

Case Study: E-commerce Website Development for Naturemic

Client Overview

Naturemic is a health and wellness brand providing natural products through its digital storefront.

Project Objective

To develop a mobile-optimized, high-performance e-commerce website with:

- Lightning-fast load speed
- Simplified checkout experience
- Modern UI/UX enhancements
- Razorpay/UPI payments
- SMS OTP login & notifications

Key Challenges

1. Slow site speed leading to bounce
2. Multi-step checkout causing drop-offs
3. Weak mobile usability
4. No SMS-based login or alerts
5. Limited payment flexibility

Solutions Implemented

- Lazy loading, CDN, minified assets for speed
- Single-page checkout with address autofill
- Responsive UI/UX with clear CTAs
- Integrated Razorpay with UPI, Wallets, Cards
- SMS OTP for login + order updates

Results (within 3 months)

- Mobile Load Time: Improved from 6.2s to 1.8s
- Checkout Abandonment: Dropped from 62% to 31%
- Mobile Conversions: Increased from 0.9% to 2.3%
- Repeat Customers: Doubled to 17%

Why It Worked

- Optimized every layer: tech, design, UX, trust
- Local-friendly UX with SMS OTP
- Speed = trust. Trust = conversions.

Case Study

Next Steps

- Loyalty program
- AI-based product recommendations
- WhatsApp-based cart recovery
- Subscription shopping model

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