



# A ROBUST SOLUTION FOR THE QUEUING EXPERTS

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Lavi Ecommerce Redesign & Development

SPINX



## Overview

Founded in 1979, Lavi is the largest manufacturer of public guidance products. Offering stanchions, rope and post barriers, premium railing systems, store merchandising fixtures, and electronic queue management systems, Lavi is the industry leader with their well-designed solutions providing the best experience to customers waiting in line.

**Most people hate waiting in line, but Lavi was the expert at improving that experience. Unfortunately their website needed major improvements to showcase this expertise and revamp their ecommerce experience.**

# Key Team Members



**Sukesh Jakharia**  
*Project Lead*



**Lisa Steward**  
*Project Manager*



**Ryan Smith**  
*Project Manager*



**Jeffrey Lo**  
*Lead Designer*



**Keyur Ajmera**  
*Lead Developer*

## Discovery

Lavi came to us with an well-formed idea of changes that they wanted to see on their website. They had already invested a lot of time creating wireframes with another agency that captured their vision for the site, but did not want to continue working with them for the design and development phase of the site for various reasons.

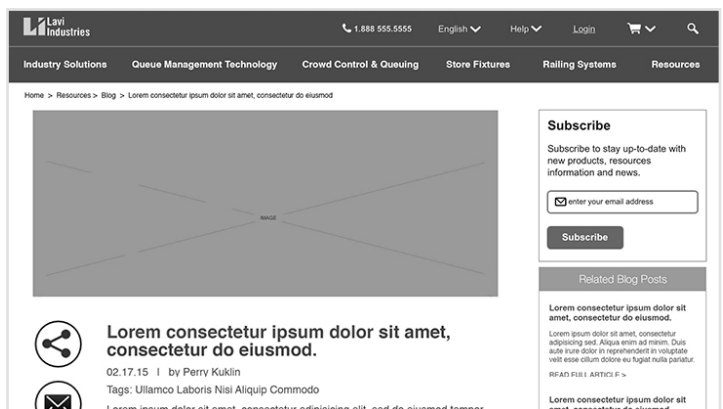
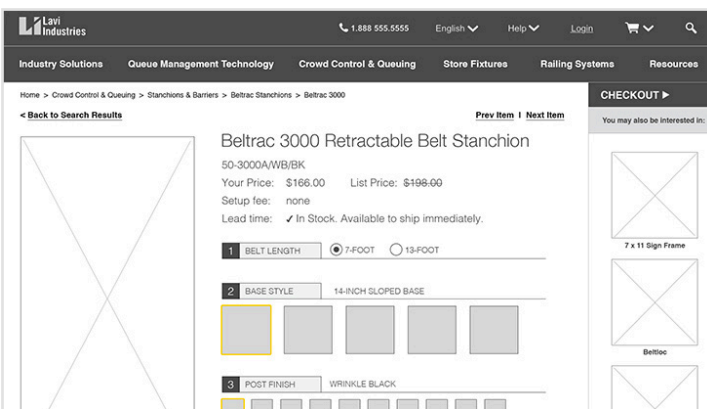
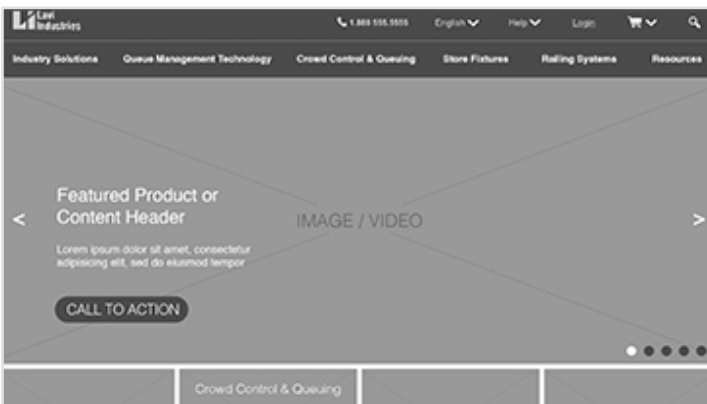
However, even though we were able to kick off the discovery phase with a lot of the strategy outlined, there was still a lot of learning that had to be done. We utilized our time digging into the core of who Lavi was, how their site operated, pain points with the old site, and learning about their target audience.



# UX Strategy

After compiling all of the learnings from the Discovery phase, we jumped into a wireframe audit. For this we took a look at the wireframes that had been created and assessed them based off of the vision for the site, the target audience, and the site goals. We made suggestions for adjustments to align them better with the overall vision and worked with Lavi to put together a design strategy based off of the wireframes.

The new site vision had a lot of complexities, and the designs had to be crafted in a way that allowed for maximum flexibility and customization. Our design team had the challenge of not only designing pages to be visually pleasing, but also keeping different client CMS management use cases in mind to make sure the designs worked for every foreseen situation.



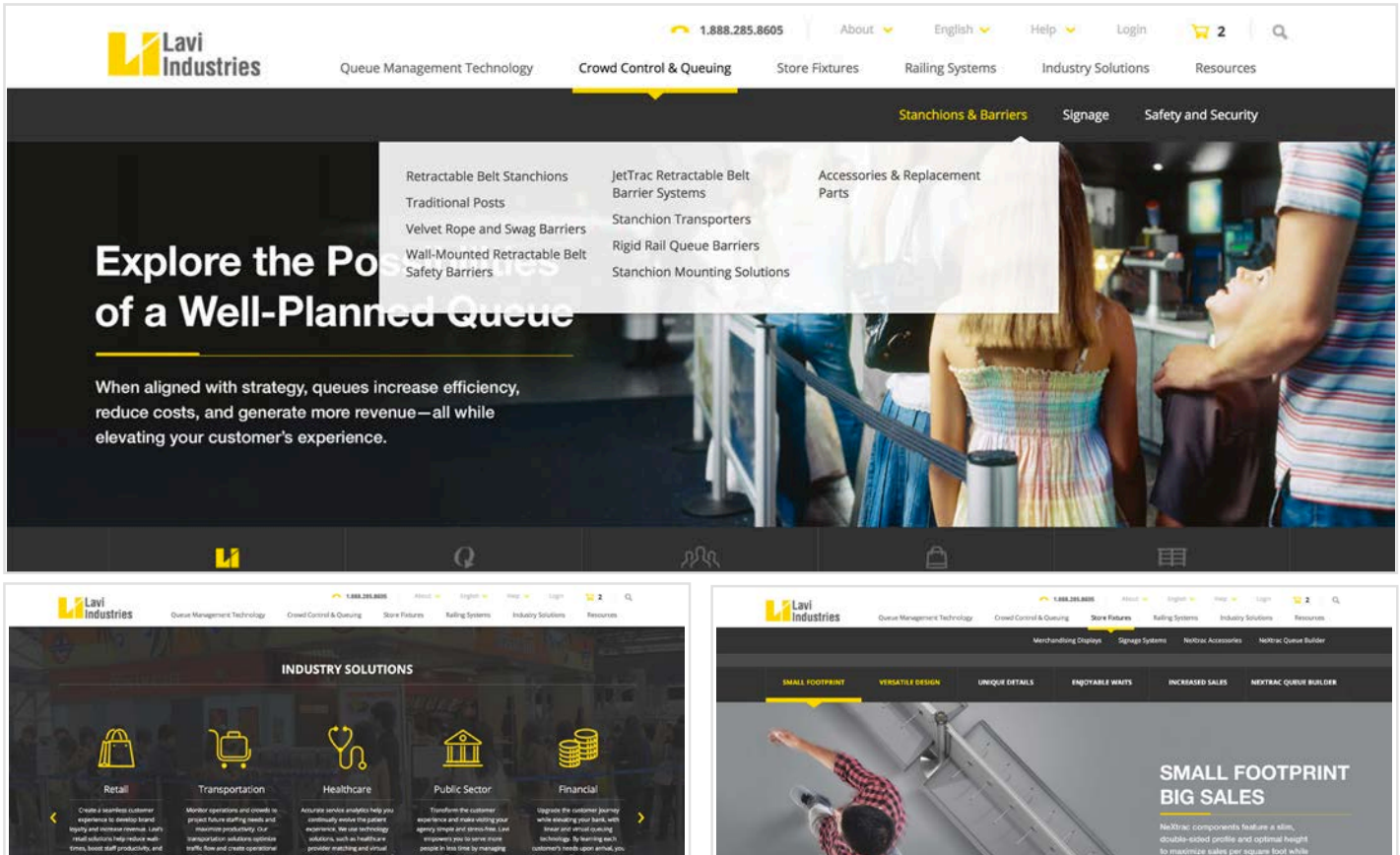


# Build

The build for Lavi's website was a stimulating challenge from a development perspective. A key part of the vision for the redesigned site was a flexible page builder, where Lavi could easily piece together pages within the CMS for different product categories and industries using the thoughtfully crafted designs. The carefully planned designs assured consistency across all these custom-built pages, while enabling Lavi to build unique pages on demand.

Another highlight of the development phase was programming the product management. The products that Lavi offered on the website were all highly customizable for their customers. For example, one of their bestsellers, the retractable belt stanchion, allowed the customer to select the belt length, base style, post finish, and belt color. With all the different customization options, this "one" product had the possibility of up to 1,088 different SKUs!

Some other functionality highlights were a customer portal for applying individual customer pricing, an international version of the site translated into Spanish, and an elaborate shipping algorithm that calculated shipping costs based off of the total weight, box or pallet dimensions, and shipping destination (unique pricing was used by country). The new site was built upon a custom .NET platform, which gave Lavi the optimum amount of flexibility and customization within the CMS.






## Test & Launch

With all the complexities and moving pieces of the build, the testing phase was incredibly rigorous. Our team completed thorough testing on all the major browsers and mobile devices to ensure that the performance was top-notch no matter what the future customer would use to browse the site. There was a lot of content that needed to be added during the content entry process, and additional testing and quality assurance followed once that was complete.

Once the testing was finished, it was time for the big launch! After such intense work, it was a great feeling to watch the site as it was unveiled to the world.

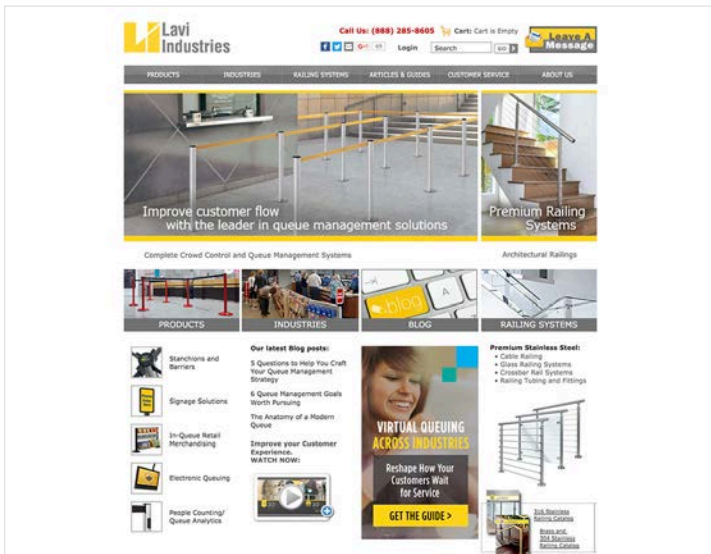


**A completely customized solution  
delivered the website Lavi had  
dreamed about.**

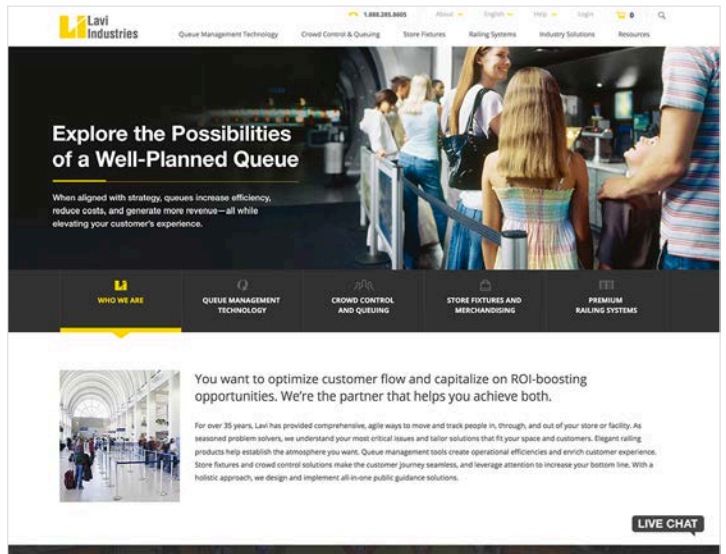


# The Results

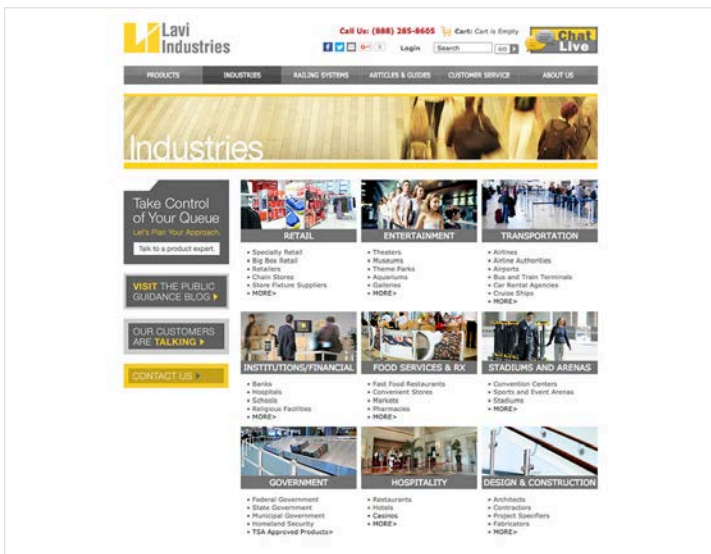
We're extremely proud of the incredibly robust custom CMS constructed by our skilled team of developers, matched by the equally beautiful and intentionally crafted front-end designs. With a powerful ecommerce site that empowers them to easily build custom pages, quickly add and manage products, and receive orders online, Lavi's old site quickly became a distant memory.



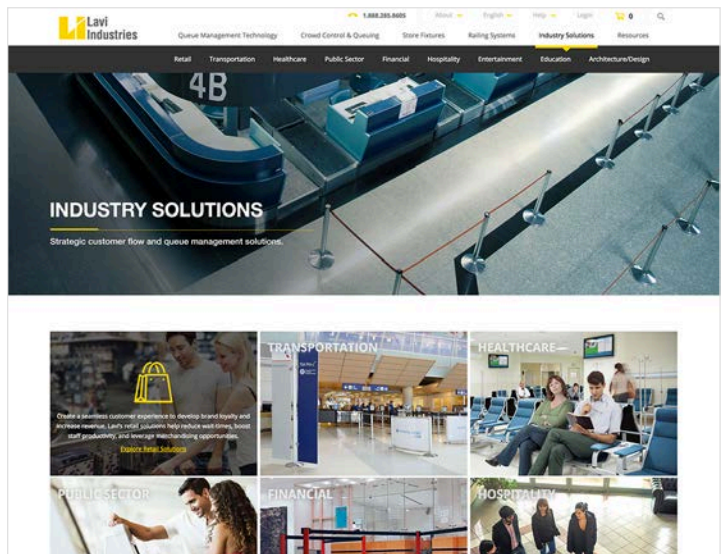
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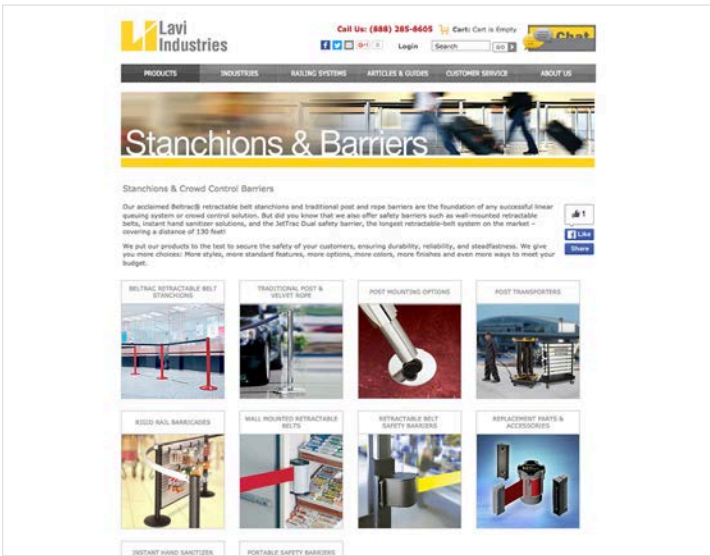
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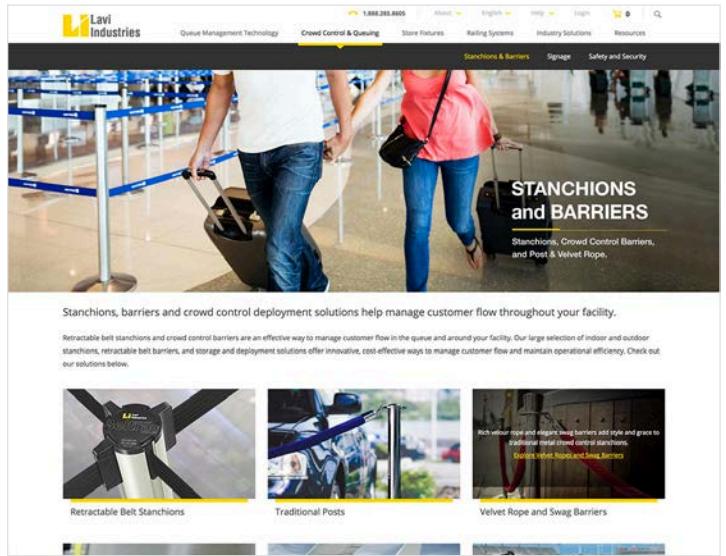
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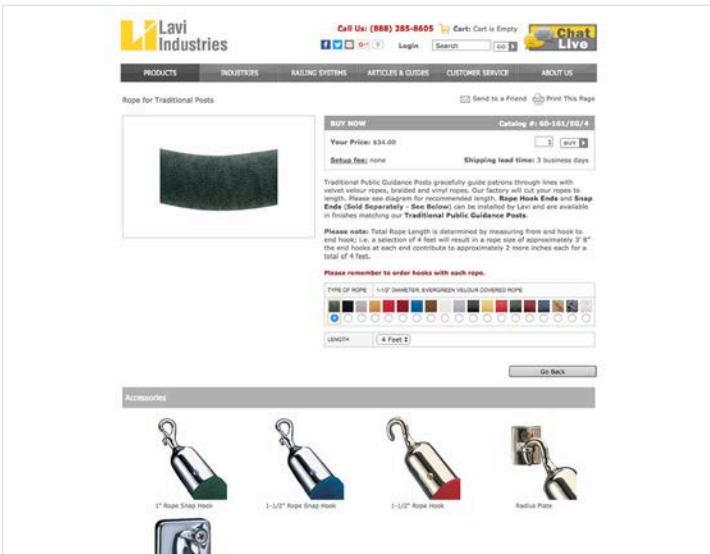
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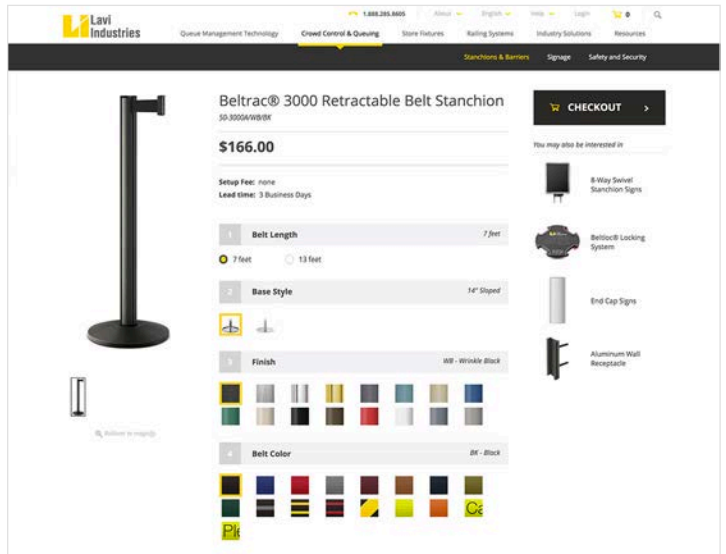
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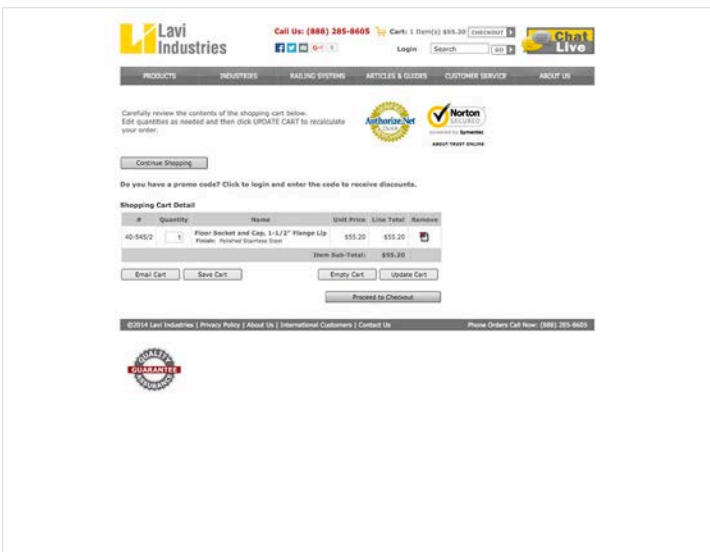
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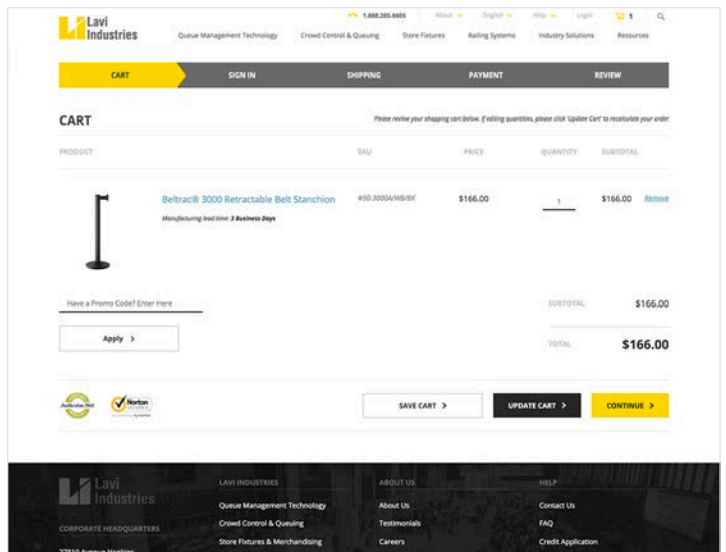
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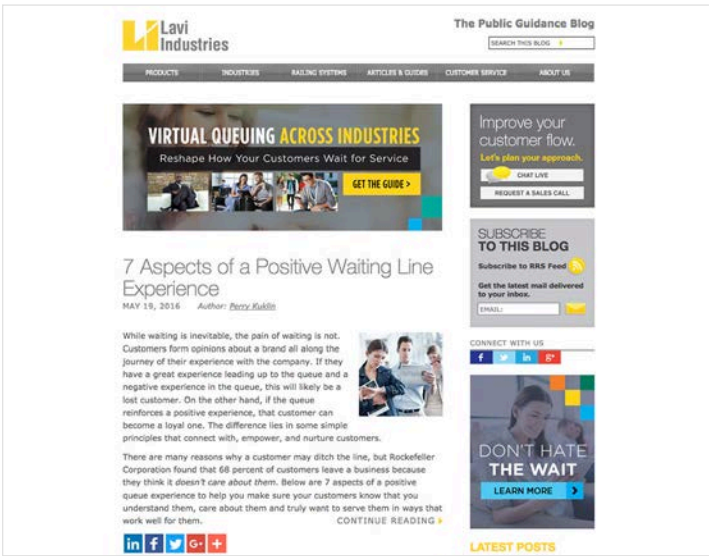


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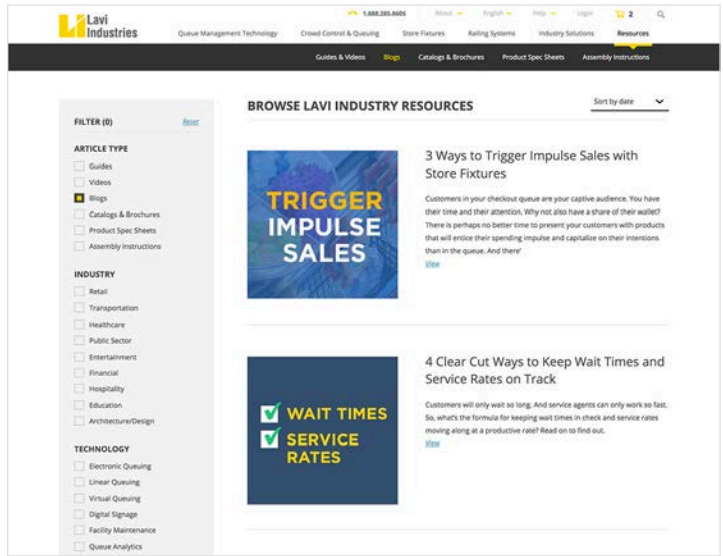


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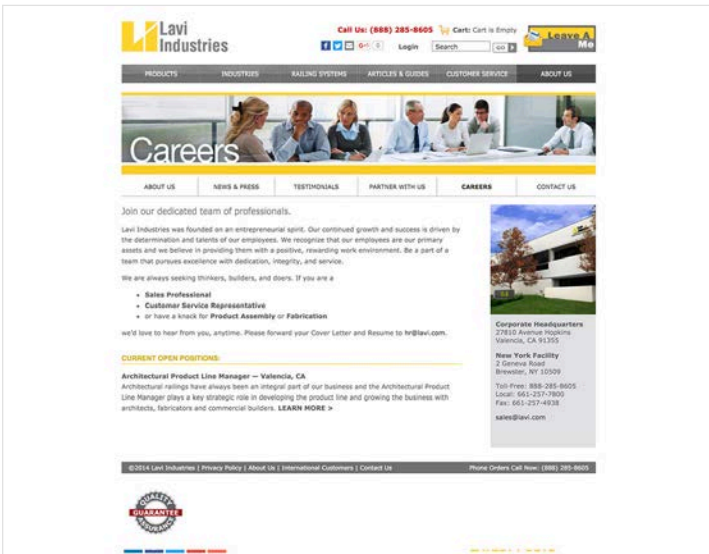




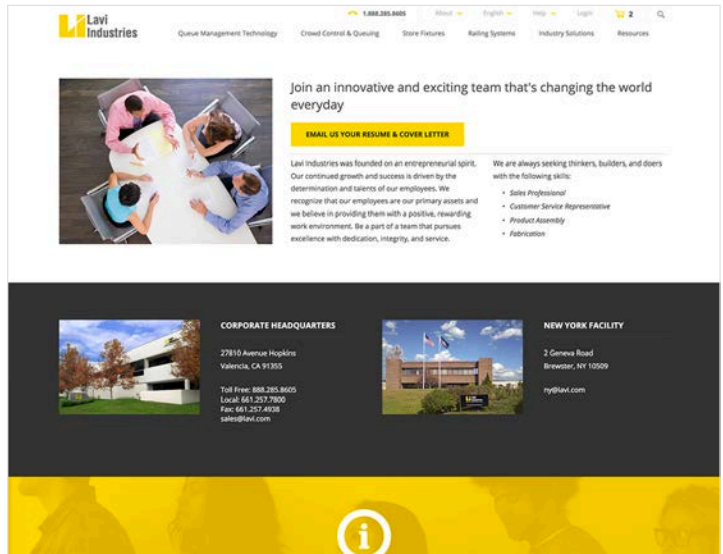
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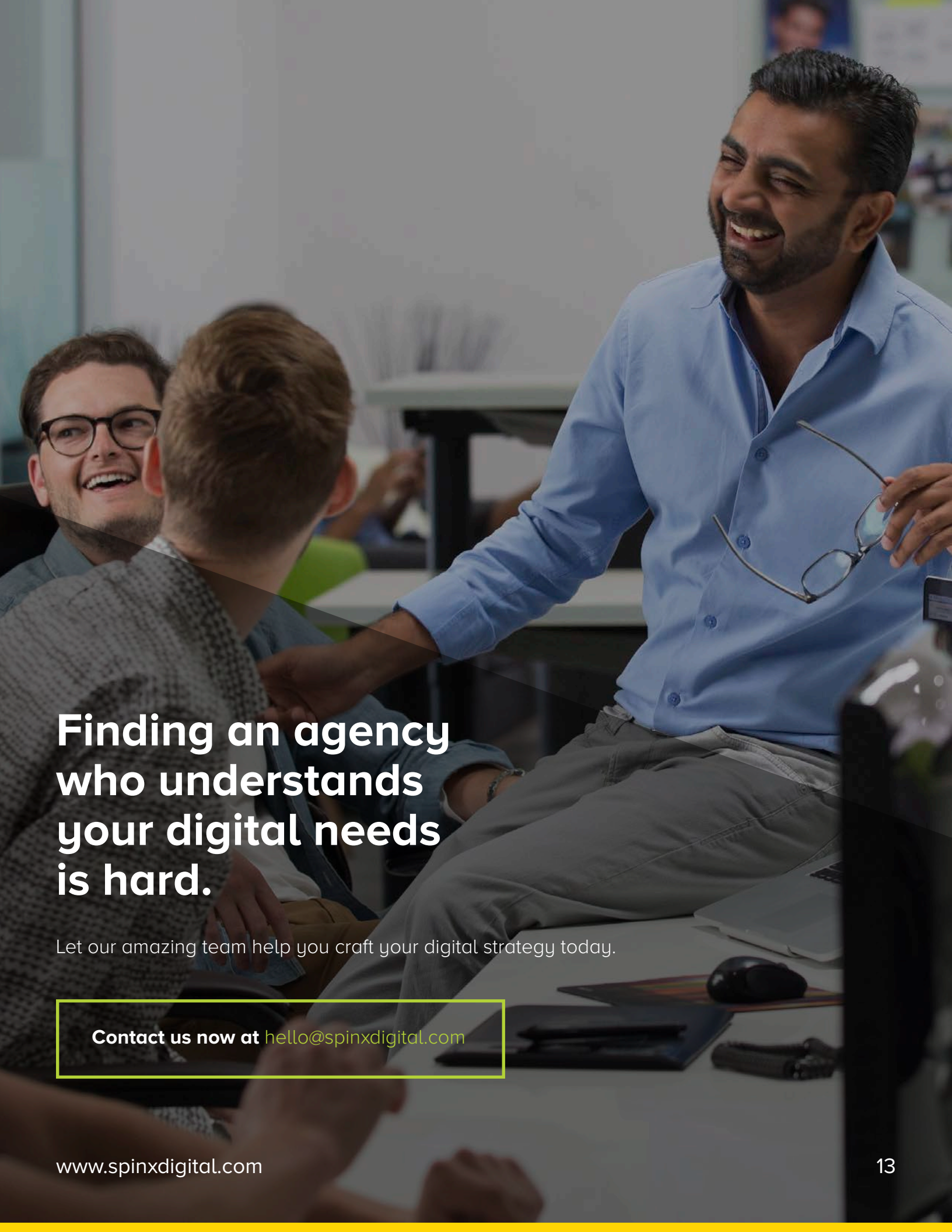
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## Closing Thoughts

From the initial wireframes brought to us by Lavi, we knew that this ecommerce redesign was going to be invigoratingly complex. Thanks to careful planning, design strategy, and development, we were able to create a custom masterpiece that catered to Lavi's every need.





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