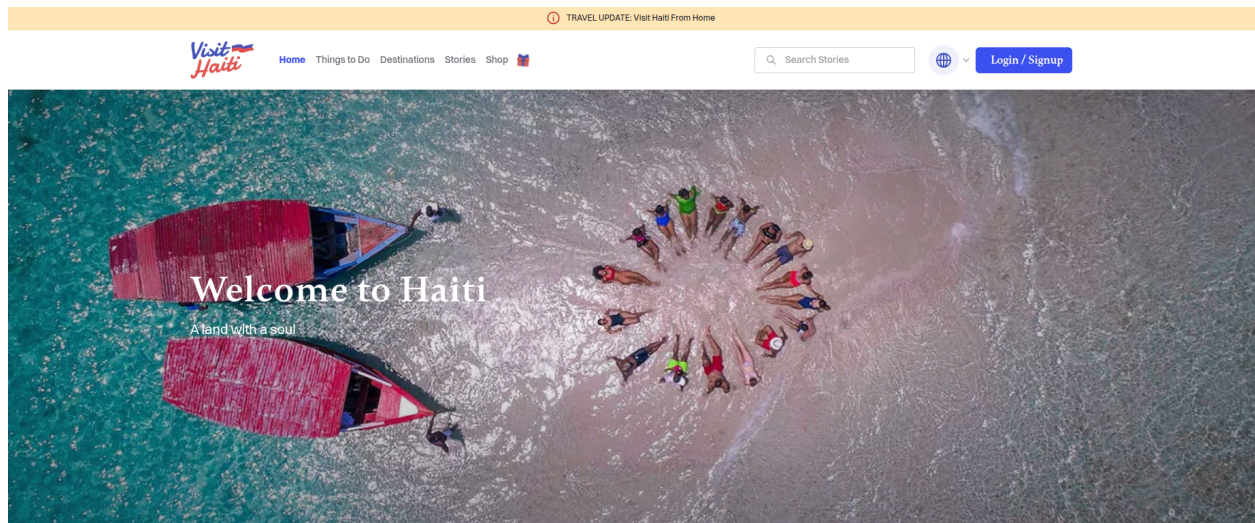


# Case Study

## Visit Haiti

Tourism & E-commerce Ecosystem  
(WordPress + WooCommerce)



## Overview

**Visit Haiti** is a dual-domain digital platform designed to promote tourism while enabling users to purchase curated Haitian products online.

The platform consists of:

- **Main Website (Tourism):** <https://visithaiti.com/>
- **E-commerce Store:** <https://shop.visithaiti.com/>

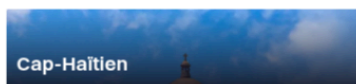
Both websites were **designed and developed from scratch** using custom WordPress themes, ensuring full control over performance, design, and user experience.

## Objectives

- Present a **new and authentic narrative of Haiti**
- Provide a **rich travel discovery experience**
- Enable **seamless shopping of Haitian products**
- Create a **unified user experience across multiple domains**

### Explore Haiti

Imagine having that one friend who knows every nook and cranny of their hometown—that's us for Haiti. Our city guides are crafted by local experts who share all the hidden spots you won't find on other travel guides.



Cap-Haïtien



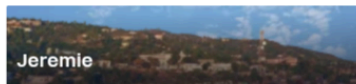
Jacmel



Labadee



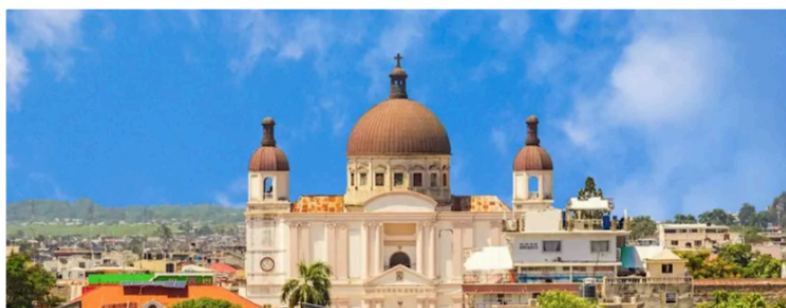
Port-au-Prince



Jeremie



Pestel



To Stay To Eat To Do To Beach

Since celebrating its 350th anniversary in 2020, [Cap-Haïtien](#) has become Haiti's top travel destination. As Haiti's second-largest city, it draws visitors with its rich history, world-class beaches, and UNESCO heritage sites. Join us as we take a swooping dive into the heart of the city and learn how it earned its well-deserved title as Haiti's second city.

# Solution Architecture

Component	Technology
CMS	WordPress (Custom Theme)
E-commerce	WooCommerce
Payment Gateway	PayPal
Authentication	Cross-domain login system
Frontend	Custom UI/UX (No templates)

## Tourism Platform (Content Experience)

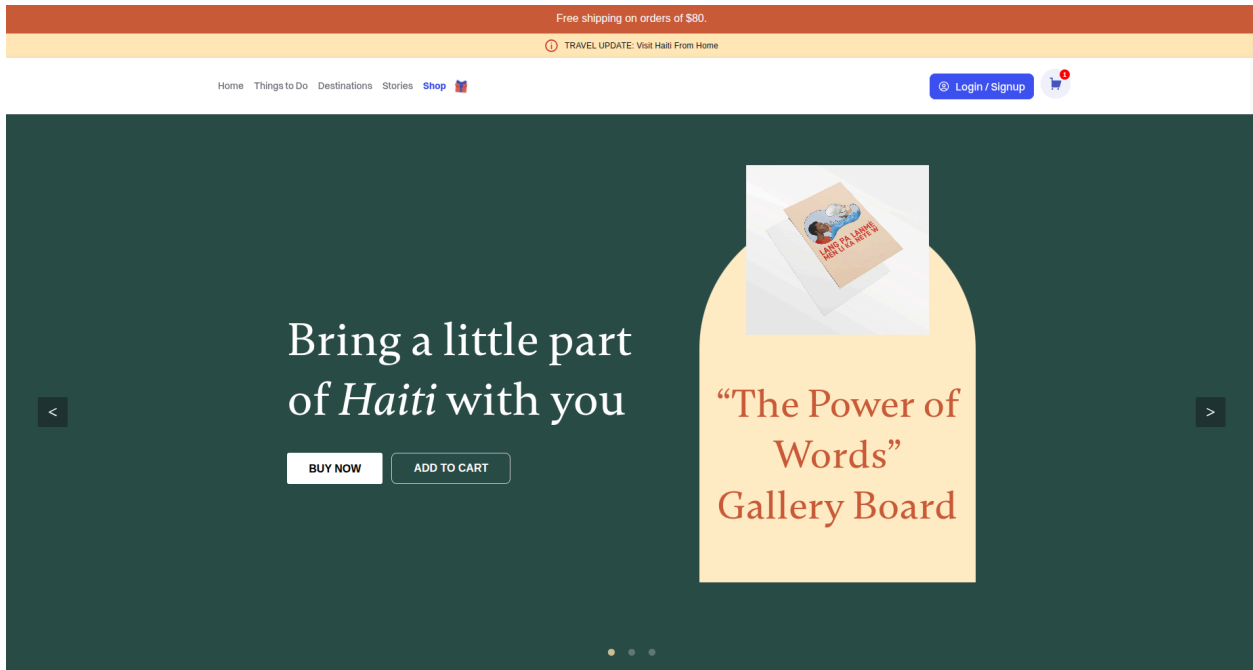
### Key Features

- Destination-based exploration (Cap-Haïtien, Jacmel, Port-au-Prince, etc.)
- Story-driven blog content
- Travel planning guides:
  - What to pack
  - When to travel
  - Safety tips
- Cultural storytelling (Vodou, local life, traditions)
- Newsletter integration

## Highlights

- Clean, editorial-style layout for storytelling
- SEO-optimized content structure
- Category-based navigation (Beaches, Culture, Nature)
- Engaging visual hierarchy

## E-commerce Platform (WooCommerce)

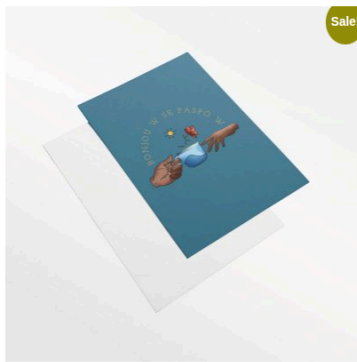


# Shop Interface

## Features

- Product catalog with categories (mugs, gallery boards, posters, etc.)
- Product detail pages with image galleries
- Cart & checkout system
- Related products & upselling
- Stock indicators and urgency messaging
- Shipping and delivery estimation


## Featured Haitian Products




Sale

ADD TO CART

**"Welcoming Horizons" Gallery Board**  
~~\$33.00~~ **\$29.00**


 **Hurry up! Only 5 units left in stock!**




Sale

ADD TO CART

**Bonjou Coffee Mug**  
~~\$32.00~~ **\$26.00**

 **In stock**


[Load More](#)



Sale

SELECT OPTIONS

**Map of Haiti**  
**From \$22.00**

 **In stock**

# Made in Haiti, delivered to you!

coffee mug

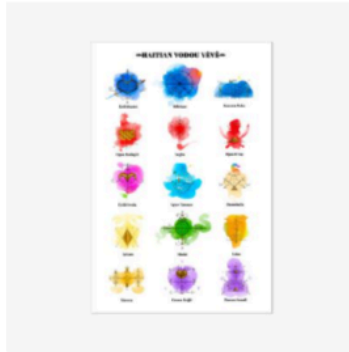
Gallery Boards

Posters

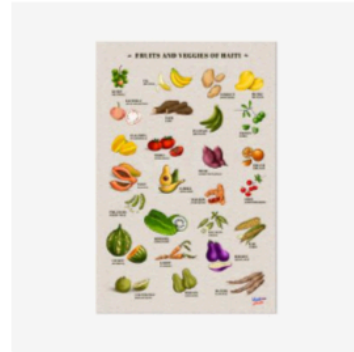
Tote bags



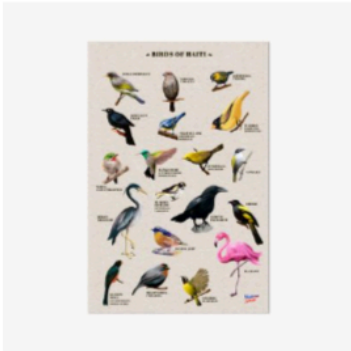
**Map of Haiti**  
From \$22.00  
✔ In stock



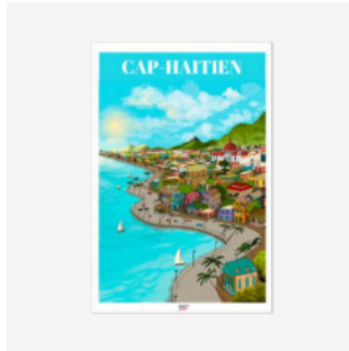
**Haitian Vodou Vèvé Poster**  
From \$22.00  
🚨 Hurry up! Only 8 units left in stock!



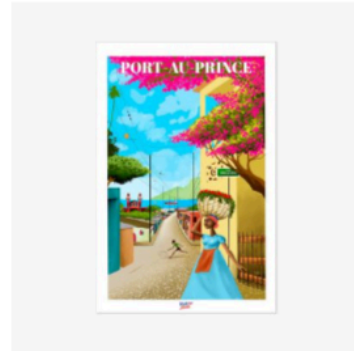
**Haitian Fruits & Veggies Poster**  
From \$22.00  
✔ In stock



**Birds of Haiti Poster**  
From \$22.00  
✔ In stock



**Cap-Haitien City Poster**  
From \$22.00  
✔ In stock



**Port-au-Prince City Poster**  
From \$22.00  
✔ In stock

# Payment Integration

- Secure **PayPal integration**
- Smooth checkout experience
- Trust badges for user confidence

Progress bar: 1. Cart (checked), 2. Shipping & Billing (active), 3. Thank You

1. Login

Sign in or Create an account to continue the checkout

Sign in / Sign up | **PayPal** Checkout

2. Delivery address

3. Order Summary

1 items

4. Payment

PRODUCT	SUBTOTAL
"Welcoming Horizons" Gallery Board x 1	\$29.00
<b>Subtotal</b>	<b>\$29.00</b>
Shlpment	Flat Rate: \$10.00
VAT	\$0.00
<b>Total</b>	<b>\$39.00</b>

**Norton SECURED** Shop with confidence  
100% Secured Shopping by Norton.

Your personal data will be used to process your order, support your experience throughout this website, and for other purposes described in our [privacy policy](#).

3. Order Summary

4 items

4. Payment

Cash On Delivery

Credit / Debit Card

Card Number: 1234 1234 1234 1234

Expiration Date: MM / YY

Security Code: CVC

Save Payment Information To My Account For Future Purchases.

# **Cross-Domain Authentication System**

## Login

 Remember Me

Success!



Sign In

[Create account](#)

[Forgot password?](#)

OR SIGN UP WITH



Facebook



Google

## Problem

Users typically need separate accounts for:

- Main website
- E-commerce store

This creates friction and reduces conversions.

## **Solution**

A **custom cross-domain authentication system** was implemented:

- Single login works across both domains
- User session is shared securely
- No need to create multiple accounts

## **Impact**

- Improved user experience
- Reduced login friction
- Increased purchase conversion rates

# **Custom Development**

## **From Scratch Build**

- Fully custom WordPress themes (no pre-built templates)
- Tailored UI/UX for both platforms
- Modular and scalable architecture

## **Custom Features**

- Dynamic content modules
- Custom layouts for destinations and stories
- WooCommerce UI customization
- Performance optimization

# Key Outcomes

- Strong storytelling platform for tourism
- Fully functional e-commerce system
- Seamless cross-domain user experience
- Optimized performance and scalability
- Unique, brand-focused design

# Conclusion

The Visit Haiti platform successfully combines **content-driven tourism** with **e-commerce functionality** into a unified ecosystem.

By implementing **custom development and cross-domain authentication**, the project delivers a seamless and engaging experience that both informs and converts users.