CASE STUDY:
AUTO PARTS CATALOG

CRAGAR

SMITH CONSULTING

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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!
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