

# EDUCO Web Design review: Website Development and Design for Consumer Electronics Corporation

## Project summary

🔧 Web development | 💰 \$10,000 to \$49,999 | 📅 Oct 14, 2013

### Project summary:

The client is a producer of consumer electronics for mobile communication and navigation. They wanted to redesign their website to make it more appealing to consumers and mobile friendly. EDUCO Web Design designed a new site using Drupal and integrated it with Shopatron's ecommerce platform. They provided excellent training and ongoing support.

### Feedback summary:

The client has doubled its online sales since the new site went live. EDUCO Web Design met a high standard of quality in a short period of time, on time and on budget. The client has already recommended EDUCO Web Design to several others and continues to enlist them for ongoing development work.

**"The fact that we work together on a regular basis and we're happy with that is a testament to their ability to get the job done on time and under budget to the scope and to the level we expect."**

### Details:

#### BACKGROUND

#### Please give us a brief description of your company.

We're Cobra Electronics. We are 52 years old. We're a consumer electronics company. We are market leaders or a close second in all the different markets we work with from professional drivers for radar detectors, CBs, navigation for truckers, walkie-talkies, and marine radios. We've got a lot of different products and a lot of different markets we serve.

#### What is your role?

I'm the director of marketing. I handle marketing communications, so anything from collaterals, to packaging, to press, trade shows, websites, public relations, and content development.

#### OPPORTUNITY/CHALLENGE

#### When you approached EDUCO Web Design, what was the business challenge that you were trying

## Interview

**Marketing Director at Cobra Electronics**

👥 51-200 employees

📍 Greater Chicago Area

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

**to address?**

We were working on redoing our website. Historically, our website was a product category, product-focused site, and we wanted to move more towards a user site, user group or market lifestyle type of direction. They helped us lay that out in a way that is easy for our consumers to not only to view our product and get more information, but [find] where to buy our product, whether it be online from us or through our Cobra select partners or our authorized retailers.

**Did you have any other business goals for the project?**

Update the website, the look, and the feel. We needed it to be responsive for all the different multimedia that are out there because we actually do make an app as well. So, you need to have a site that reflects that you are part of the mobile community. Since you're developing apps, your site should work well, and be able to function on mobile devices, whether they be tablets or phones.

**SOLUTION****Can you talk about the scope of the project?**

To redesign our entire website and rebrand us to some degree and find a way to showcase our products within lifestyle, but still make it easy for people to buy from us. We're a manufacturer that sells our products on our website, but we have a strong retail presence as well. We're in almost every major big-box retailer and online manufacturer in the world. Selling your stuff through your site, but also making it easy for people to find it through your partners was one of the challenges, too. We didn't want to drive everybody just into our shopping cart. We had to find ways to offer different solutions and different buying opportunities, more of an economic channel approach so our customers can find our products and get them where they prefer to buy.

EDUCO had to build our new site, which was done in Drupal, and they also had to integrate with a third-party shopping cart company called Shopatron that we use for our ecommerce platform.

**Did they provide training as well?**

They have great training. They showed us everything. I had two new people start here in January, and Marty [Vernon] and Rami [Atassi] from EDUCO came down to show the new staff how everything works on the website and how to set it up. They have great training videos if you need a refresher, you can just download from their Google Drive or SkyDrive. It's easily accessible to go through and to remember how to do different things. If you have a question, you can call them up, and they'll help you out right away.

**How long did the project take?**

I want to say we started July 1, and we were up and running and fully functional in mid-October of 2013. So it was really quick for us for a ground-up site project.

**What was your process for selecting EDUCO Web Design with which to work?**

We met with some very big companies, some medium sized companies, and some smaller companies. What we liked about EDUCO is that they were willing to create everything from the ground up. For the personal meetings, it worked out for us because we're based in Chicago and they're in Oak Park, [Ill.], so [the developers] just come down here, and we work through things. They're a perfect size for us so we could get things done quickly and on budget.

**Could you give a sense of the size of the initiative, either in dollars or in personnel work hours?**

It was maybe \$50,000. We got a brand new site and for a reasonable amount from the ground up. We're still expanding the site and adding new things. We're still working with EDUCO. It wasn't a one-and-done deal. We don't have an internal Web development team here, so EDUCO is Cobra's Web development team.

**RESULTS & FEEDBACK****In terms of the results, are there any metrics or feedback that you can share that indicate the success of the project?**

Our site traffic is significantly up. Our Web sales are about double what they were this time last year as far as our month to month. So, it's been successful.

The staff here has been working with them great. We're still working with them. We're constantly adding new things. The fact that we work together on a regular basis all the time, and we're happy with that is a testament to their ability to get the job done on time and under budget to the scope and to the level we expect. We're not the largest company, but we're pretty demanding as far as what we want and how it should function.

[Again,] the sales numbers speak for themselves. We're literally doubling what we did last year on web sales, so it's obviously working.

**When working with EDUCO Web Design, is there anything unique or special about them compared to other companies that you may have worked with in the past?**

It's just the style in which they work. We work well together. We get each other.

**You've said a lot of positive things here. But, looking back on the project, is there anything that you think that they could have improved or that you would do differently?**

No. I don't think there's really anything that they could have done differently.

**We have five quick questions and, for each, we ask that you rate EDUCO Web Design on a scale of one to five, with five being the best. First, what would you give EDUCO Web Design out of five for the quality of their work?**

Five.

**For schedule, as in being on time and meeting deadlines?**

I'd give them five. They're very good at that.

**For cost, as in value for your money and sticking with the original estimates?**

Five. We did a lot, and we stayed on budget. We built an entire site from the ground up in three months, roughly, and we didn't incur any additional expenses. I think that's pretty good.

**The overall score out of five?**

Five.

**How likely are you to recommend them to a colleague, out of five?**

I've recommended them several times to people I know, so five.