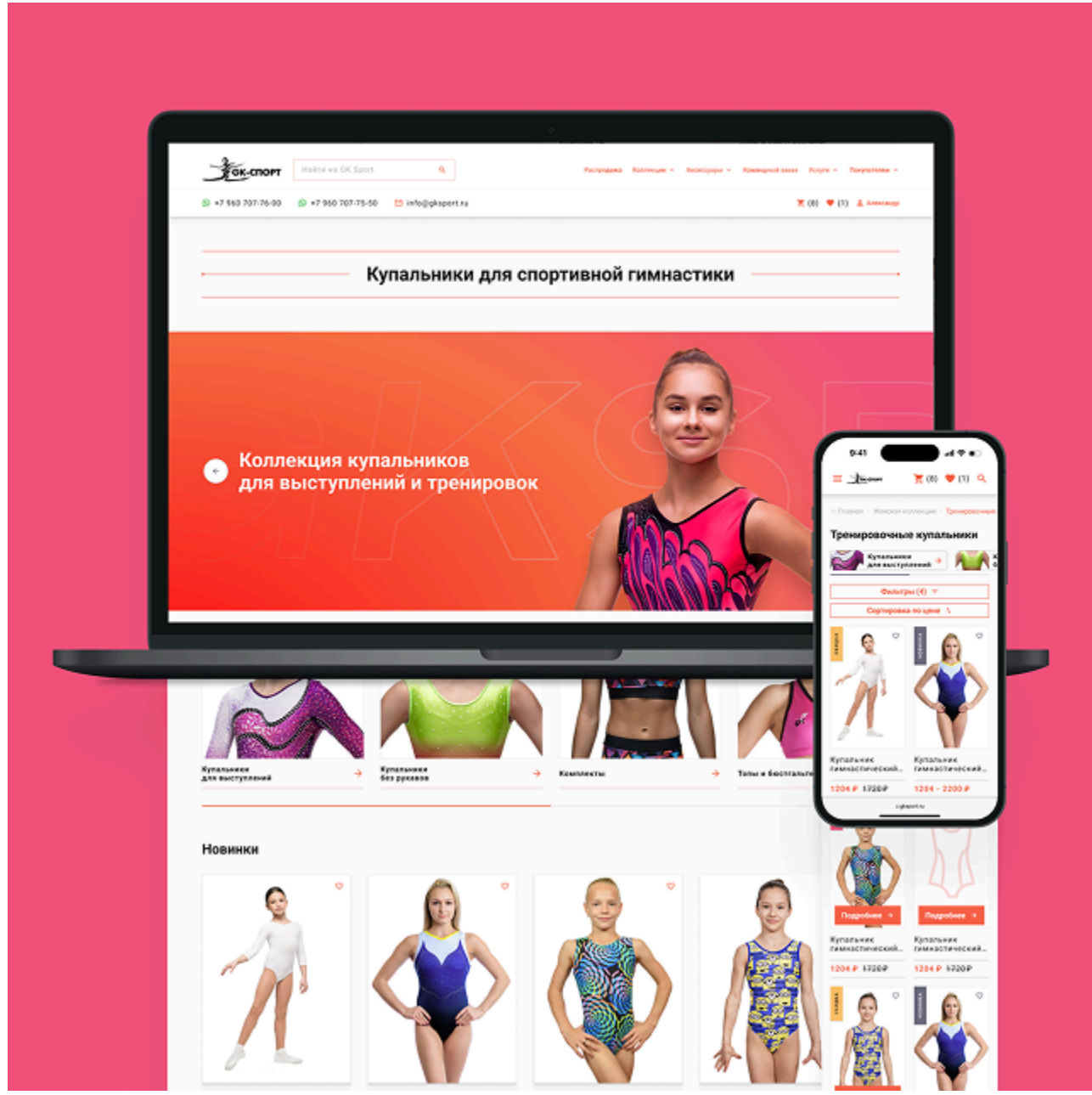
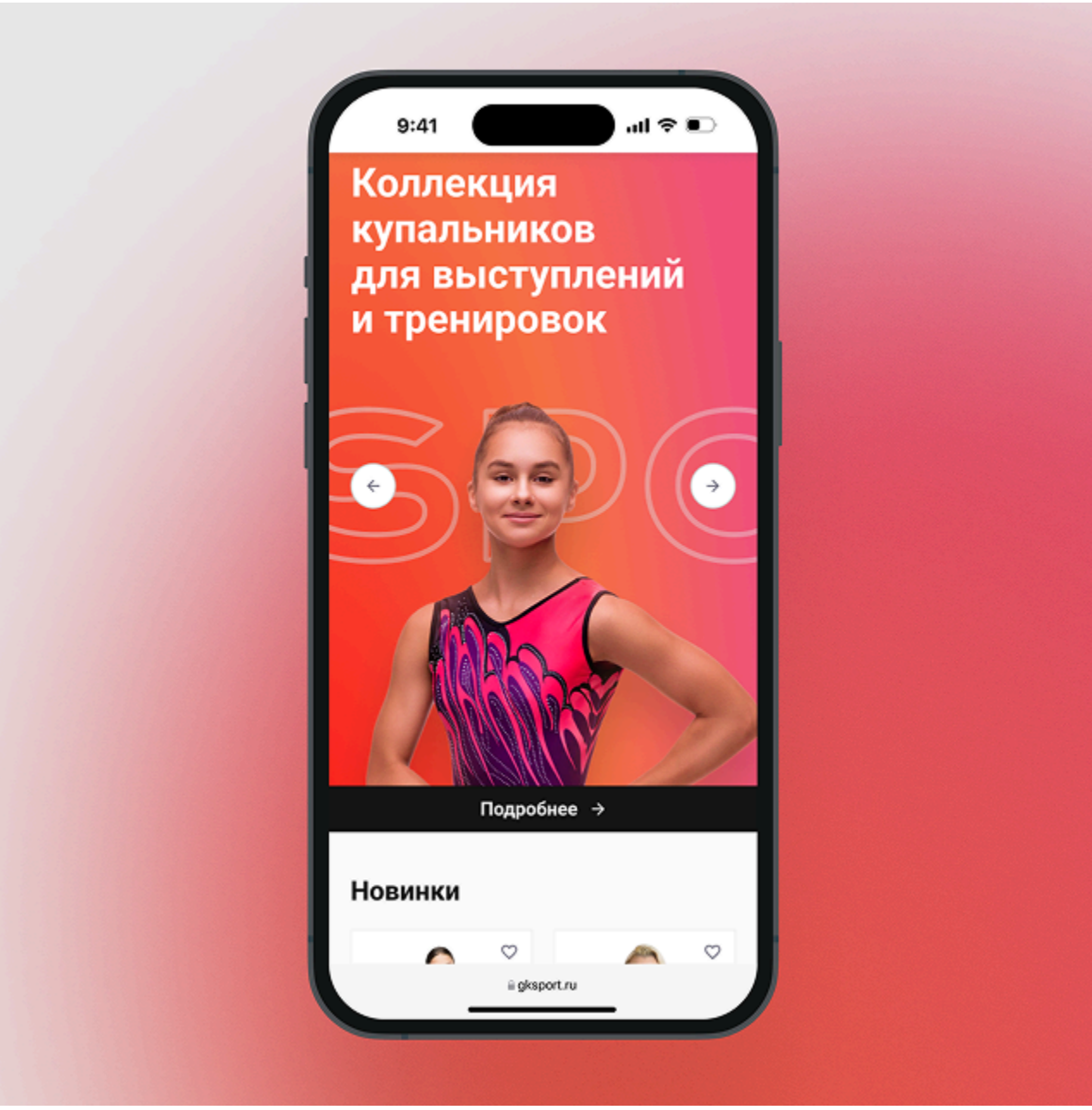


**// TASK**

The main request of the client is to develop an online store capable of providing stable operation under load, loading quickly and effectively converting visitors into customers. High-quality SEO optimization was also an important priority.

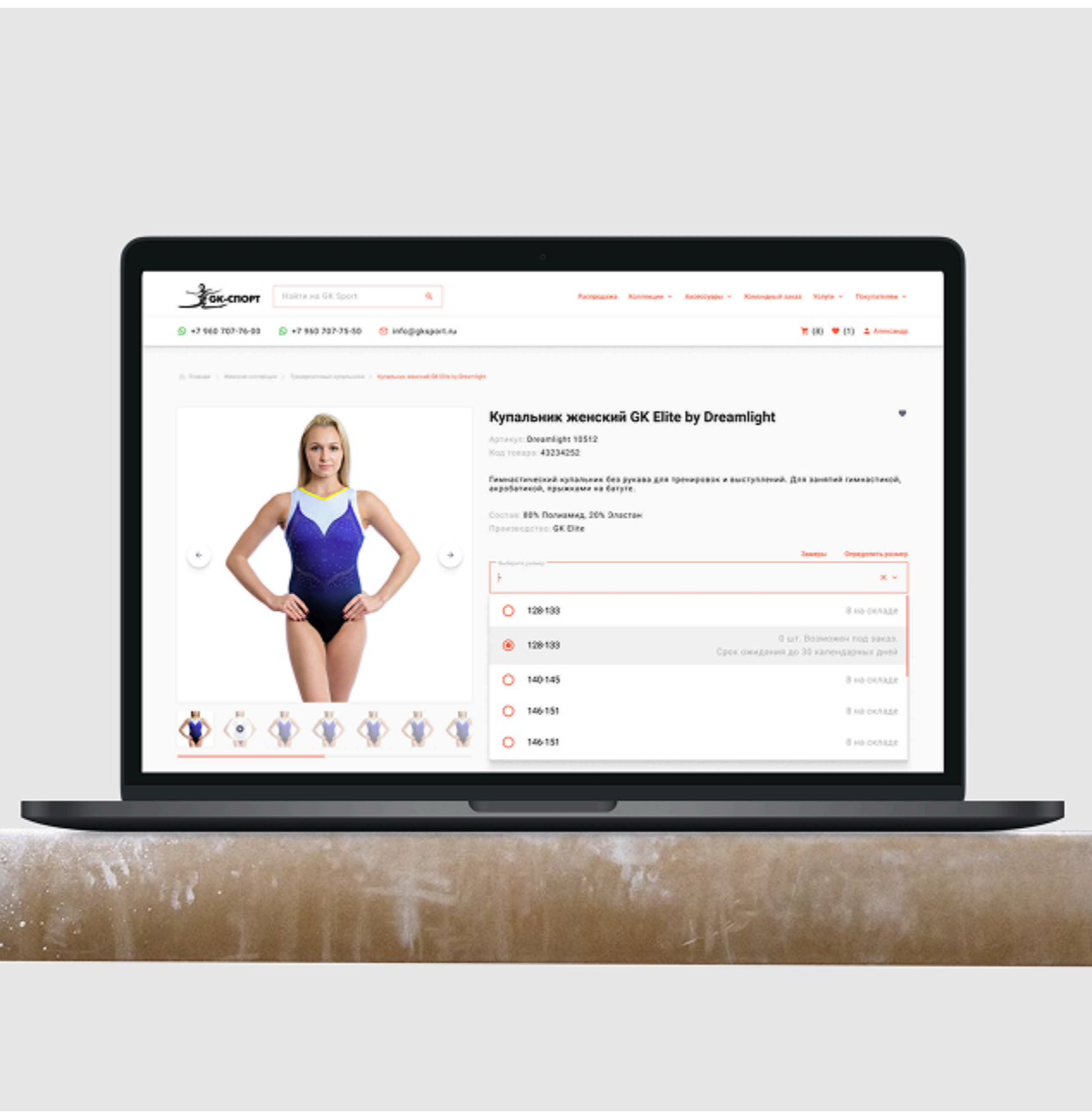
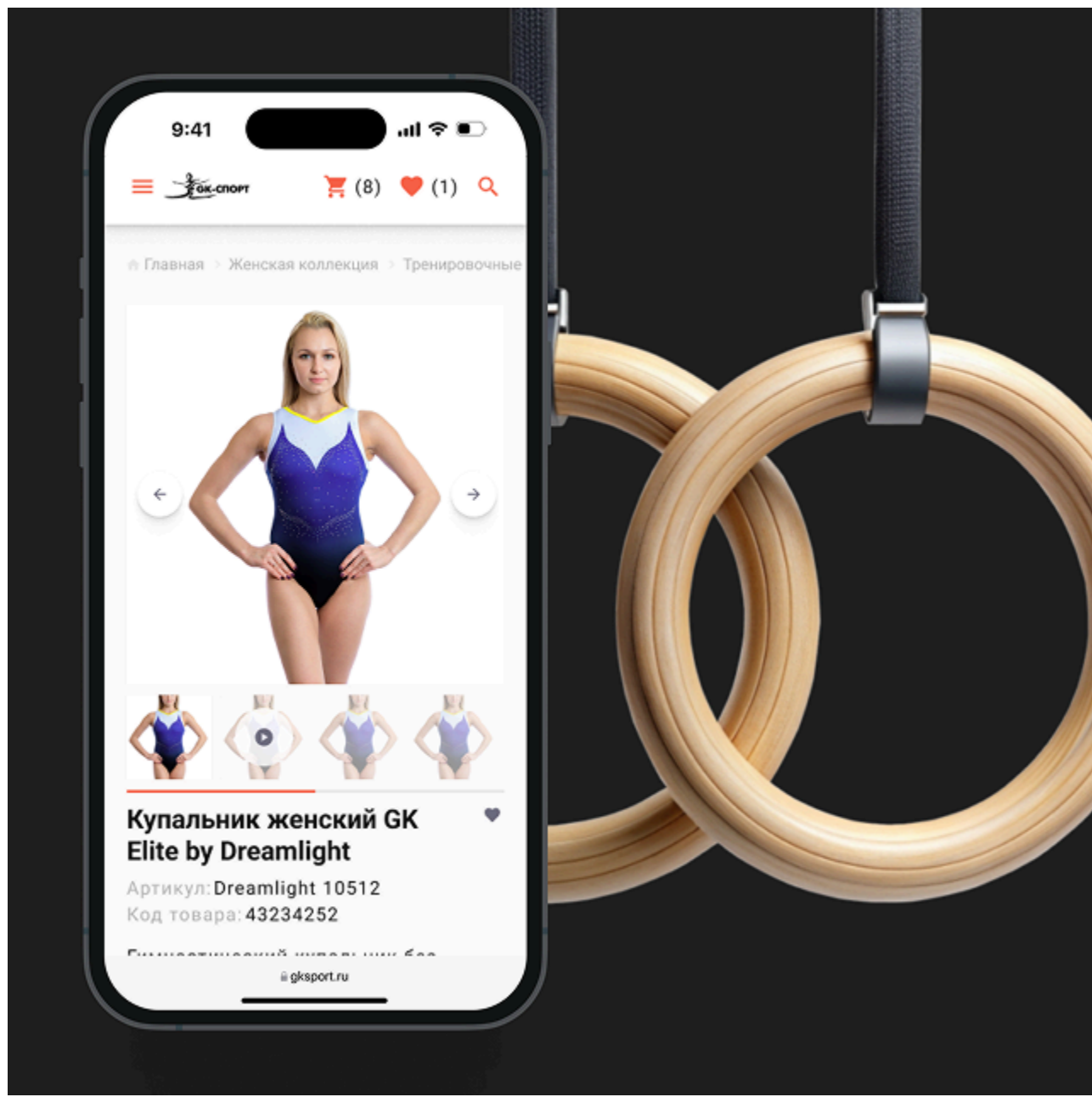


**// SOLUTION**



**01**

The project began with an analytical stage: we studied the market and competitors, conducted interviews with the customer in order to accurately understand the tasks and expectations. Based on this, the structure was formed and the key business processes were visually reflected. Next, we redesigned the original design system, adapting it to the project's goals, and developed a user-friendly administrative dashboard for effective content and data management.



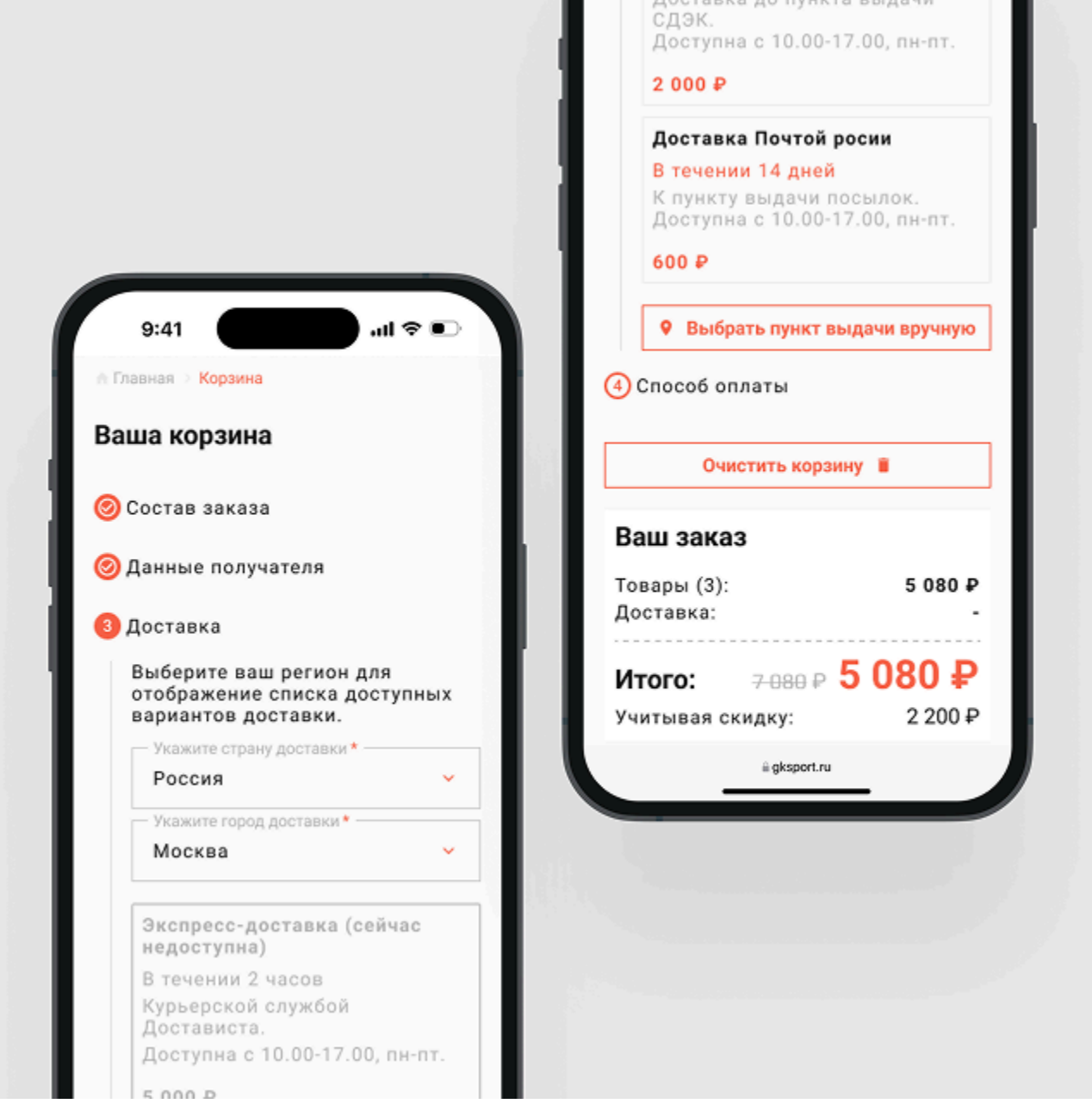
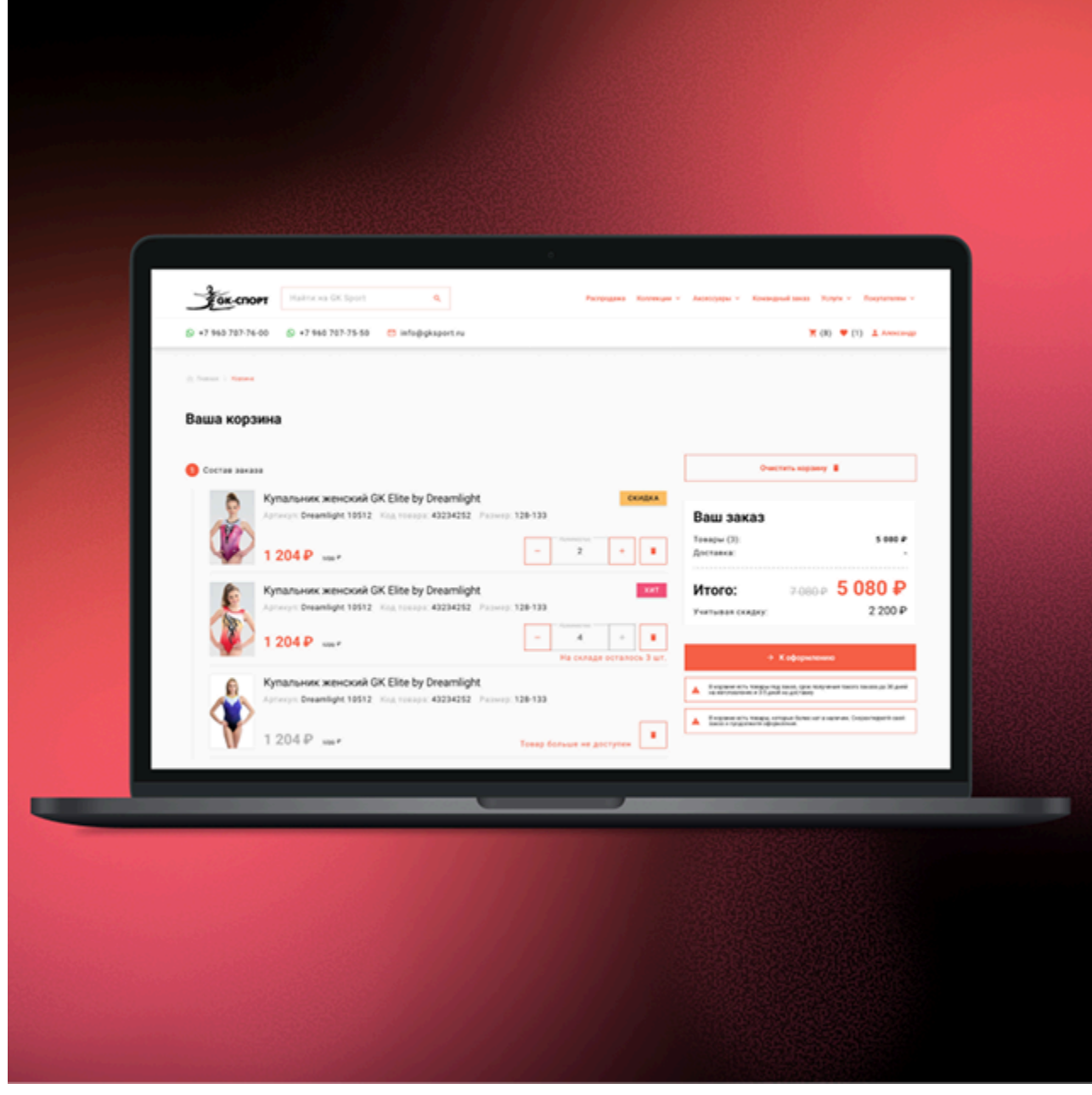
**02**

The product card has been completely rethought, and the process of its formation has been automated through the administrative panel.

Upon receipt of a product from the MoiSklad ERP system, labels are automatically assigned to it - "Discount", "New" or "Hit" — depending on the specified conditions. Such positions immediately fall into the relevant thematic sections: "Sale", "Sales hits", "New arrival".

**03**

The system provides flexible configuration of regional conditions. Payment and delivery methods now depend not only on the recipient's region, but also on the order amount, its composition and the time of registration. This makes the purchase process more adaptive and user-friendly for the end user.

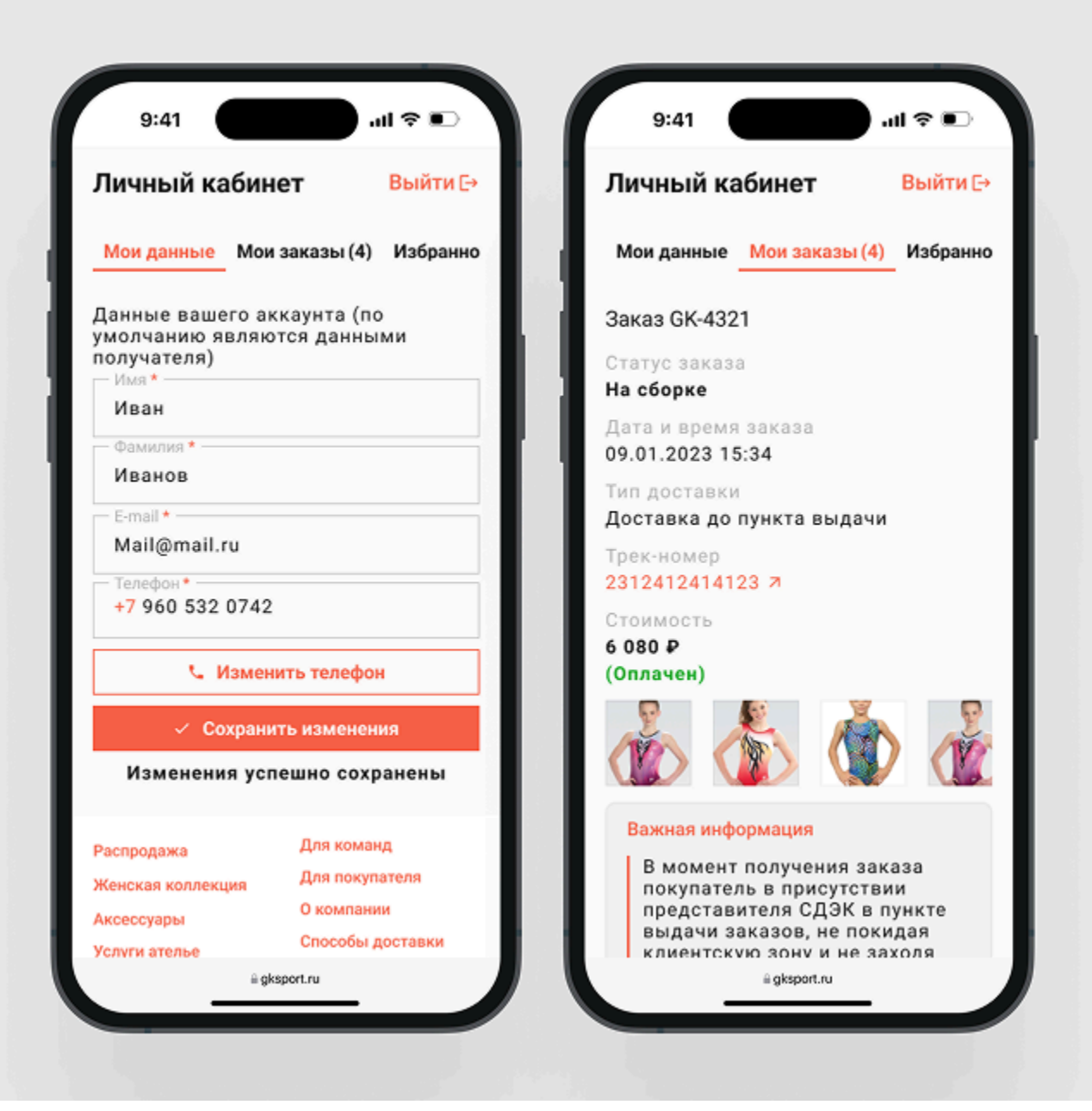
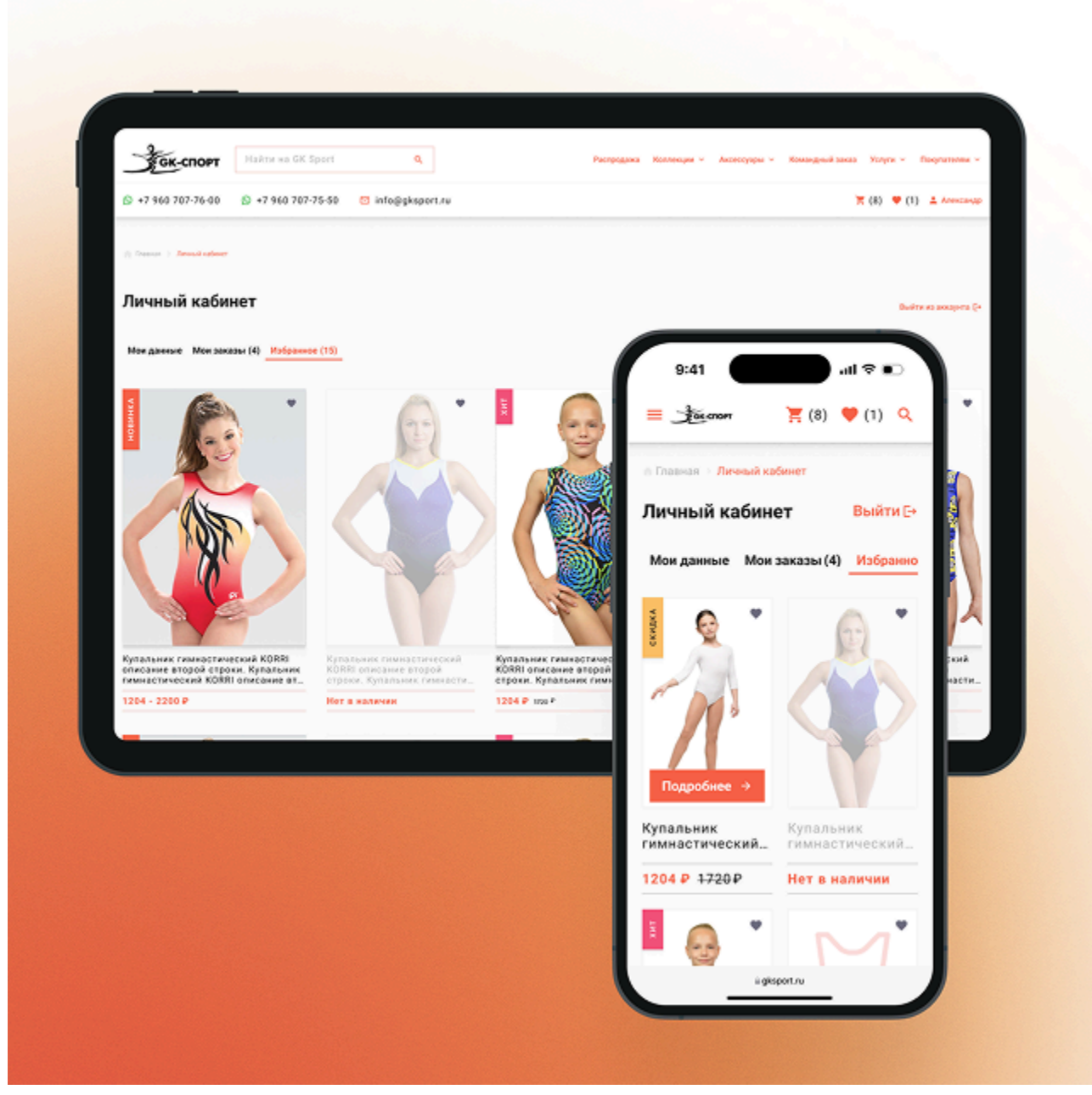


**04**

Service integration SMS.RU provided user verification during registration and authorization. This made it possible to avoid losses due to errors in contact information and to guarantee the possibility of contacting the buyer to confirm the order.

**05**

Integration with SDEC has made it possible to automate the delivery process: applications are generated without the participation of managers, which speeds up logistics and reduces the risk of errors.

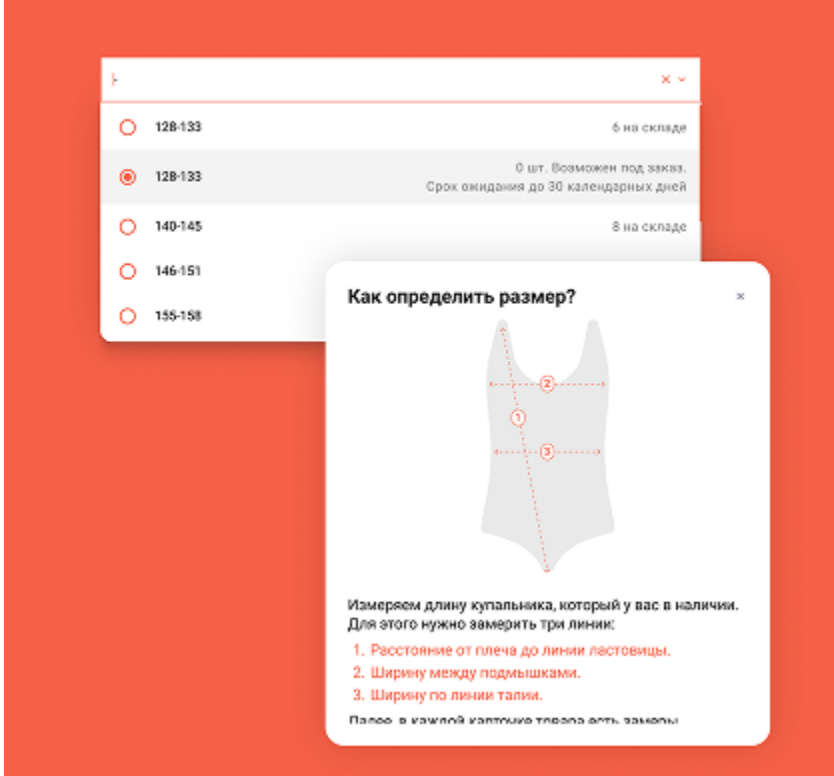
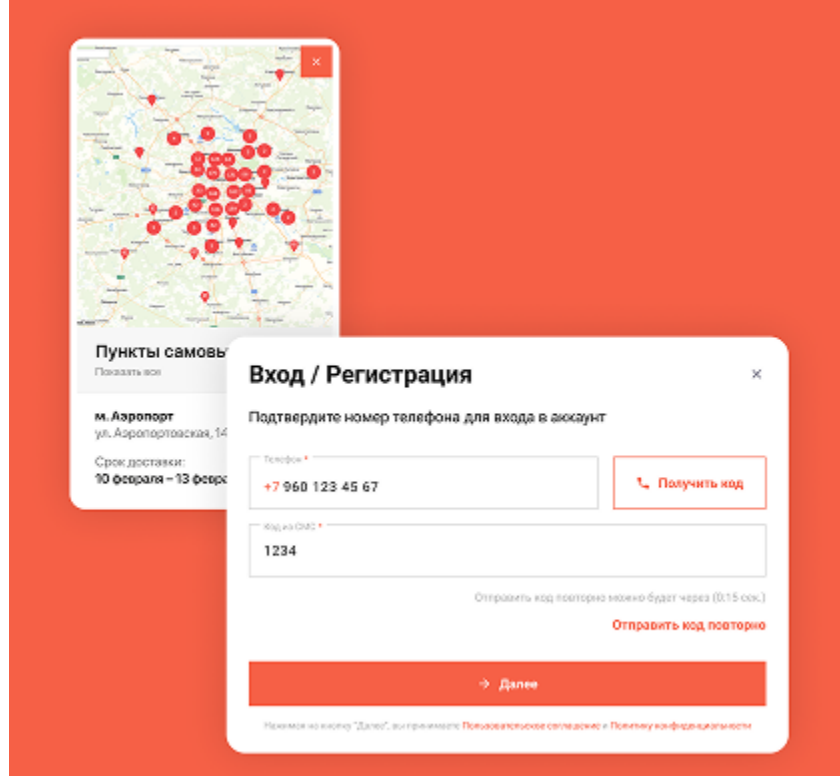


**06**

Automatic email distribution has been set up: customers receive notifications about the creation of an order, and employees receive notifications about new orders and a decrease in stock balances. This made it possible to establish transparent communication and prompt order processing.

**07**

A clear size range and tips when choosing sports uniforms helped to reduce the percentage of returns and refusals at the stage of receiving goods by customers.



**// RESULT**

An adaptive, modern and concise website has been developed, which has become not just a showcase, but a full-fledged sales and management tool.

• Integrations with MoiSklad, SDEK and payment systems have provided an end-to-end process - from ordering to delivery

• Automation of key operations has reduced manual labor and accelerated order processing

• The conversion rate has increased significantly, and SEO indicators have improved - the site has begun to work to attract and retain an audience.