



E-Commerce Dev & UX Design for Nanotechnology Company

PROJECT DETAILS

 UX/UI Design, Web Design, Web Development

 Mar 2023 - Sep 2023

 Less than \$10,000



"They are truly a top company with excellent customer service."

PROJECT SUMMARY

Multiinsight was hired by a nanotechnology company to update their existing Shopify pages and improve its UX. They also created new pages with custom coding and organized content for better website efficiency.

PROJECT FEEDBACK

Multiinsight completed the project on time and with a fair and competitive budget. Throughout the engagement, the team was responsive to the client's needs and sent videos to keep them updated on the project's progress. The team's creativity, kindness, and excellent customer service were impressive.



The Client

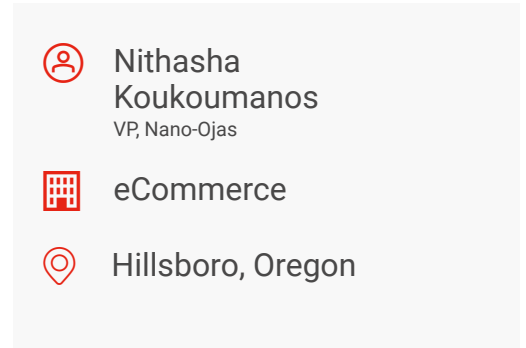
Please describe your company and position.


I am the VP of Nano-Ojas


Describe what your company does in a single sentence.


Nano-Ojas is the North American distributor of a patented formula called nano policosanol. Our mission is to harness the intelligence of nature and nanotechnology, giving you the space to enjoy smarter, safer alternatives for supporting immunity, energy, and skin health.

The Challenge

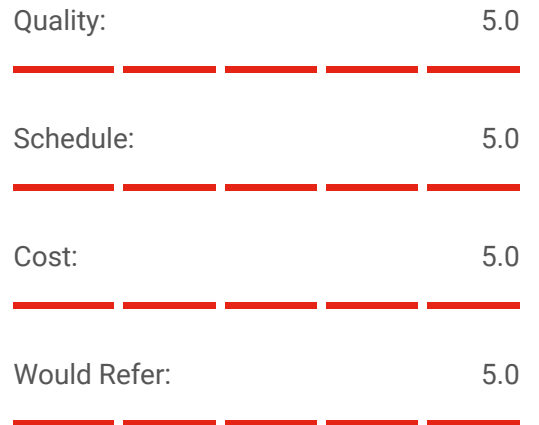
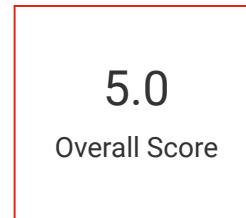


 **Nithasha Koukoumanos**
VP, Nano-Ojas

 eCommerce

 Hillsboro, Oregon

CLIENT RATING





The Approach

How did you find Multiinsight?

Referral

How many teammates from Multiinsight were assigned to this project?

1 Employee

Describe the scope of work in detail. Please include a summary of key deliverables.

Update existing web pages and create new pages with custom coding for better UX, content organization, visual appeal, and website efficiency.

The Outcome

What were the measurable outcomes from the project that demonstrate progress or success?

The scope of our projects were clearly stated with the deliverables, costs and timeline. Projects were finished in a timely manner. The cost was fair and competitive. Customer satisfaction—people love the new layout and UX Our team was satisfied and expectations were met.

Describe their project management. Did they deliver items on time? How did they respond to your needs?

Yes. All projects were delivered on time. They were very prompt in answering all our questions and excellent communicators. We were sent videos to help us “see” the work being completed. They went above and beyond to help us with whatever we required, even if it was outside of the immediate project scope.





What was your primary form of communication with Multiinsight?

Email or Messaging App

What did you find most impressive or unique about this company?

The whole process! The prompt communication, quality of work, their creative input, and kindness. They are truly a top company with excellent customer service. We won't use anyone else!

Are there any areas for improvement or something Multiinsight could have done differently?

Expand to Squarespace website development so I can refer you to other small business owners with that kind of website. Keep up the great work!

