



Dragons' Den winners e-commerce platform for their world leading products.

Following overwhelming success on Dragons' Den and growing worldwide sales, Magic Whiteboard bought back 100% of the shares and came to Cotidia to enhance their online presence.

Working with Neil and the team, we updated the brand and gave their e-commerce site an overhaul, resulting in a fresh and exciting website for them to continue growing with.

Business Goals

Impactful

The brand needing a little refinement and modernisation, we simplified the logo along with creating a brand colour palette and suitable fonts to accompany it.

Organised

Introducing new features for the shop, to aid the shopping experience in a smart and simplified way – such as labels, offers and more.

Informative

The story of Magic Whiteboard is an interesting one, which wasn't being told previously online. It is a focal point for the site to narrate Neil's journey as well as inform customers about the products.

Secure

The system needs to be intelligent as well as secure when regularly handling and processing copious amounts of orders.

Partnership

As an already established online shop, Magic Whiteboard know how their business runs best and what they need from their systems to function well. By working with them to find out these requirements and translate them into achievable goals, we partnered in setting a realistic brief that made a difference to the company whilst maintaining a manageable budget.

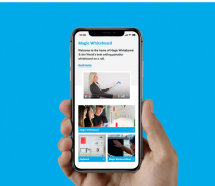
The process

Assessing the sales methods, buying habits and sales goals, and working with Magic Whiteboard to accommodate all these.

Deliverables

The Magic Whiteboard site quickly grew from a simple and outdated format into something far more detailed and customer focussed. The introduction of lifestyle imagery helps showcase the products, whilst the improved page layouts and key UI elements make for a slicker and simpler purchase process.

Take a look for yourself at magicwhiteboard.co.uk



Visual impact

New branding coupled with large lifestyle photography brings a lively and engaging look to the site throughout.



Multiple languages & currencies

The site comfortably supports multiple different languages and currencies for its international customer base.



Invoice accounts

Along with secure checkout through SagePay, customers can purchase through invoice too, all managed within their account area.

“Cotidia are experts in developing great webpages that have substantially increased our online sales. They are excellent at the design and technical development.

The team are very helpful and professional. They will work with you to turn your ideas into reality.

Neil Westwood, Managing Director of Magic Whiteboard