

ZELLIS

Our design philosophy



Your website is the online face of your business and often the first impression for your customers. Since first impressions really do count, we believe it's worth taking the time to get it right from the start.

Anybody can create a pretty website and themes abound that all look great on first glance. But ecommerce is not a beauty contest, it's serious business. If your website is not making sales, it's not a good business. The secret to a well performing ecommerce website is what your customers won't notice while they're on it. Good design goes far beyond shapes and colours. The end-to-end customer experience is the ultimate test of a good ecommerce design. A good website will be engaging, frictionless and intuitive. Details matter. Functions matter. Credibility, accessibility, personality, mood, communication and flexibility all influence conversion and ultimately sales. ZELLIS ecommerce websites are carefully designed and deployed to support and enhance your customer experience at every stage, both pre and post transaction, and beyond.

Every business is unique, so every website we build is unique. We do not use ready-made templates.

We take a very considered and deliberate approach to every website design project. Our design philosophy is what makes the difference.

1. Know who the website is for

Customers are people too. We all respond and react to things differently. Culture, location, language, past experiences and aspirations all impact how easily your website visitors will follow the various pathways and portals you offer, and ultimately how fast and happily they will arrive at their final destination, the checkout. We take time to understand who your customers are (or who you want to be your customers). This directly influences both the design and functionality of the website.

2. Understanding your capabilities

A website is a living breathing thing. Once it's been launched, you'll need to keep your new website fresh. You'll also need to implement email automation and email marketing, run promotions and launch new products from time to time. Will you be setting up and managing these things in-house?

Do you have those skills in house, or will you need to hire somebody or engage an external agency? If so what systems will be used, and what data will they require from your website to optimise the performance of ongoing marketing strategies. Knowing what you can do yourself and what you will need to rely on others for has a direct impact on the way the back-end of your website needs to be configured, and also what training we will need to give you.

3. The bigger picture

Creating a website in isolation is a bad idea. We need to understand what your business is today, how you got here, and where you're wanting it to be in the next few years. Multichannel retailing is fast becoming the norm, so understanding where your new website sits in the overall scheme of your business is critical to getting it right. If you have multiple brands, or business units, do they require special treatment on the website, or will they need their own standalone website in the future? Are you trading on marketplaces (you should be) or planning to in the future? Do you have a physical store or perhaps several? Do you supply other resellers, and if so what level of product data, images and marketing support do you need to be providing them with? Do you have a social media strategy? A great website nests neatly into your entire business sphere, sharing design, functionality and personality DNA with other channels you are active in.

4. What's your stack, Jack?

Websites run on sophisticated platforms. We only work with SaaS (Software-as-a-Service) platforms because they relieve you from the stress and hassle of managing site security, privacy, upgrades, patches, hosting, technical functionality, complex coding and integrations, and allow you to get on with the business of doing your business. We will need to know the systems you are relying on for your business today and which systems you plan to use in the near future. Essentially we need to know about any systems that will push or pull information from your website platform so we can determine data requirements across the project, including customer interactions, capture forms on the website, plus product data formatting, automotive compatibility fitment and more. It's important we understand the context in which your new website needs to perform so we can ensure it does it well.

5. Engagement and positive mood

From the first moment a visitor lands anywhere on your website, we aim to quickly engage their attention and make them feel positive and safe. We seek to infuse your website with credibility, simplicity, easy choices and multiple pathways. We seek to provide useful and reassuring information, images and messaging that will best manage customer expectations and set you up for a great relationship that lasts. Colours, words, shapes, images and space all contribute to subconscious emotional and psychological responses in the minds of your website visitors. The easier it is, and the more positively assured they feel, the more willing they will be to trust you and purchase. Without trust, they won't even bother. There are simply too many other great websites out there for customers to persist with an experience that doesn't sit comfortably.

6. Uniqueness & memorability

Being memorable is a key quality for all businesses to aspire to. What makes your website memorable are the differences, not the similarities to competitors. We reject me-too strategies, and will be advocating you do the same. Just because somebody else is doing something doesn't make it the right thing for you to be doing. The most vibrant, memorable and desirable brands in retail today are unique in their own way. The personality of your brand needs to pervade everything the customer sees and does. Functionality and features matter. Placement and colours make a difference. The importance of knowing your own brand personality cannot be overstated. Be unashamedly yourself, and those who appreciate it will be drawn to you. If your brand is not clearly defined, we may recommend focussing on defining it first. Creating the ideal website for a poorly defined brand is like trying to buy a gift for somebody you don't know – it's pure hit and miss.

7. Your commitment to success

We're not building your website just for fun. We're building it for your future success. If you're not 100% committed to making it succeed, no matter how great a job we do, it ultimately will be a waste of your effort and money. Designing and deploying a website is a team activity, and your continuous interest and input is vital to the result. We'll be interacting regularly with you about various aspects of the project, especially during the design phase plus pre-launch setup and training. We need to know that you'll be able to not only respond when it's needed, but that any tasks needing to be done by you or your team will be carried out promptly so as not to hold up the process. Make sure there is a responsible person within your business with authority to make decisions about the website who is committed to follow the project through to completion. We will too.

8. It's your website

We believe your website is yours, so we'll never advertise ourselves on it. Unlike most web designers, we don't put our logo or link anywhere on the websites we create... ever!

We look forward to speaking with you soon about your online business and exploring how we can best support you to achieve the success you're after through best-in-class web design, user experience and communications strategy.



ZELLIS Connect is the unified commerce platform with superior support + PERKS that you will actually use.

ZELLIS Connect clients receive bot-free, fast response support and account management plus ongoing training as and when you need it without additional charges. View full terms & conditions at:

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