Magento Case Study: Watson's

Improved UI and Navigation

Watsons.com features all the products customers enjoy in their longpopular brick and mortar locations including pools, spas, furniture, fireplaces, pool tables and more. Now, customers can research products with detailed descriptions and updated images before shopping in store.
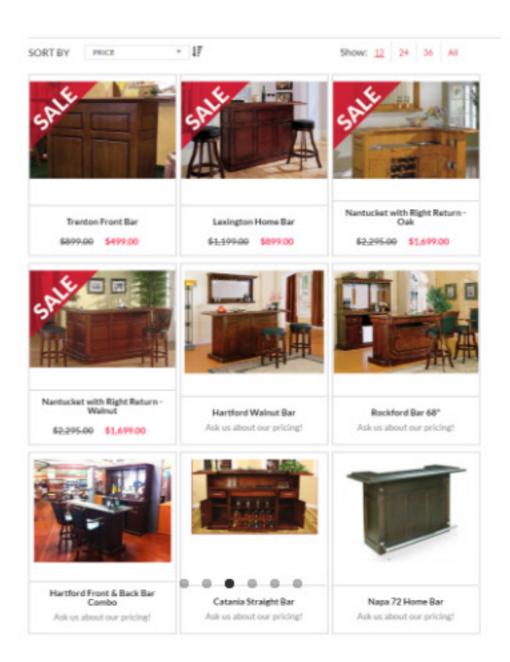
The Challenge

Watson's was operating on an older, under-performing Magento platform with a non-responsive user interface. Because Magento's core code had been compromised, functionality was impaired and critical updates could not be installed easily. Watson's needed a dependable, cost-effective and flexible content management system that was able to be managed in-house. With quick product turnover and ever-changing seasonal promotions, it was critical that their in-house staff could make quick and easy updates to the website.

Watson's tasked InteractOne with updating their Magento site to a responsive design theme with a focus on UI and navigation.

Our Solution

InteractOne was able to provide Watson's with a responsive Magento design, allowing full access from any device. The new site was created with a special focus on improved UI and clarity of navigation. With a debugged theme and code base, the client was able to make better use of the powerful category-level filtering built into Magento. It was important to Watson's to show customers they offer more than their well-known selection of pools and spas.

The Results

InteractOne engineered a complete site redesign that left Watson's with a new, fully functioning site. InteractOne cleaned Magento's core code and employed a new theme. Watson's now possesses the capability to easily install security patches and extensions without disturbing the Magento code base. Finally, all extensions were evaluated and upgraded for use with the new Magento codebase. This attention to detail resolves any core hacks and possible conflicts with third-party software and integrations.

Additional business gains resulting from the build out project included an aesthetically pleasing site that's fun, interactive and better reflects the company's current branding.