shop at their leisure. The challenge was to provide a measurable and tangible increase in the volume of web traffic and subsequent conversion of customers, in the form of an easy to use user interface for clients to navigate.

The client wanted to gain a competitive advantage in the art market, by providing an easy way for its customers to purchase the state of the art prints.

4. Solution and Technology used

Veepal IT Services designed and developed the website in an appealing and an easy to navigate layout, to increase the conversion rate.

At the core of the solution were three key KPIs

- Users can get enhanced view of the painting and make decision on the purchase
- Users can easily view paintings sorted by different themes such as 'Abstract', 'Nature', or 'Pop Culture'
- A well laid out FAQ system instills confidence in the authenticity of the website and helps in the conversion process

The below technologies were used

- ✓ Technology: Magento
- ✓ Database: MySQL
- ✓ Application Design Structure: MVC
- ✓ Browser Compatibility: All Major Browser
- ✓ Development Environment: Linux

5. Outcomes of the solution

The website helped Metawalls propagate its unique product offering across the world. It helped open up newer avenues of revenue generation that previously didn't exist for the owners. This in turn led the company to achieve aggressive outcomes in line with their expectations –

- Site visitors get an alluring layout of the artwork on display.
- The website also subtly introduces them to the concept of Modern Metal Floating prints that can be hung on the walls for a 3D effect
- The website allowed users to finalize their choice and securely purchase the art over the web

Visit the [Metawalls Website](#) for more details.