LEVVEL

National Sports Organization's Storefront Redesign Improves eCommerce Revenue

Enhanced user experience through new single-page application, payments portal, and subscription management

MEDIA & ENTERTAINMENT   **PAYMENTS**   **RETAIL & ECOMMERCE**   **USER EXPERIENCE**

Introduction

A national sports organization outgrew its existing eCommerce engine. Seeing this as an opportunity to scale and increase revenue, a redesign of their entire storefront and subscription platform was needed. Using a server-side rendered app (Angular) to improve performance, UX, and web accessibility could create a more streamlined buying experience.

Challenge

The client's primary challenge was timing, as the storefront had to launch before the start of the new season. Additionally, the client's product team quickly recognized that the redesign would require Angular expertise.

> **The client's current eCommerce platform caused challenges such as:**
> - Assessment of ATV (average transaction value) and low conversion rates
> - Limitations on content and product customization (product-team reliance on DevOps for webpage changes)
> - Mobile strategy prioritization for enhanced UX
> - Customer portal functionality for better shopping experience

> "Product and DevOps teams are at the core of product development, and this alignment was critical to launching the storefront on time.
>
> **Christoph Khouri,** Senior Director, Levvel

Approach

Levvel's mission was to architect, design, and develop the new storefront and subscription platform. Leveraging the provided business and technical requirements, Levvel needed to:

- Function as SMEs to augment client design and development teams
- Deliver business flexibility in creation of greenfield platform
- Measure codebase effectiveness (achieve 95% unit testing coverage)
- Enable personalization, recommendations, and dynamic content on the webpage
- Migrate existing API framework

Results

With Levvel's help, the national sports organization launched the new storefront and subscription platform before their new season began. Improved cross-functionality between product and development teams allowed for a more streamlined eCommerce experience moving forward.

TEAM SIZE   **TIMELINE**
👤 x5   🕐 5 months

This new storefront enabled:

A revenue increase based on improved workflows and new payments capabilities	A product and payments portal where users can manage payment methods	Users to modify subscriptions to their products	Better frameworks, best practices, and standards in Angular

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