

EDUCO Web Design review: Drupal Website with e-Commerce Integration for Record Label

Project summary

⚙️ Web development | 📄 Confidential | 📅 Apr 30, 2014

Project summary:

The client is a record label in Chicago. They needed a new website with improved e-commerce features that would support a large amount of content. EDUCO Web Design built out a several hundred-page website in Drupal and integrated the Ubercart platform. The project took about four months.

Feedback summary:

The client is extremely satisfied with the work delivered by EDUCO Web Design. The website has received positive feedback from customers and band publicists. The client feels it has improved significantly as a platform for selling their products. EDUCO is described as very flexible, responsive, and communicative. The client would highly recommend them to others.

"One of the things we really wanted to do was create a more intuitive shopping experience. So far, that has been working great. A lot of things that weren't selling before are now selling."

Details: BACKGROUND

Could you provide a brief description of your company?

We're a record label. We release about 10 to 12 albums per year. We have a back catalog going about 20 years. We also sell other merchandise revolving around the bands on our label. We're a little under 10 employees.

What is your role?

My title is the new media publicist. I work with the online publicity and anything Web-related, whether it be social media, video, or website, digital advertising, all those things.

OPPORTUNITY/CHALLENGE

Could you describe the business challenges you were trying to address when you approached EDUCO Web Design?

We had a website that was several years old and really outdated. It was not allowing us the freedom to do a lot of

Interview

New Media Publicist, Bloodshot Records

👥 2-10 employees

📍 Chicago, IL

Quality: ★★★★★
 Schedule: ★★★★★
 Cost: ★★★★★
 Overall rating: ★★★★★
 Willing to refer: ★★★★★

things that we wanted to do in our web store and also aesthetically on our site. We didn't feel that it portrayed our artists and our label the way that it should. We were looking for a solution to give us some freedom with customization, a more professional look and, most importantly, a more intuitive shopping experience for our consumers.

SOLUTION

Could you describe the scope of the project?

It was a full-fledged overhaul. It was a completely rebuilt website with a few hundred pages, with all of our releases and artists and news. They took everything that we had on our old site, and then added a bunch of new features.

How long did the project take?

I think it was four months. It was launched last month [April of 2014].

Did they provide training on how to edit the content on the website?

Yes.

How did you select EDUCO Web Design as your solution partner?

We were searching for Web developers for a long time. We had had some poor luck with freelance developers in the past. We were looking for a company that was not too big and not too small. They also need to fit our budget, because we are a record label, and in the current state of the industry, we needed to be watching our budget as much as possible. We still wanted a product that was professional and forward thinking. They were really the only option for us of what we looked at. Acquia had recommended a few Drupal developers to us. EDUCO was the only one in our price range and they had really professional work.

Did they integrate a specific e-commerce platform?

They used Ubercart, which is what we used on our old site, as well. It uses the same system, but the new site gives us a lot more freedom within that system to use all of the features. Not all the features were available on our old site, because they weren't supported.

Could you provide a sense of the size of this initiative in monetary terms or a personnel work-hour figure?

It came in at around 400 hours.

RESULTS & FEEDBACK

In terms of results, could you share any statistics, metrics, or user feedback that would demonstrate the effectiveness of the work they've delivered?

I'm working on the quantitative feedback right now. EDUCO provided us with a spreadsheet tool that we can use for return on investment calculations. Qualitatively, feedback has been almost unanimously positive from all of our constituents, whether it's customers or publicity folks that we work with. Our bands have been really responsive to it. One of the things we really wanted to do was create a more intuitive shopping experience and be able to give people recommendations and point them in the direction of sale items and whatnot. So far, that has been working great. A lot of things that weren't selling before are now selling.

How would you describe EDUCO Web Design's performance?

It was great. They were the most flexible Web developers I've worked with. They were responsive and gave us all the time that we needed on our end. They were communicative about any hiccups on their end and gave us solutions. They worked with us flexibly on the timeline. We have a lot more content than any site that they've ever done. They did a great job of ingesting that and producing it into a website.

In retrospect, are there areas that you think they could improve on or that you would do differently?

I don't think so. It was a pretty smooth experience all around.

We have five additional questions. For each of these, we ask that you to rate them on a scale of one to five, with five being the best score. How would you rate them for the quality of the work delivered?

Five.

How would you rate them for schedule, as in meeting deadlines and being on time?

Four.

How would you rate them for cost, as in value for your money and sticking to original estimates?

Five.

How would you rate your overall experience collaborating with them?

Five.

Given the right circumstances, how willing are you to refer EDUCO Web Design to a friend or colleague?

Five.