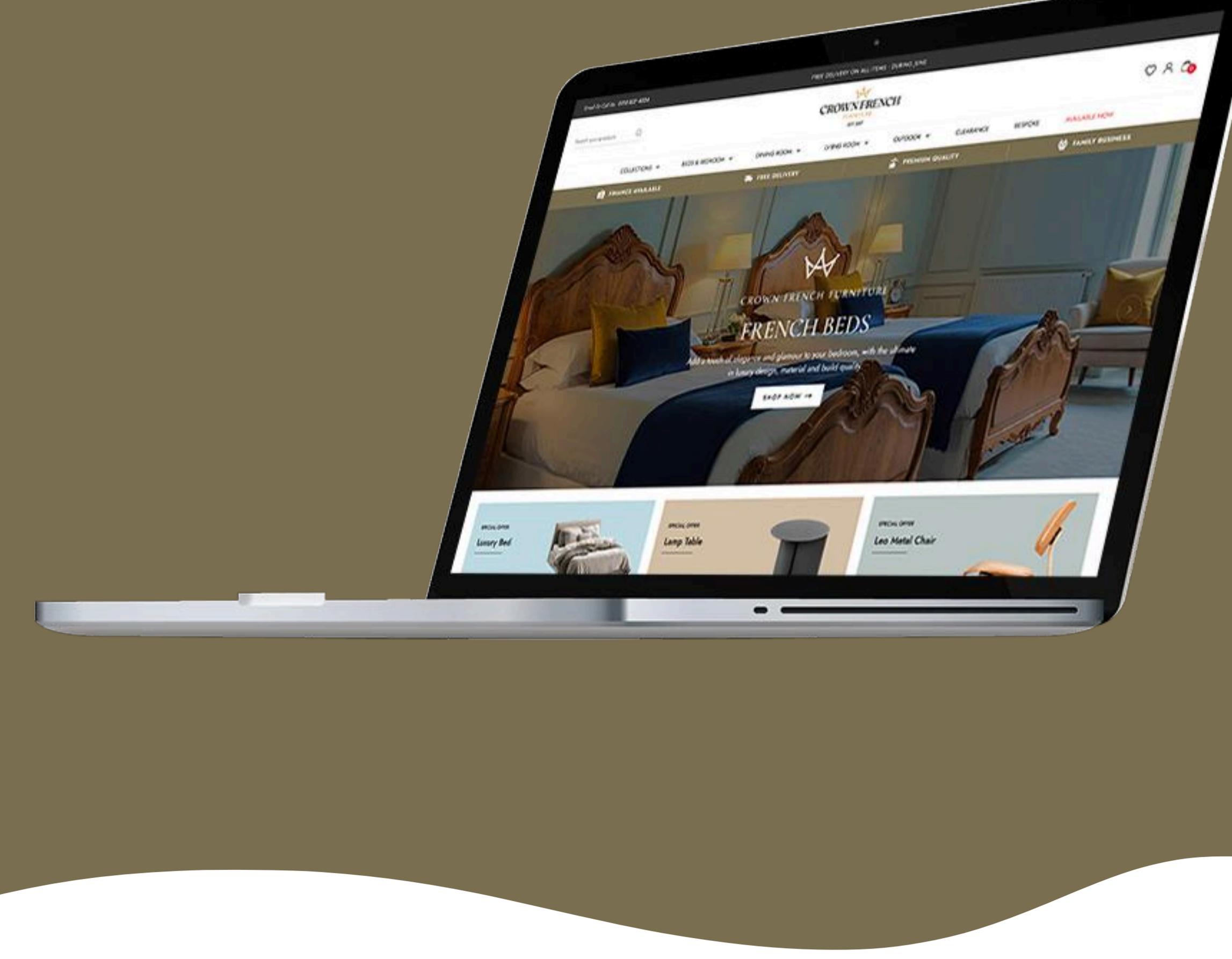


Crown French Furniture Case Study

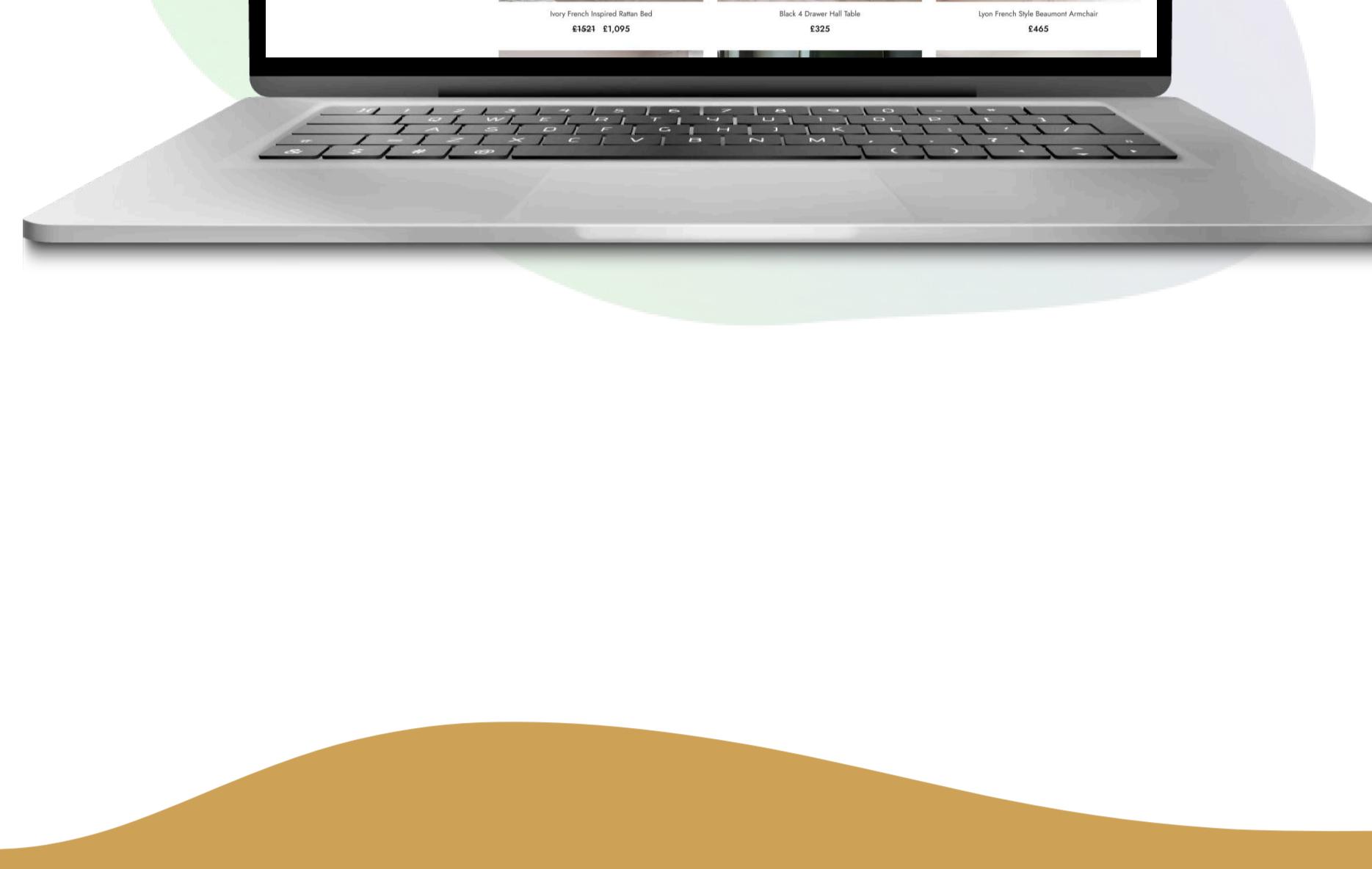
Crown French Furniture is a luxury home furnishings brand specializing in timeless, high-end French-style furniture. Despite having an established Magento store, the brand was facing declining online sales. John, the business owner, brought in an eCommerce consultant to identify the issues, improve performance, and relaunch the store with a customer-first approach.

Through a detailed audit, actionable recommendations, and a complete Magento 2 store revamp, the platform was transformed into a modern, conversion-optimized experience tailored to premium shoppers.



PROJECT OBJECTIVES

- ✓ Identify key issues affecting online sales through an in-depth audit.
- ✓ Improve website UX/UI to align with luxury brand standards.
- ✓ Simplify navigation and purchasing journeys to increase conversions.
- ✓ Provide clear, strategic eCommerce consultation to the business owner.
- ✓ Overhaul the Magento 2 website for better speed, structure, and customer engagement.



KEY FEATURES AND FUNCTIONALITY



Comprehensive Website Audit

Reviewed the existing Magento site's architecture, loading speed, mobile responsiveness, and customer journey.

Highlighted issues like outdated layout, slow loading times, cluttered navigation, and inefficient checkout process.



Conversion Optimization Recommendations

Suggested changes in layout, product page design, CTA placements, and filtering options.

Recommended adding user reviews, trust badges, and mobile UX improvements.



Magento Store Revamp

Executed a full redesign of the Magento 2 storefront with a premium aesthetic.

Improved category structuring, internal linking, and homepage storytelling.

Optimized for SEO and mobile to ensure discoverability and user retention.



IMPLEMENTATION AND TECHNOLOGIES USED



Magento 2

Used to redesign and restructure the store with customized themes and extensions.

BENEFITS AND OUTCOMES

✓ IMPROVED USER EXPERIENCE

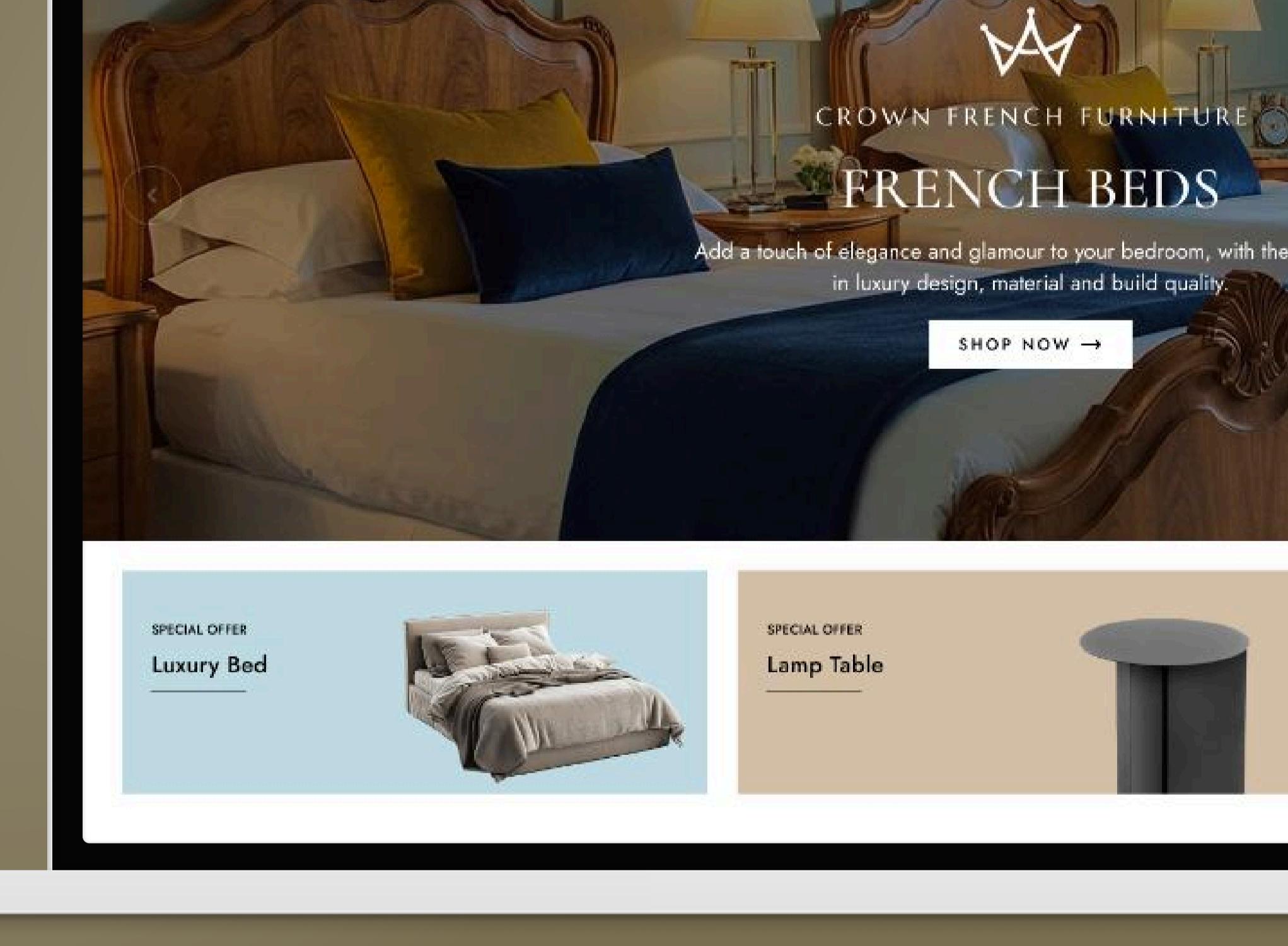
- Faster, smoother browsing on all devices.
- Visually appealing product displays, intuitive filtering, and a simplified checkout.

✓ INCREASE IN SALES PERFORMANCE

- Higher conversion rate observed post-launch.
- Better UX led to longer sessions and increased average order value.

✓ STRATEGIC DIRECTION AND BUSINESS CONFIDENCE

- John gained clarity on store strengths, gaps, and opportunities for growth.
- Ongoing consultation enabled better decision-making on marketing and future scaling.



CONCLUSION

Crown French Furniture's turnaround highlights the value of combining strategic consulting with technical expertise. From the diagnosis of pain points to delivering a complete Magento revamp, the project ensured that the store met the expectations of its high-end clientele—ultimately restoring sales growth and solidifying the brand's online presence.

