



E-Commerce Development for Pontoon Configurator

PROJECT DETAILS

 E-Commerce Development

 Jan 2019 - Ongoing

 \$10,000 to \$49,999



"They did a great job of understanding our needs as an outsider from the industries they're accustomed to."

PROJECT SUMMARY

Digital Artflow is developing an e-commerce online configurator for a custom marine and emergency vehicle seat manufacturer. They utilized an existing application for the project and provided a live demo.

PROJECT FEEDBACK

The project is moving forward well, and despite some delays, project stakeholders are pleased with the quality of the product that has resulted from the time spent on development. The Digital Artflow team put significant effort into understanding the requirements and intricacies of their client.



The Client

Please describe your company and your position there.

We are a marine seating manufacturer specializing in OEM and aftermarket interiors. I'm the eCommerce Project Manager.



Matt Wood
E-Commerce Project Manager,
Wise Company



Manufacturing



Memphis, Tennessee

The Challenge

For what projects/services did your company hire Digital Artflow?

A large percentage of our business involves building furniture for pontoon boat refurbishment. We've been challenged over the years by being limited to selling in pre-configured group sets to customers who had boats of various shapes and sizes.

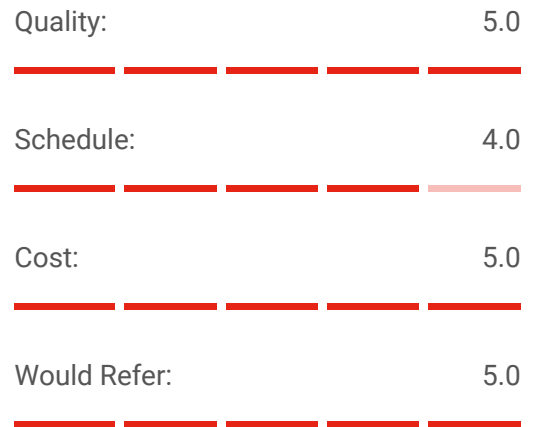
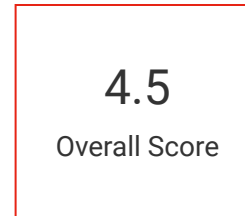
So not only did we have issues with how we inventoried and shipped product, our customers had to do extensive manual work to see if their pontoon deck was compatible with our configurations.

We were familiar with the concept of other industries allowing customers to "build their own" to their desired specifications. So we sought out a solution to allow our customers to piece together their own groups using custom measurements on an online application.

What were your goals for this project?

We needed an application that could be accessed from anywhere, ie: boat shop, boat owners home, etc., that could also function as a sales tool so our customers could buy everything they needed for their project.

CLIENT RATING





The Approach

How did you select this vendor?

We shared our ideas with select wholesalers and got a referral to Simplio 3d, Digital Artflow's software that specializes in online 3D configuration. Found a number of positive reviews and recommendations across various platforms.

Describe the project and the services they provided in detail.

They used an existing application in our industry to begin their research to determine the scope of work. After discovery, we were presented with an outline and tentative schedule of individual tickets that detailed the forthcoming steps of the project build.

We were given access to a working live demo that allowed hands on interaction for evaluation of functionality which allowed us to make changes or recommendations along the way. We were also given access to back end admin, so that we could customize the content using our own assets and documentation. Upon completion they have offered US based hosting and tech support for a very reasonable

What was the team composition?

I'm only familiar with our lead project manager. My understanding is he brought in additional team members to help expedite certain tickets on the project.





The Outcome

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

The project is still ongoing, but we hope to launch by January 2020. I've given a number of demonstrations to key customers and everyone is in agreement that this will revolutionize the pontoon refurb business.

How was project management arranged and how effective was it?

I received all progress / status updates from the project manager by email. To me, this was ideal in that I only needed one line of communication and everything was in writing. Any questions or concerns were addressed within 1 business day.

A live demo was made available to see the most recent functionality updates. Any changes made were noted on a Google Docs spreadsheet. Any new functionality or back end admin was presented with straightforward instructions that was extremely user friendly.

What did you find most impressive about this company?

They did a great job of understanding our needs as an outsider from the industries they're accustomed to. There was no drop off in communication given that we're a US manufacturer and they're a European developer.





Are there any areas for improvement?

Only complaint is the timeframe taken to complete our project. Despite the delays, they have been very up front about the issues they're facing and the steps they've taken to resolve these issues.

I would much rather it take twice the time that was originally estimated and have everything done correctly than it have been completed on time with a number of glitches to fix after installation.

