

Case Study

Bolsino

Overview:

This case study explores an e-commerce website built using **Shopify, Ruby on Rails,** and **JavaScript**, designed to sell luxury brand handbags for women. The platform aims to provide a refined and high-end shopping experience, targeting customers who seek premium designer bags.

The changes are focusing on enhancing user experience and functionality. Key changes included a new product listing page with improved design and search functionality and a detailed view page for individual products, offering comprehensive information and a seamless purchasing experience.

URL : <https://bolsino.com/>

Technologies Used:

1. Shopify

- E-commerce Platform: Shopify provided the backbone of the website, making it easy to manage products, handle payments, and keep track of inventory.
- App Integrations: Shopify's app store made it possible to add extra features like advanced search, product filtering, and verified vendor badges to enhance the shopping experience.

2. Ruby on Rails

- Backend Development: Ruby on Rails powered the site's backend, managing data and handling the core logic that makes the website function and product information.

3. JavaScript

- Interactive Front-End: JavaScript added interactive features to the website, like search functionality and collapsible sections for product details, making the site more engaging and easier to use.
- User Interface Enhancements: JavaScript helped create smooth animations, sliders, transitions, and responsive elements, giving the site a modern and dynamic feel.

4. HTML and CSS

- Custom Styling: CSS was used to design a clean, elegant look that reflects the luxury brand image, keeping the website visually appealing and aligned with high-end aesthetics.
- Responsive Design: HTML and CSS ensured the site worked well on all Devices desktop, tablet, and mobile so that customers have a consistent experience, no matter how they're browsing.

Product Listing Page:

The product listing page has a simple, modern design that makes it easy for users to browse products. Here's what it includes:

- Clean Design: The page has a sleek, upscale look with high-quality images and a neat layout, which fits the luxury brand feel.
- Category Navigation: There's a "Shop By Category" section with icons for different types of handbags, like Leather Handbags, Tote Bags, Crossbody Bags, Box Bags, and an option to view All Categories. This lets shoppers easily find the type of bag they're looking for by clicking on the relevant icon.

Shop By Category



Leather Handbags



Tote Bags



Crossbody Bags



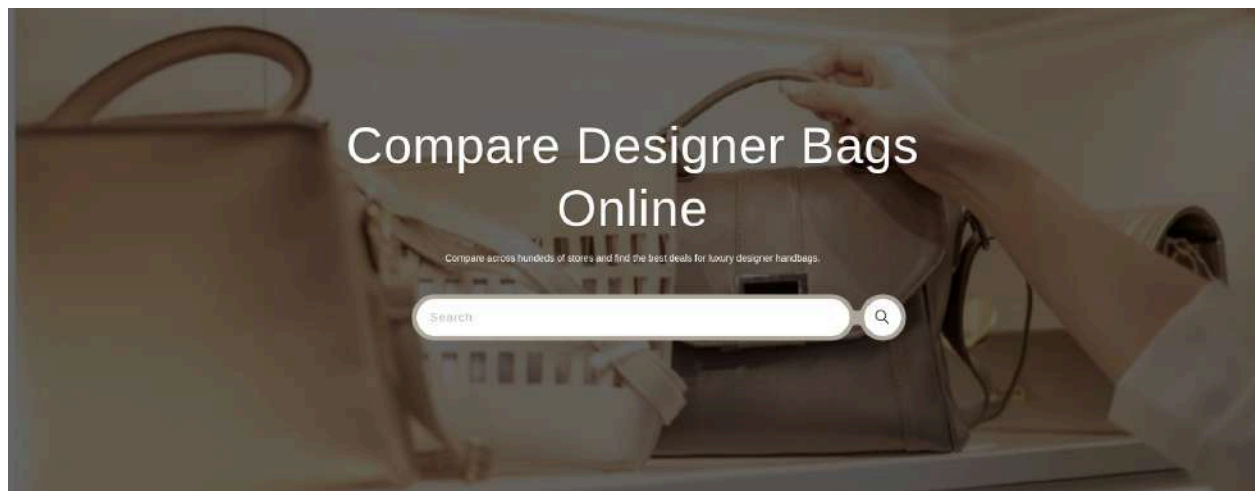
Box Bags



All Categories



Search Bar: Users can search for products based on specific keywords or features, making it easier to find what they want quickly.



Trending Now Section: This section highlights popular and in-demand products, showcasing the latest trends in luxury handbags. Users can easily discover what's currently fashionable, enhancing their shopping experience.



Discount: Here, users can find limited-time offers and discounts on selected items, encouraging them to take advantage of special pricing while it lasts. This section adds urgency and excitement to the shopping process.




Up to **50%** Extra Off
Premium Designer
Bags

Shop Now 


Deal of the Day: Featuring exclusive products each day at a discounted price, this section aims for users to check back regularly for new deals, creating a sense of anticipation and encouraging daily visits.

Deals of the Day

[View All](#) 




Turnlock Crossbody in Siren
\$1,186.03 ~~\$2,000.00~~





Coach Tabby Shoulder Bag
\$1,186.03 ~~\$2,000.00~~




Coach Tabby Shoulder Bag
\$1,186.03 ~~\$2,000.00~~



Coach Tabby Shoulder Bag
\$1,186.03 ~~\$2,000.00~~

Deals of the Day  



10 Days 15 Hours 40 Minutes 20 Seconds

Coach Tabby Shoulder Bag
\$1,186.03 ~~\$2,000.00~~

Top Brands: This section showcases the most popular luxury brands available on the site, making it easy for users to browse products from their favorite designers. This feature reinforces brand loyalty and enhances the luxury shopping experience.

Top Brands



Product Detail Page:

Each product has its own dedicated page that provides all the information a shopper needs. Key features include:

- **High-Quality Product Image:** A large, high-resolution image of the handbag is

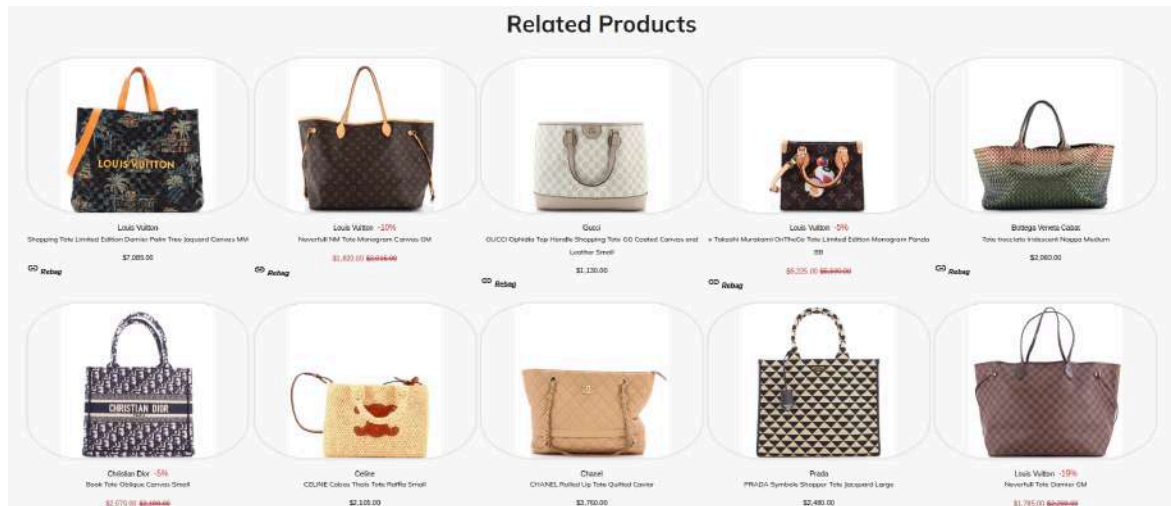
displayed at the top of the page, letting shoppers see the details and craftsmanship up close.

Product Title and Price: The brand name and model are shown clearly, along with the price.

Product Details: A brief description highlights the bag's features, materials, and quality, such as natural fibers and a luxurious feel, which appeals to shoppers looking for high-end, sustainable products.

The screenshot shows a product detail page on the Bolsino website. At the top, there is a navigation bar with the Bolsino logo, a search bar containing the text "Try searching 'Luxe Vuitton' or 'Black Tote'", and links for "Sign up or Log in" and "Price (USD \$)". Below the navigation bar is a menu with categories: "All Handbags", "Brands", "Sale", "Magazine", "Guides", "Invest", "Buying Guides", "Styling", "Brand Expertise", "Authentication & Care", "Craftmanship", and "About Us". The breadcrumb trail reads "HOME > BURBERRY BAGS > BURBERRY CHECK BAGS > BURBERRY CHECK BAGS". The main content area features a large image of a red Burberry Check Banner NM Tote Leather with House Canvas Medium bag. To the right of the image, the product title "Burberry Check Banner NM Tote Leather with House Canvas Medium" is displayed, followed by a price of "\$1,290.00" and a "Buy Now" button. Below the price, there are three gold award icons: "100% AUTHENTIC", "100% GENUINE", and "100% GUARANTEED". At the bottom of the page, there is a note: "Rebag is a verified vendor and partner of Bolsino.com" and a "Product Details" link.





Related Items: A Related Products section at the bottom of the page showcases similar items, encouraging shoppers to explore other options and discover more products they might like.



Customer Reviews: A Customer Reviews section allows previous buyers to share their feedback, helping potential customers make informed decisions based on real experiences.



Product Comparison: A Comparison Table highlights how this product stacks up against similar handbags. The table includes details such as brand, price and unique features, helping shoppers see what sets this bag apart and allowing them to make a well-informed choice.

Comparison		
 Fashionette Demo		Free shipping
	Dummy Men's Utility Oversized Sling Bag - Grey	\$100.00
 Demo 2		Free shipping
	Dummy 2 Men's Utility Oversized Sling Bag - Grey 2	\$250.00

What Our Members are Saying



Jessica Gonzalez
 ★★★★★
Great customer Service
 Contrary to popular belief, Lorem ipsum is not simply random text. It has roots.
1 day ago



Eleanor Jinnor
 ★★★★★
Great customer Service
 Contrary to popular belief, Lorem ipsum is not simply random text. It has roots.
1 day ago



Elizabeth
 ★★★★★
Great customer Service
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1 day ago



Patricia Mayo
 ★★★★★
Great customer Service
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