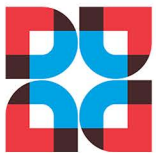


# CASE STUDY:

## AUTO PARTS CATALOG



**SMITH**  
CONSULTING

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30251 GOLDEN LANTERN STE E187  
LAGUNA NIGUEL, CA 92677

## ABOUT THE CLIENT: CRAGAR WHEEL

Cragar® wheels are a tradition of style, performance, quality, and development, all of which have led to expansions in wheel design and manufacturing. Many of the key milestones that have created a lasting impact on the Cragar® culture are strictly defined by the elegant appearance of the wheels and high-quality performance.

Not only is Cragar® known for its unique make and incredible speed support, but its distinct style and characteristics allow its wheels to stand out against competitors. Cragar's iconic appearance, rooted with its elegant hubcaps and chrome plated wheels, abides to modern production today.



## AUTO PARTS E-COMMERCE REQUIREMENTS



Fully customizable product catalog page with unique listing display



Ability to mass import new products from a custom CSV file and export the same format



Category filtering by single and multi-category selection options



Custom data on product details pages with table display



Mobile responsive design on all devices; phone, tablet, laptop and desktop!



Social media sharing on the major platforms from the product details page



## AUTO PARTS WITH IMPORT FROM BACK-END SYSTEM

Cragar Wheel needed a shopping cart that would allow them to customize their catalog design to match the look and feel of the rest of their site, as well as importing the product and category data from an existing back-end system.

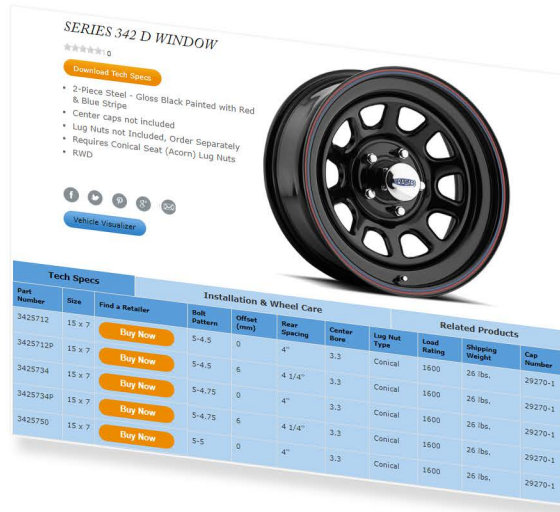
Our shopping cart was customized to fit both requirements. Working with current eCommerce trends, the Cragar Wheel site is fully mobile-friendly and their customers have the option to social-share their products directly to all major social media channels!

The screenshot displays the Cragar Wheel website interface. At the top is a blue navigation bar with the Cragar logo and links: WHEELS, VEHICLE VISUALIZER, HERITAGE, NEWS, FIND A RETAILER, PROMOTIONS, and CRAGAR APPAREL. Below the navigation bar is a hero section featuring four large wheel images: 614C S/S, 615BMBC, 620MB, and 620BMBC. A 'Filter By Wheel Style' section follows, with tabs for ALL, S/S, MODERN MUSCLE, STEEL, VINTAGE, and GOLF. The main content area is a grid of ten product categories, each with a wheel image and a title:

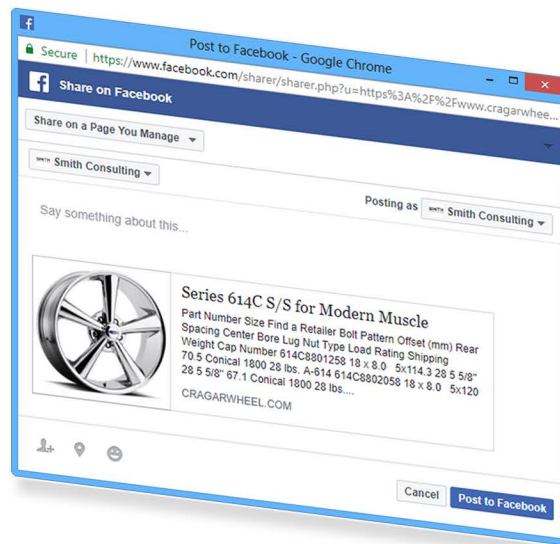
- Series 614C S/S for Modern Muscle
- Series 08/61 S/S Super Sport
- Series 61G - S/S Super Sport Direct Drill
- Series 61C - S/S Super Sport Direct Drill
- Series 61C S/S 6 Spoke Super Sport Direct Drill
- Series 615BMBC Modern Muscle
- Series 620MB Modern Muscle
- Series 620BMBC Modern Muscle
- Series 617C Modern Muscle
- Series 617B Modern Muscle



IMPORT PROCESS  
WAS CUSTOMIZED  
TO SUPPORT  
IMPORT OF  
PRODUCT AND  
IMAGE DATA FROM  
LEGACY SYSTEM.



CUSTOM 3RD  
PARTY SOCIAL  
SHARING WAS  
INTEGRATED  
FOR MAJOR  
SOCIAL MEDIA  
PLATFORMS



CUSTOM FILTERING  
TO ALLOW SINGLE  
AND MULTI-  
CATEGORY OPTIONS  
FROM THE CATALOG

