PureLogics

No magic. Just logic.

Cobblers

Shopify Store

Cobblers rolls out first-of-its-kind Shopify store through Headless Commerce after collaboration with PureLogics

Meet our Client

The Cobblers is a Shopify store that repairs luxury goods, including footwear, handbags, and leather items, offering complete customization and cleaning services to keep your items fresh.

Problem

On their former platform, Webflow, Cobblers' leadership felt limitations in what they needed to do in the e-commerce industry. Due to dense workloads, they failed to curate and endeavor a hassle-free shopping experience for its customers. In addition, their previously-existed platform only had traditional customizations due to backend and front-end combined configuration restrictions. These aspects were also affecting their ability to expand their e-commerce business. They needed a feature-rich and marketer-friendly solution. For this purpose, Cobblers connected with PureLogics.
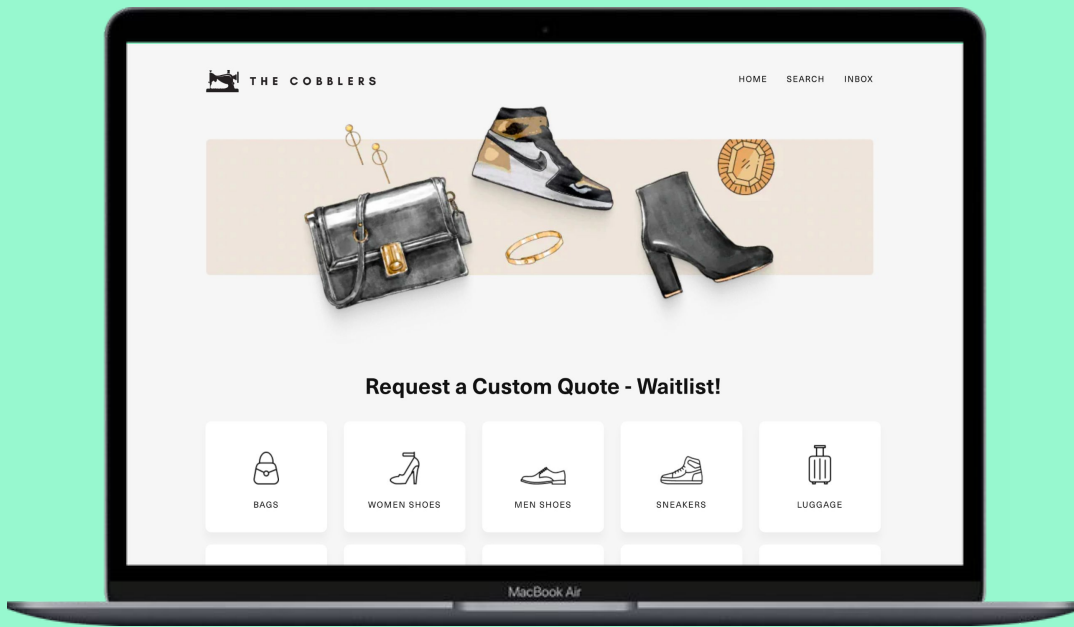
Platform	Industry
Web	e-commerce

Tech Stack	Location
Shopify Headless Commerce	USA

The Solution

Cobblers' team undoubtedly required an e-commerce solution with robust time-to-market and complex implementations. We suggested Headless Commerce to Cobblers so that they could leave behind their former monolithic platform developed on Webflow.

Our engineers picked Hydrogen, Shopify's new React-based framework, for their frontend to furnish ingenious shopping experiences to their customers. Hydrogen's pre-built UI components enabled us to save time for Cobblers by harnessing the power core store functions.

Our Hydrogen team fully developed the Cobblers' store functionality in three weeks. This newly created Hydrogen-based frontend on Remix empowered our team to make a novel front-end shopping experience while meeting a tight ten-week deadline.

We built a robust visual, interactive, responsive, and performant system.

On the backend, we used Shopify Oxygen as a Hosting solution to deliver a unique, enriched customer experience without compromising performance.

We designed multiple elements through Headless, including a home page, collection, and product pages. We added museum-esque product details to each product page.

Ultimately, Cobblers' Shopify store became fully optimized, high-performing, and achieved 10K concurrent visitors seamlessly during peak traffic without facing downtime for a single second.

Cobblers Major Functions

- Listing of shoes and leather goods repair services

- Separate collection and product pages

- Online ordering by submission of repair requests

- Price estimation tools for customers to get repair quotes

- Blog section on shoe and leather care

- Payment gateways for smooth transactions

Our Achieved Milestones

Optimized user experience by using Hydrogen's caching strategies and server-side rendering

Saved time on Shopify integrations using Hydrogen's ready-to-use React components and utilities

Streamlined data flow on the Shopify dashboard for easy analysis with Hydrogen and Oxygen
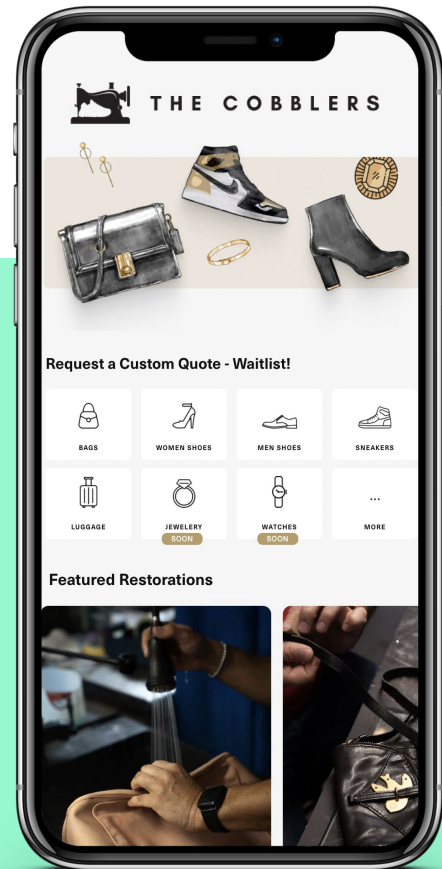
Enabled experimentation with Cobblers site variations and content control with a CMS, Shopify Plus

" PureLogics helped us

elevate the online shopping experience with Shopify Headless Commerce solutions. We acknowledge creative possibilities with this framework chosen by them. Our collaboration with their Hydrogen and Oxygen team was incredibly supportive throughout the project. Surely, we'll work together again.

Guillermo Barragan,
Co-founder of Cobblers

About
PureLogics

PureLogics is a full-stack tech company aiming to deliver stellar business solutions worldwide. Our best-vetted engineers have been striving hard to drill down your dreamy coding into practicality with a result-driven approach for over a decade. We have become a global-recognized tech giant by accomplishing manifold projects with innovative ideas. You can cherry-pick our evangelistic tech modernization services in ramping up your needs with copious compliance.

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Let's Get Started

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