

Company

Online marketplace for photographs and paintings

Headquarters

Pune, Maharashtra, India

Industry

E-commerce

Website

www.artoreal.com

CHALLENGES

Artoreal was struggling with Sales, Number of Visitors, Seller registrations and artwork uploads. With plans to expand their operations to cater to the global audience, Artoreal were in need of a truly world class Design Thinking Team who would highlight latest consumer tastes, buying habits and assist in designing User Interfaces that provide a superior User Experience.

OUR SOLUTION

- Nihilent did an immersive research of consumers by interviewing over 1500+ people
- Created personas that represented Artoreal's target market
- Content and pricing strategy developed
- Designed User Interfaces for the Homepage, Seller registration page, etc.
- Added features to the website that addressed Seller's (Artist's) aspirations, eg. A featured artist section
- Designed a 'Virtual Simulation' functionality
- Validated designs with the consumer base

DURATION - 12 weeks



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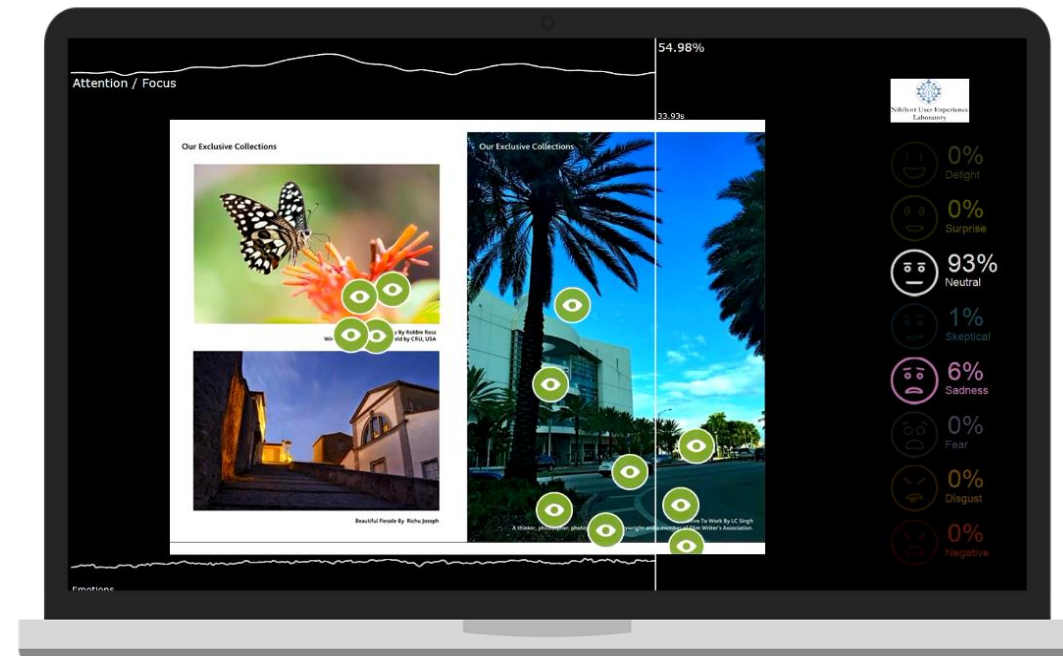
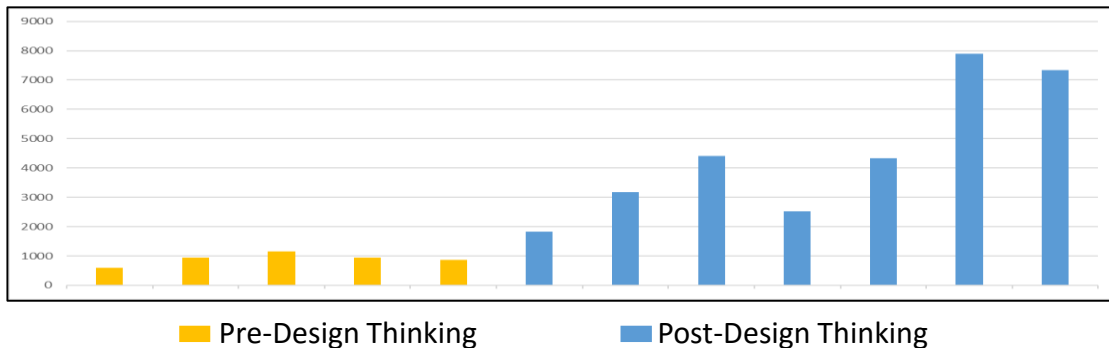
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KEY BENEFITS DELIVERED

- Focussed marketing strategies with the help of the personas.
- Reduction in the 'Bounce Rate' of visitors to the website.
- Longer time spent by visitors browsing the catalogue.
- Number of visitors have risen by 800%.
- Number of sellers registered daily increased by 300%.
- Number of uploads increased by 300%.

Number of visitors



Eye tracking for consumer satisfaction

