

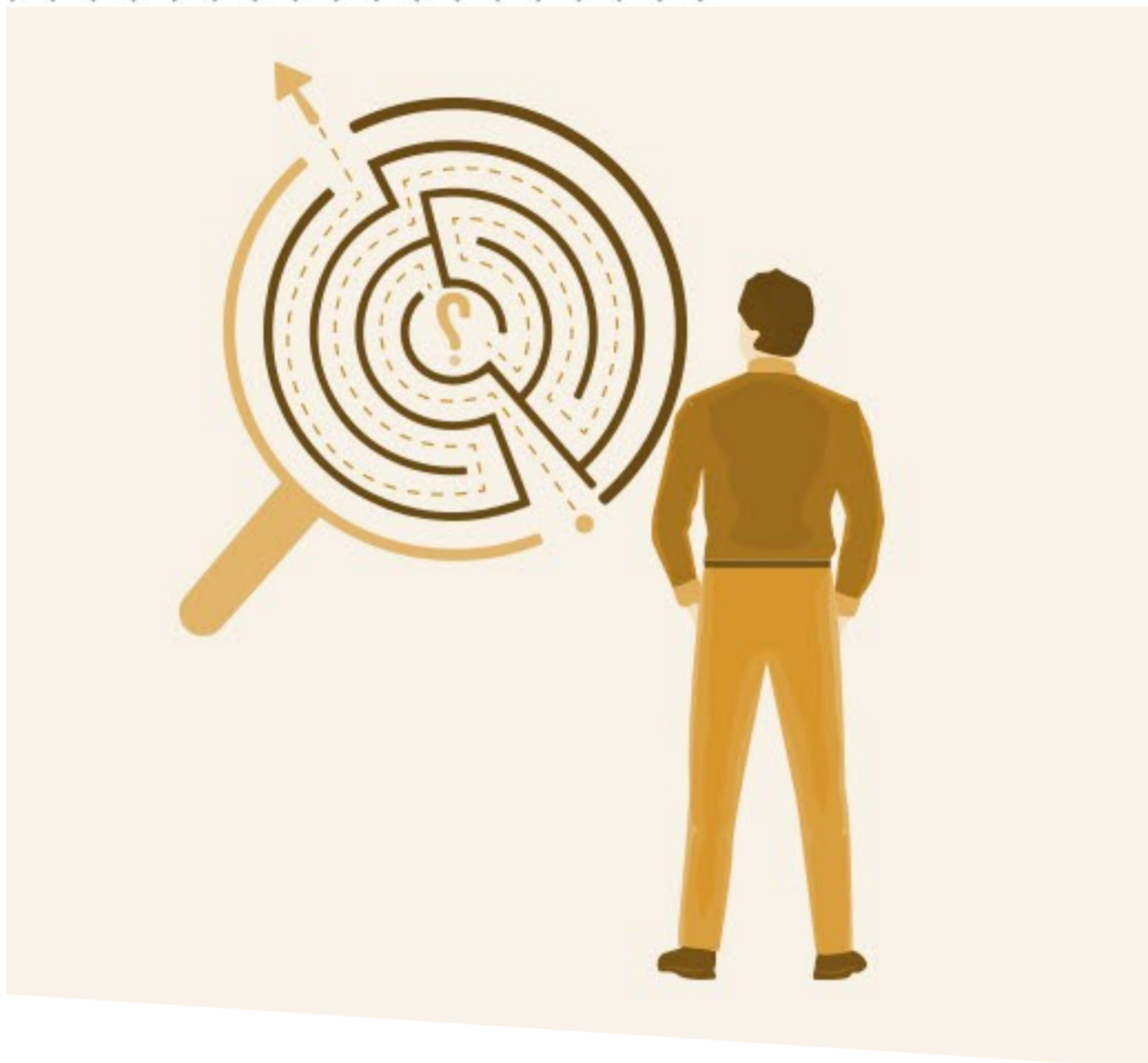
# Dang it, so for safety's sake CA is shut down

## About TuffStuff

TuffStuff is a company built for people who like to offroad and camp. TuffStuff is a leading manufacturer and distributor of high-quality overland products with all the accessories that are required for a perfect safe adventure trip. From bumper, winches, recovery parts to truck bed racks, trailers, lighting, tents, jeep parts, etc. They distribute only in the USA that too at affordable prices. You name anything you need for your adventure and they bet is they got you covered. TuffStuff approached Shine Dezin to completely redesign their website to cope up with the latest design standards.

## Client Requirements

TuffStuff is a company built for people who like to offroad and camp. TuffStuff is a leading manufacturer and distributor of high-quality overland products with all the accessories that are required for a perfect safe adventure trip. From bumper, winches, recovery parts to truck bed racks, trailers, lighting, tents, jeep parts, etc. They distribute only in the USA that too at affordable prices. You name anything you need for your adventure and they bet is they got you covered. TuffStuff approached Shine Dezin to completely redesign their website to cope up with the latest design standards.



## Challenges

The Shine Dezin team started with working on redesigning the website. One of the integral part of redesigning was to get a slider homepage that displayed all the products on the website. That turned out to be a tricky one as we were also required to create a PSD design. These two tasks interfered with each other's functionality for a while. Till we finally resolved the issue. Secondary, we were required to make a custom size chart for the eCommerce store. The Challenge we faced was with the units of the size chart. As we already had a size chart but with different standard units but to meet the client's demand we had to custom redesign again with different standard units as used in the USA.

## Our Solution

When it comes to the solution we at Shine Dezin believe in taking our client's approval at each step of working towards the solution. Af first we redesign the website. Next step is to get approval from the client before implementing it to the website. Once we are done with one part of the problem we move towards the next step and follow the same procedure over and over again till we have reached a

### Here is a list of solutions we worked on for our TuffStuff

- ✓ Complete Website Redesigned
- ✓ Design Creation PSD & HTML
- ✓ Shopify Design Implementation
- ✓ Popup Signup Banner
- ✓ Built a Custom Slider Homepage
- ✓ Built a Custom Size Chart for Collection Pages



## Impact

With the new design to the entire website and more functionality added to the eCommerce store. Definitely boosted our client's business

<p>These were the differences that the client noticed in a month after the changes were made.</p>	<p>More Traffic</p>	<p>Higher Conversion Rate</p>	<p>Sales Increased by 40% Compared to Before</p>
---	---------------------	-------------------------------	--

## About Shine Dezin Infonet

Established in 2009, we are one of the leading custom software development company providing solutions to enable digital breakthroughs for industry leaders and challengers. Our team of Certified Experts has delivered 1000+ custom software and mobile apps for startups and enterprises. Being an award-winning company, we have the expertise to streamline business processes and grow revenue with our digital services, adhering to the best industry standards and practices.