BOYLE
SOFTWARE
A **Beyondsoft** Company

Offering flexibility and enhanced user experience with custom-made website

At a glance

Industry
Pet Store

Business problem
Developing a portal for pet owners to create profiles for their pets and purchase pet care subscriptions.

Expected goals
Develop a new website that will make publishing content flexible and offer online dog training

Solution
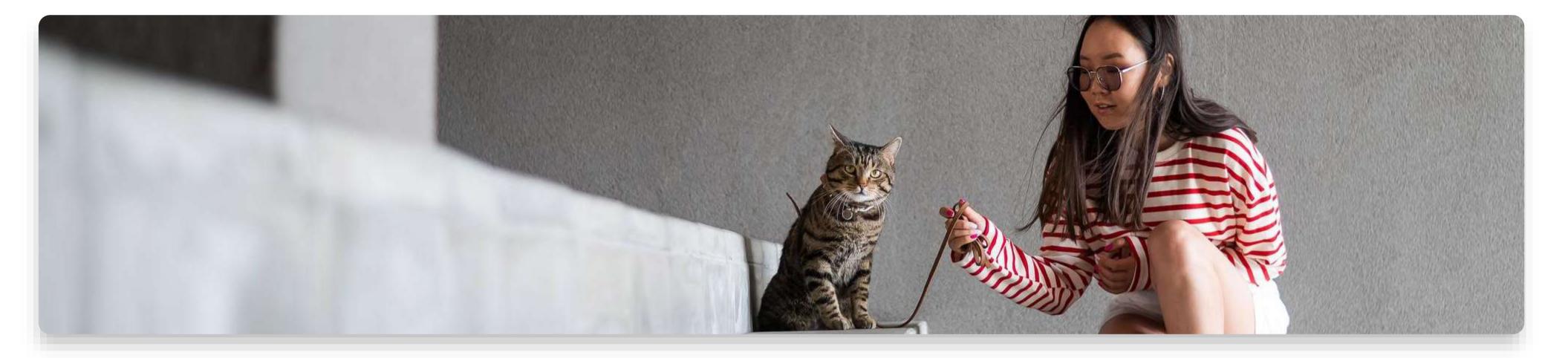A new website was developed that fulfilled all the prerequisites of the client

Context

A US-based pet store focused on the needs of pet parents rather than selling pet products was looking to address the needs of pet parents. They wanted a new portal to publish pet-related articles and offer training as well as pet care subscriptions for pet owners.

Business problem

The client wanted to focus on the needs of pet parents rather than pets directly since they do not produce pet products. The new web portal aims to help users create profiles for their pets and purchase pet care subscriptions.

Expected goals

The key goals expected from this engagement were:

- Develop a new web portal
- Offer flexibility to the client in publishing content
- Attract more visitors and increase subscription

Solution Delivered

Beyondsoft delivered the following solutions to the client:

- The website was based on a component-based framework supported by a component-based CMS.

- The new web portal was built based on a composable content model to help the client reuse the content across channels.

Solution Highlights

- The website was created within less than two months.

- The engagement further led to the redevelopment of the client's portfolio website.

Technology Stack Deployed:

- Framework - React.js with Gatsby

- Content Management System - Contentful

- Backend - AWS

Outcomes of the Engagement

The key outcomes achieved through the solution are:

Development of the web portal with adequate features

The web portal was developed with the latest of technologies without affecting the flexibility of publishing content.

Improved user interface

The new web portal improved the user experience which led to an increase in website traffic as well as subscriptions.

Key Project Outcome Metrics:

30%
Increase in website traffic

16%
Increase in subscription

BOYLE SOFTWARE

A **Beyondsoft** Company

Since our founding 35 years ago, Boyle Software has been a company that is far more than the sum of its parts.

A subsidiary of global consultancy Beyondsoft since 2020, we pride ourselves on our highly skilled team, full of passion and knowledge for the latest design concepts and technologies.

Headquartered in New York City since 1995, we have operations in Europe and resources all around the globe - from Uruguay to Costa Rica, from Singapore to Thailand.