

DIGI^{BY}
SR

DigiBySR

WE MAKE IT HAPPEN



About Us

We at DigiBySR, are a New Delhi, India-based digital agency filled with ambitious, driven, and talented professionals. We are a pan-global outsourcing partner to companies with digital needs. We are here to help you scale your business by ensuring quality, timeliness, and cost efficiency. At DigiBySR, we love our work and we take pride in it.

<https://digibysr.com/>

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SERVICES



Web Design & Development



Web Hosting



Web Maintenance



Data Management



Digital Marketing & Branding

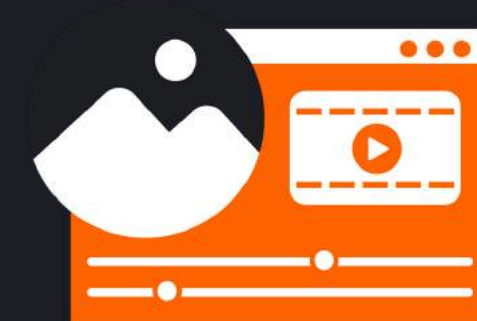


Photo & Video Editing

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Case Study DigiBySR

SHOPIFY WEBSITE





NUTRACEUTICAL INDUSTRY

NeutraLeaf

PROCESS

01

CLIENT BRIEF

Build a Mobile First Website Store on Shopify for customers to navigate conveniently, understand our brand ethos and make purchase with ease.

02

RESEARCH

We performed a thorough market research to understand both user behaviour, and through competitor analysis, the market offerings.

03

DESIGN

The brief clearly laid out the requirement of a mobile-first website, so the prototypes were prepared on Figma accordingly.

04

DEVELOPMENT

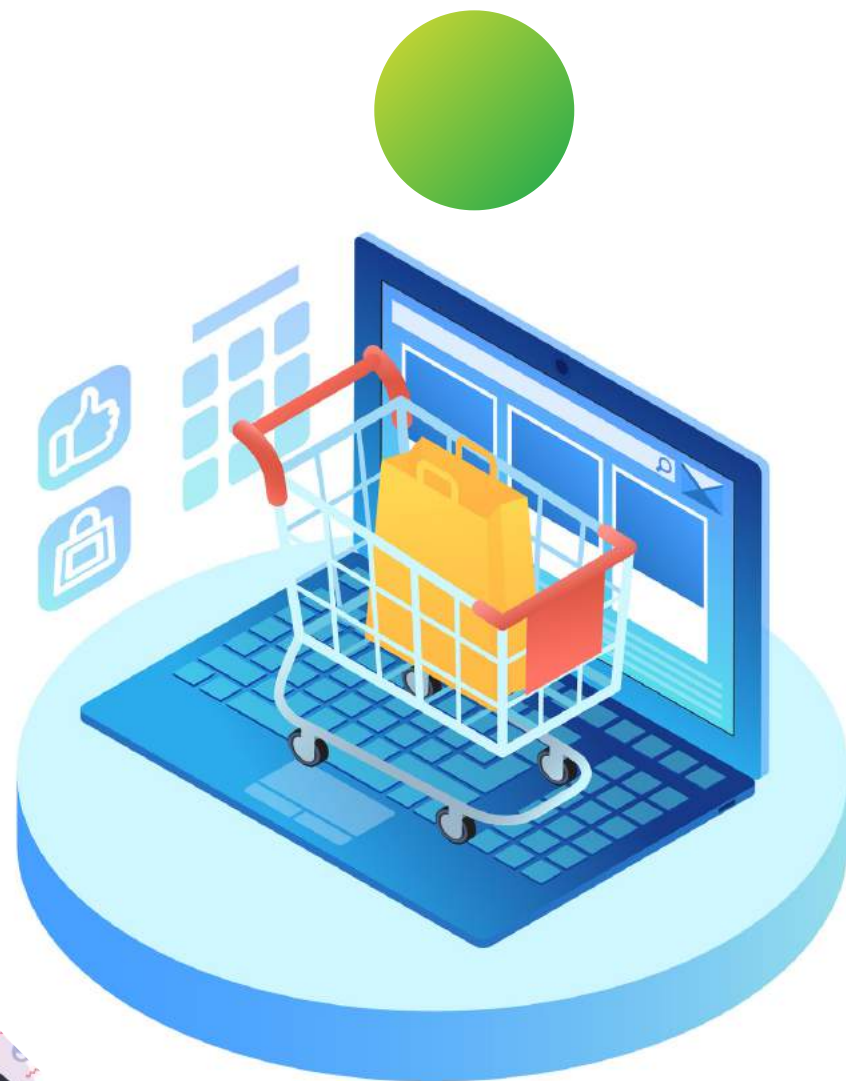
Shopify brings with it certain constraints, so through liquid coding and theme customization, the agreed upon design was realized accurately.



Tech Used Shopify

Shopify was chosen as the platform to build the client's E-Store on since it has a user-friendly interface, it provides an intuitive dashboard for managing the store's operations, which would make it easy for the client to make changes to the store once it was handed to them. Since having a mobile-first store was crucial and Shopify provides mobile-responsive themes, it ensured that the store looks and functions seamlessly on various devices, including smartphones and tablets.

The client intended to grow the business rapidly and the fact that Shopify can accommodate increasing traffic, orders, and inventory made it the apt choice. The platform is designed to handle high-volume stores, ensuring stability and performance even during peak periods like holiday seasons or sales events. Shopify also includes built-in SEO features which drive more traffic to the client's store.







Key Considerations

During the design process, the intention was to build the concept for the store with a mobile-first perspective. The client wanted visitors to be able to access products instantly, be informed of the new launches foremost. The customers were then meant to be guided to the products page for purchase.

The social platforms were meant to be driving traffic back to the website, so the main product range needed to be highlighted on top. The client also envisioned building a community and having engagement beyond purchase with the customers, so sections for community and recipes were also ideated. There was a full circle with engagement as the social platform - Instagram was also to be integrated within the store for the visitors to be able to see the brand's latest posts.

Key Considerations

Bestseller


 <p>Apple Cider ★★★★★ When it's difficult to drink apple cider vinegar in liquid form, try NeutraLeaf ACV gummies!</p> <p>Rs 900.00 Shop now</p>	 <p>Immune Forte ★★★★★ When it's difficult to drink apple cider vinegar in liquid form, try NeutraLeaf ACV gummies!</p> <p>Rs 900.00 Shop now</p>	 <p>Multi-Vitamin ★★★★★ When it's difficult to drink apple cider vinegar in liquid form, try NeutraLeaf ACV gummies!</p> <p>Rs 900.00 Shop now</p>	 <p>Probiotic ★★★★★ When it's difficult to drink apple cider vinegar in liquid form, try NeutraLeaf ACV gummies!</p> <p>Rs 900.00 Shop now</p>
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Gummies →



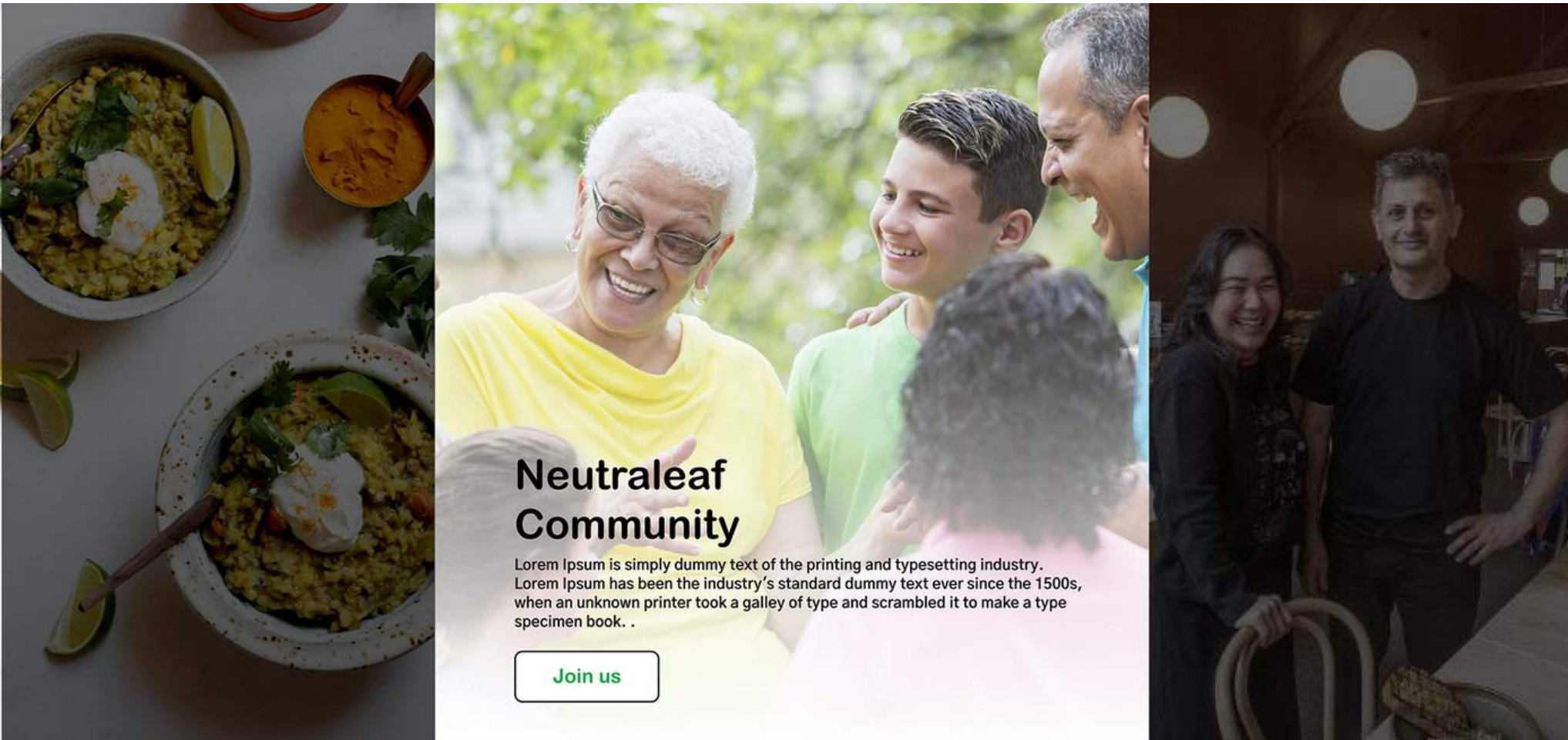
Nutrition Powder →



Combo Pack →

Intent

Highlighting products on the landing page, and making it easy for visitors to navigate towards purchasing them.



Neutraleaf Community

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. .

[Join us](#)

Customer Reviews

S

Sadaf



Really effective

After seeing so many positive reviews, I purchased these sleep gummies and they worked! They help me fall asleep easily and I wake up feeling so refreshed. Go for it without a doubt!

K

Kusum



Amazing product

Just amazing!! It's just been a month since I am using these gummies and my sleep is already back on track. Truly impressed by the product. Thanks, team Nyumi!

Key Considerations

Intent

The brand wanted to encourage a sense of participation and belonging with the message of health it is promoting.

With goodness & care

Shop Now



Company's Website

After due diligence and dialogue between the client's end and ours, the website was set up, we would urge you the viewer to give it a look and experience it for yourself.

[VISIT](#)

NO GELATIN

NO GLUTEN

Best S