

Overview:

RESTLY is a fashion driven lifestyle brand inspired by beauty of nature, perfected by European Designs and manufactured in India by industry experts. RESTLY, a premier provider of furniture and décor styling services, sought to elevate its online presence and improve customer engagement through a revamped website. This project was assigned to us by one of our associate Mrs. Nisha Jain Gupta, owner of “TecPhygit – IT & Marketing Solutions” (located in Bengaluru, Karnataka, India), aiming to create a user-friendly, visually appealing, and highly functional website.

Challenges:

Challenges for the execution of successful Website Development for RESTLY, Bengaluru, Karnataka :

- Ensuring the website was both visually appealing and highly functional was a significant challenge.
- Migrating data from the old system to the new platform.
- Ensuring the website performed well across all devices and browsers was crucial.

Technologies:

WordPress, Elementor, MySQL, AWS Server etc.

Benefits Achieved:

- Improved Performance and Reliability
- Improved User Engagement.
- High-quality images and detailed descriptions improved product visibility.
- The use of modern technologies ensured the website is scalable and adaptable to future needs.
- Seamless multiple API integrations.
- The project for Restly, managed by TecPhygit and executed by our team, successfully transformed the online presence of Brand Restly. The new website not only met the business goals but also provided a seamless, engaging experience for its users, thereby enhancing customer satisfaction and driving business growth.

Requirements of the project:

- Enhance User Experience.
- Develop a platform that effectively displays furniture and décor products.
- Improve the website’s ability to convert visitors into customers.
- Ensure seamless integration with inventory, order management, and customer service systems, in future.

Approach:

Approach for the execution of successful Website Development for RESTLY, Bengaluru, Karnataka:

The solution involved developing a creative website (as advised).

- Stakeholder interviews to understand business goals.
- User research to identify target audience preferences.
- Competitor analysis to benchmark industry standards.

