

# Home Interior Boutique Store

**Industry**  
Home Interiors

↑ 25%

Increase in User Acquisition

↓ 35%

Decrease in Exit Funnel

↑ 100%

Positive Customer Feedback

## The Client

The client, a Home Interior Boutique Store is a beautifully staged showroom featuring 15,000 square feet of premium fabrics, upholsteries, designer furniture, lighting, area rugs, stunning art pieces, and accessories. Our client represented more than 40 manufacturers of Designer-quality goods that address both moderate and high-end interior design solutions.

## Summary Of The Brief

We were tasked with re-Imagining the client's brand and create a solution that engaged customers on their online portal.

## Solution Provided

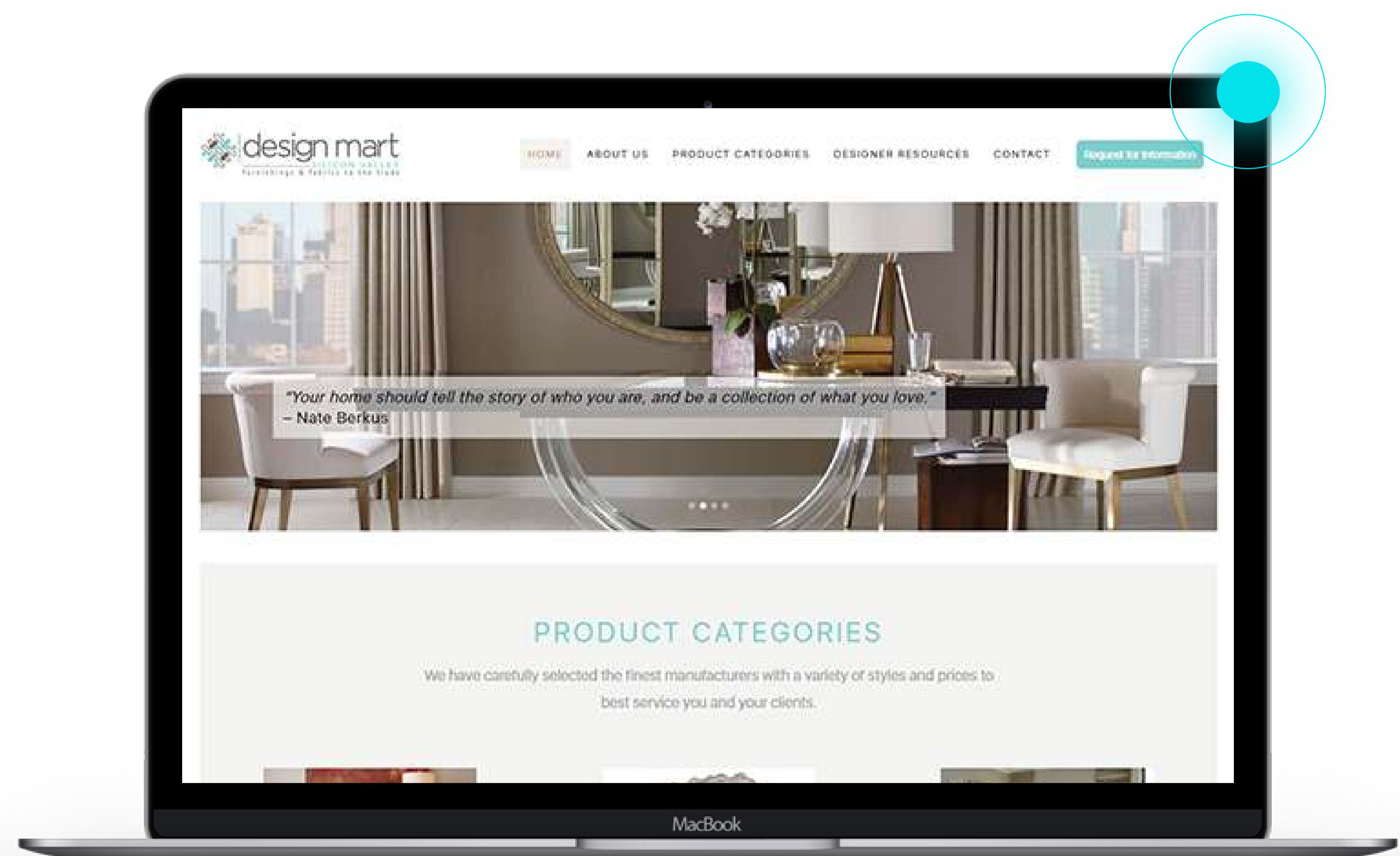
Wireframing and providing Solution Design and Development Services that met the design expectations of their core users - Interior Designers.

Customized Brand Management strategy developed through multiple design sessions that highlighted the showroom's design strength by recreating it online.

Customer Experience Transformation that encouraged user flow and provided a seamless product showcase experience on all devices.

User Acquisition strategy that also promoted Organic and Social Media engagements.

A real-time solution in the form of a site dashboard that analyzed over 10 Key Performance Indicators of User Acquisition and Customer Experience.



# Services offered

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**User Acquisition**



**Brand Management**



**Brand Awareness**