

Large scale catalogues
on Shopify.

*How Punch helped launch
a leader in eyewear
ecommerce.*

20
—
20 ON-SITE OPTOMETRY

punch case study

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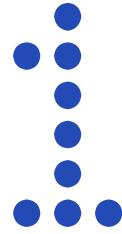
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About 2020 Onsite

20-20 ONSITE IS A HEALTHCARE CONVENIENCE PROVIDER WITH MOBILE VISION CENTERS SERVING OVER 450 COMPANIES IN AND AROUND THE BOSTON AREA. THEY WANTED TO EXPAND THEIR FOOTPRINT TO ENABLE ONLINE SALES.

SELLING ONLINE

2020 Onsite's goals required a deep knowledge of Shopify theme customization including the React, the Liquid Templating Language, GraphQL, and Polaris

Punch worked as 2020 Onsite's design and engineering partner to help 2020 Onsite launch with hundreds of items in their store from day one. We focused on inventory normalization using Node.js, GraphQL, React.js, and Polaris.

The result is an exciting partnership with 2020 Onsite as they grow into a global behemoth in ecommerce.

PUNCH SERVICES PROVIDED

Punch provided expertise in Engineering, Design, QA, Project Management, and App Integrations to help 2020 Onsite meet their development and design goals.

Shopify
customization, React,
Liquid Templating,
GraphQL, Polaris UI,
UI/UX, QA, Design,
Node.js, Project
Management



Big dreams with big challenges

2020 ONSITE'S EXECUTIVE TEAM WANTED TO LAUNCH THE STORE WITH 500+ PRODUCTS FROM DAY 1. THE PROBLEM: HOW DO WE SERVICE AND NORMALIZE THIS DATA IN A SCALABLE, REPEATABLE WAY?

The challenges facing quant financial researchers is immense. The optionality creates a decisiveness dilemma. The only solution was to have the data guide the process. But this would require immense engineering work to achieve.

- 1 Many product sources.** Glasses, lenses, for employers and students (and more) were all coming from different vendors. Attempts to efficiently manage this process were resulting in disjointed site browsing experiences in the test environment.
- 2 Not normalized was normal.** Different writing styles and descriptions, image angles, sizing, and color options created confusion.
- 3 Human error.** Translation of all of these products and descriptions to the site was a manual process prone to translation issues. Attempts to do so programmatically would require new engineering.

580

NUMBER OF ITEMS ON 2020 ONSITE

All inventory was being managed in Google Sheets with a
database backup.



The fix for 2020 Onsite

PUNCH WORKED WITH 2020 ONSITE TO CREATE STANDARDIZED PRODUCT DESCRIPTIONS AND LISTS.

Back-end programmatic tasks executed through an internal app policy that managed all inventory uploads and flagged uploads that didn't adhere to 2020 Onsite's strict quality guidelines.

Punch launched a private app integration that handled automating the complexity of item management, and alerted attention to 2020 Onsite's team for possible red flags.

CUSTOM APP CORE FEATURES

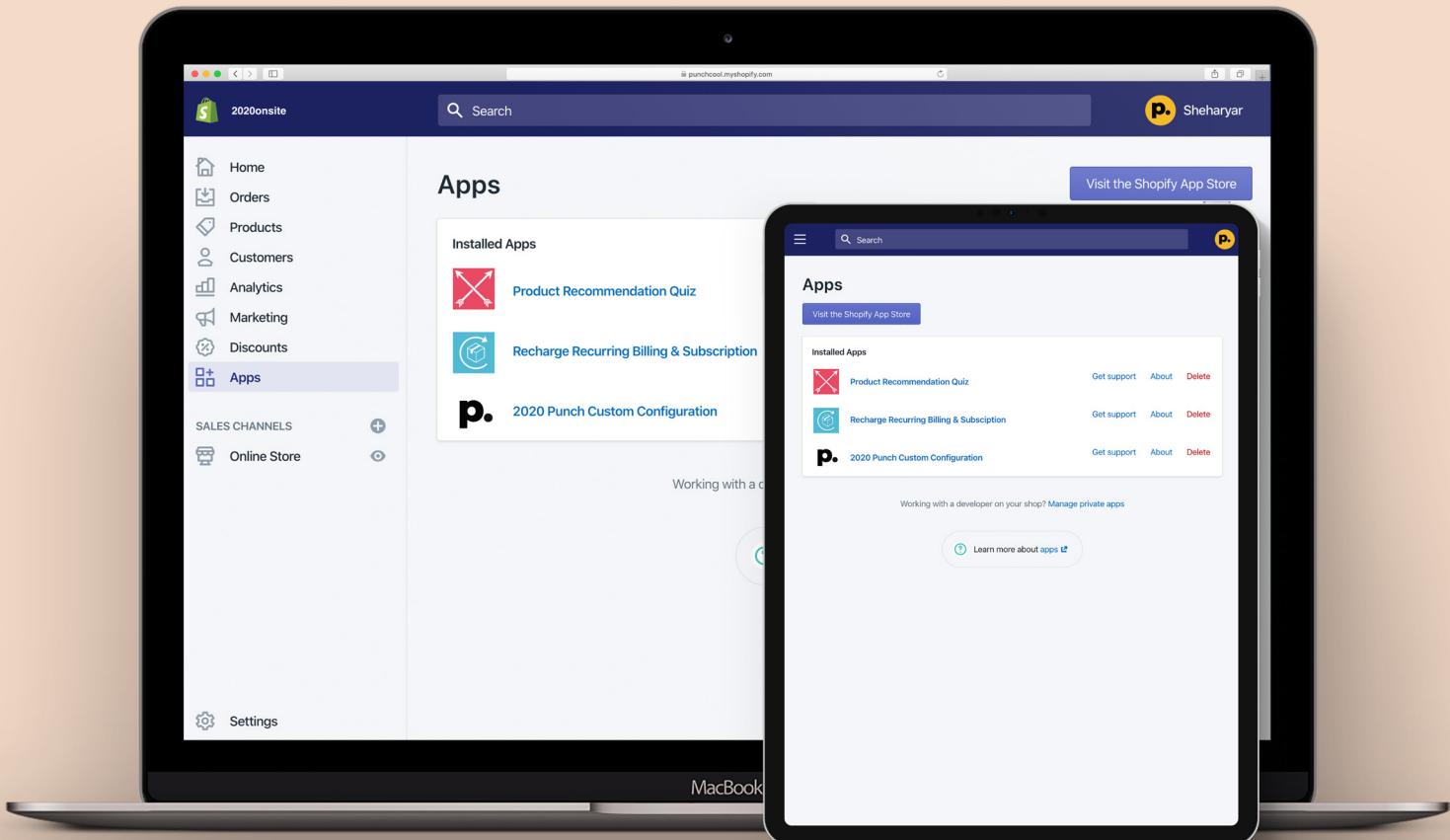
Read	Programmatically read inventory data from 2020 Onsite's servers and update Shopify's inventory to match 2020 Onsite's.
Analyze	Review the data for misspellings, awkward wording, missing photos, and missing sizes. This became the second line of defense after server-side data normalization.
Flag	Email summaries of potential problems for procurement specialists at 2020 Onsite to review.
Mirror	Ability to push Shopify updates to 2020 Onsite servers to achieve inventory parity. Shopify thus became a UI for the 2020 Onsite team to handle flagged inventories.
Monitor	Continuous monitoring of 2020 Onsite inventory to ensure the entire site maintained strict representation guidelines.

1

READ

CREATE REST API HOOKS TO READ DATA FROM 2020
ONSITE'S SERVERS.

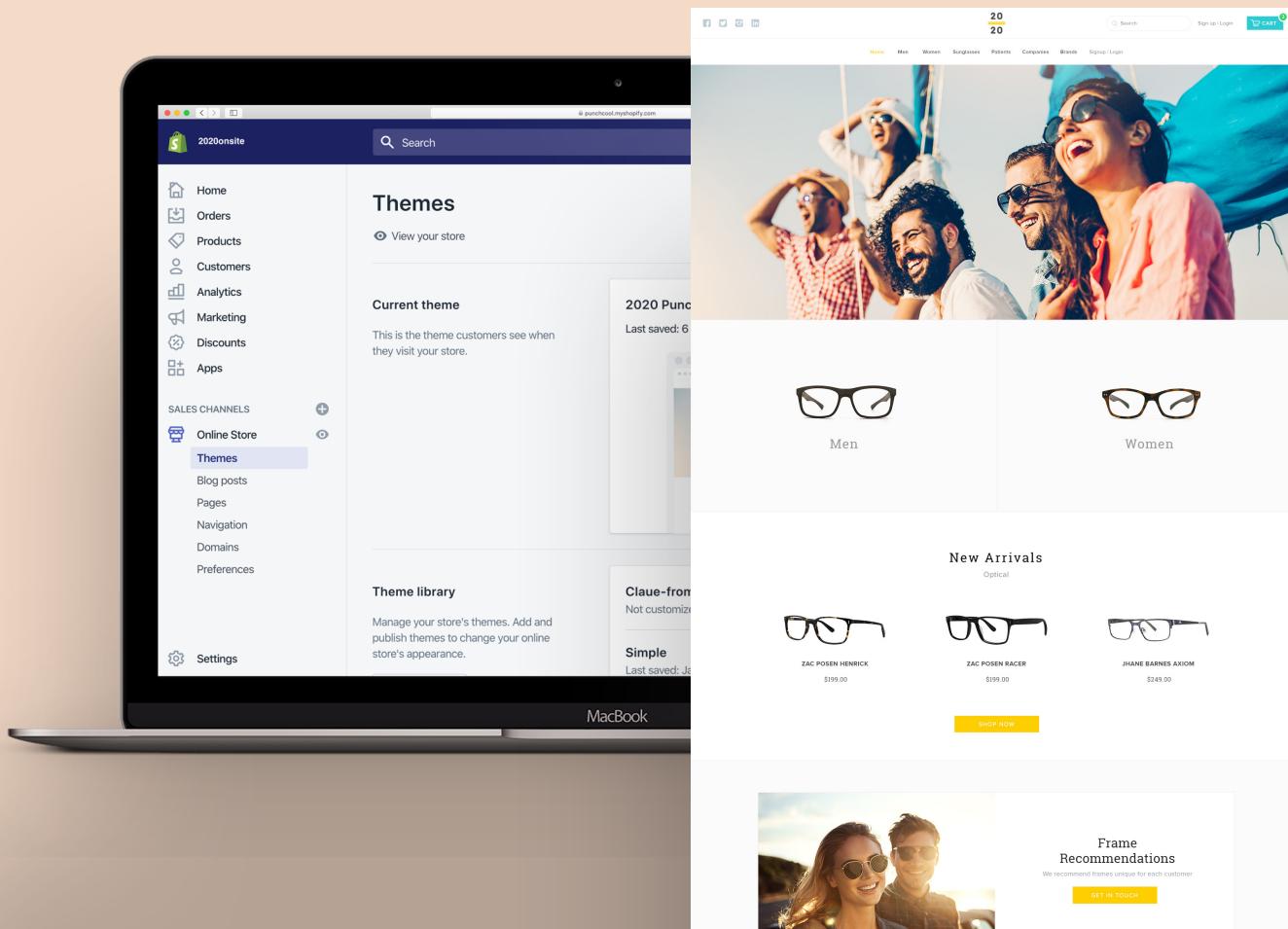
Ingesting 2020 Onsite's data via a JSON API directly via a customized Shopify App allowed the app to run entirely in the background within Shopify while the site was online, regardless of the time of day, or day of the year.



2020's brands included global leading eyewear purveyors. A partial list of brands as follows –

TOMMY HILFIGER VIEW ALL BRANDS	BANANA REPUBLIC	MARC JACOBS
 TAGHeuer SWISS MADE SINCE 1860	ZACPOSEN	JHANE BARNES
VERAWANG	 Silhouette	 Maui Jim

A custom Shopify theme was created by Punch for 2020's online presence. The custom theme's simplicity and practical functionality mirrored the concepts of clarity of sight, vision, and 2020 Onsite's brand.



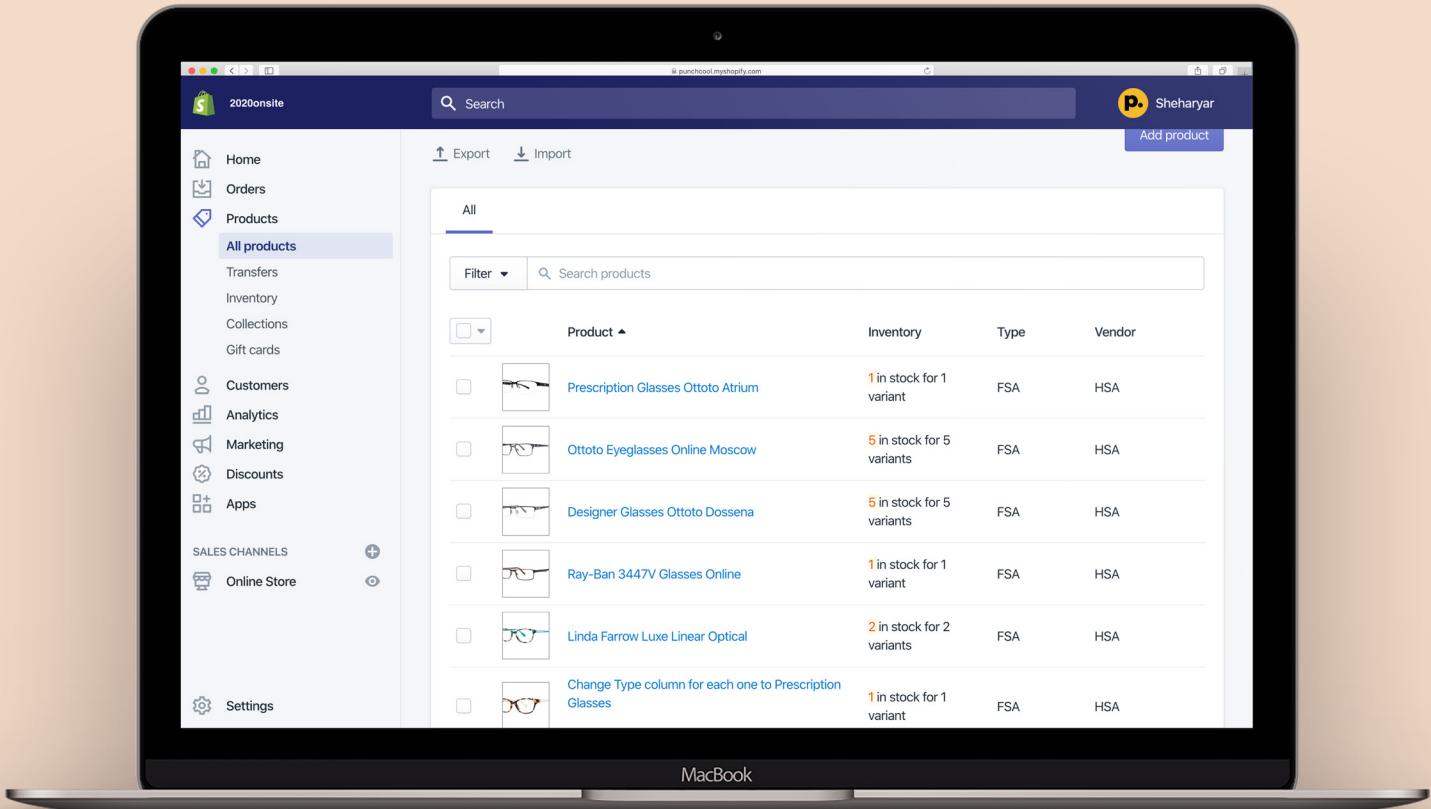
The image displays a side-by-side comparison of the Shopify admin interface and the resulting custom theme for 2020 Onsite. On the left, the Shopify admin shows the 'Themes' section with the '2020 Punch' theme selected. On the right, the custom theme is shown, featuring a header with a photo of four smiling people, a grid of eyewear for men and women, a 'New Arrivals' section with three products, and a 'Frame Recommendations' section with a photo of a couple.

2

ANALYZE

DATA IS ANALYZED AGAINST A VARIETY OF QUALITY METRICS.

2020 Onsite's inventory data such as item description, headline, sub-headline, sizes, colors, and images pass through multiple layers of validation within 2020 Onsite's custom app.

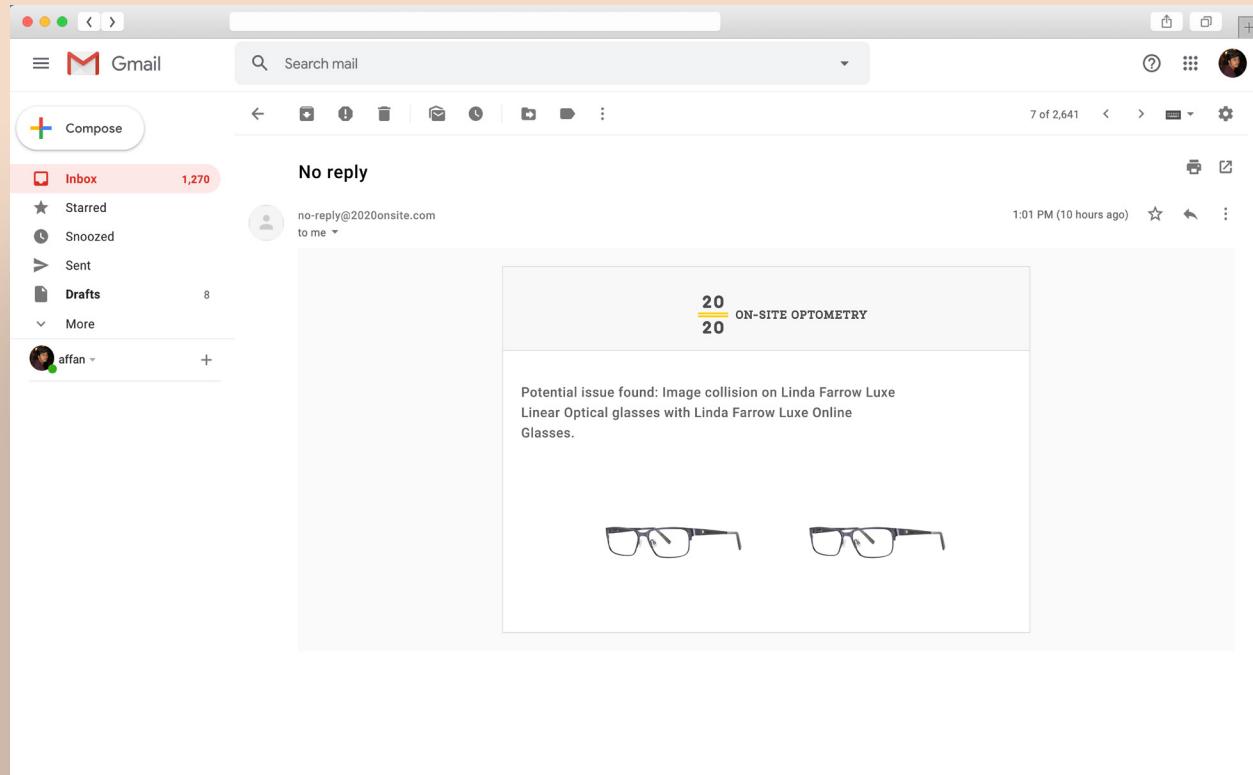


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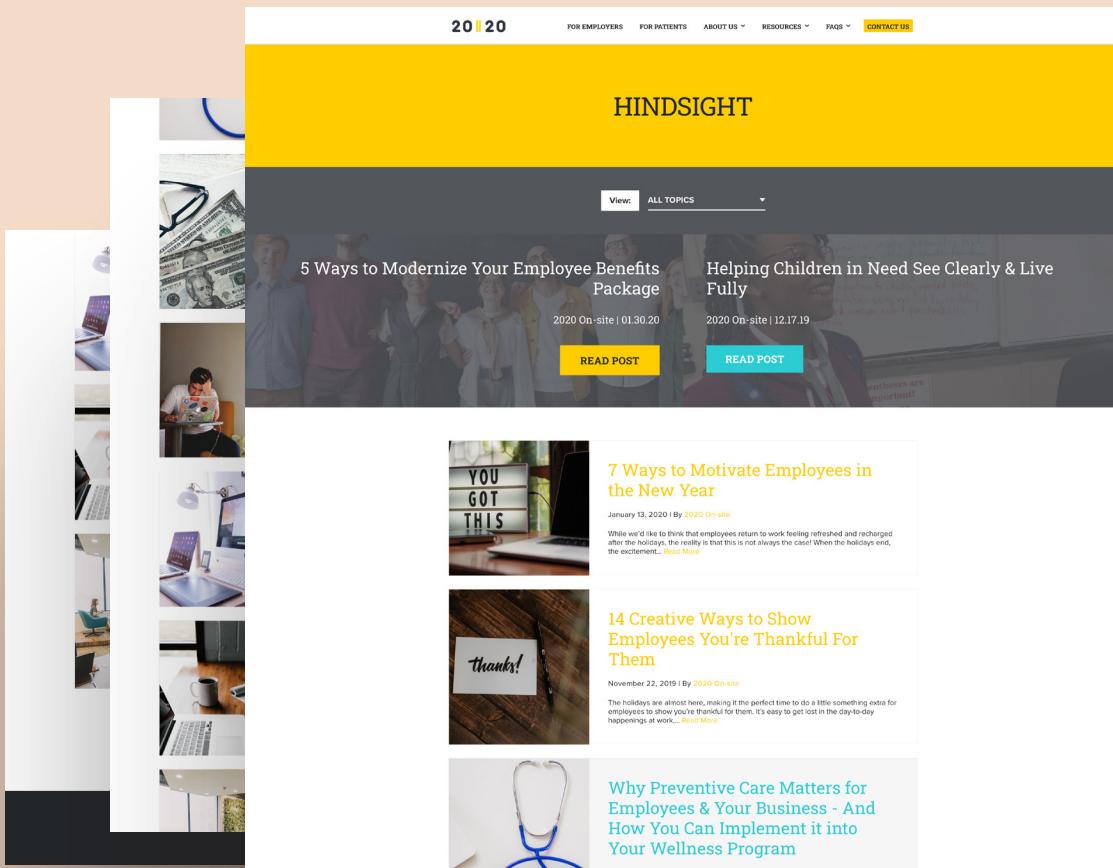
FLAG

CATCH A POTENTIAL PROBLEM BEFORE IT BECOMES A PROBLEM.

All products not passing validation are pulled from the store (not published). Email notices would be sent to 2020 Onsite procurement specialists alerting them immediately to the issues.



2020's Blog also published through Shopify helped generate site traffic and improved page rank.



“*This is great...
Many thanks for
the help!”*

ALEXA BAGGIO

*VP of Experience
2020 Onsite*

“We have a bunch
of **projects** waiting
in the **pipeline** that
need your help!

Thank you!”

ODED ERAN

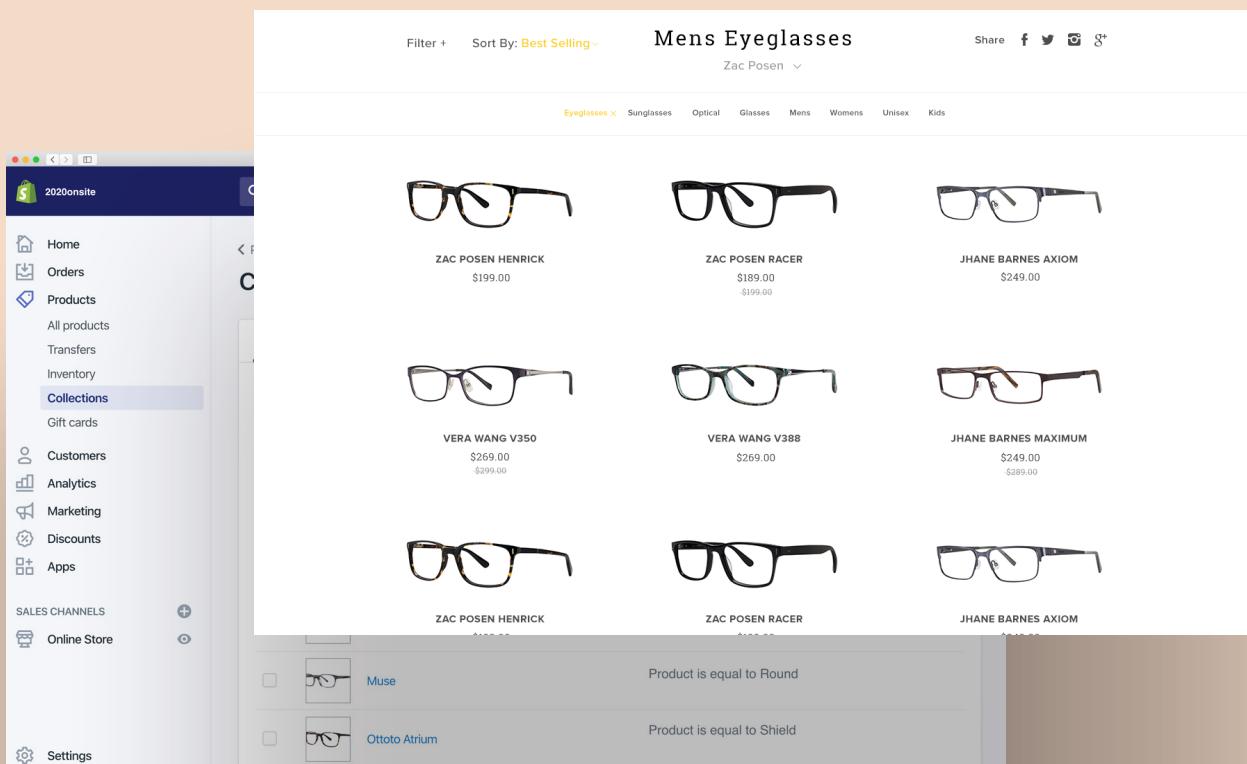
*Director of Operations and Product
Management
2020 Onsite*

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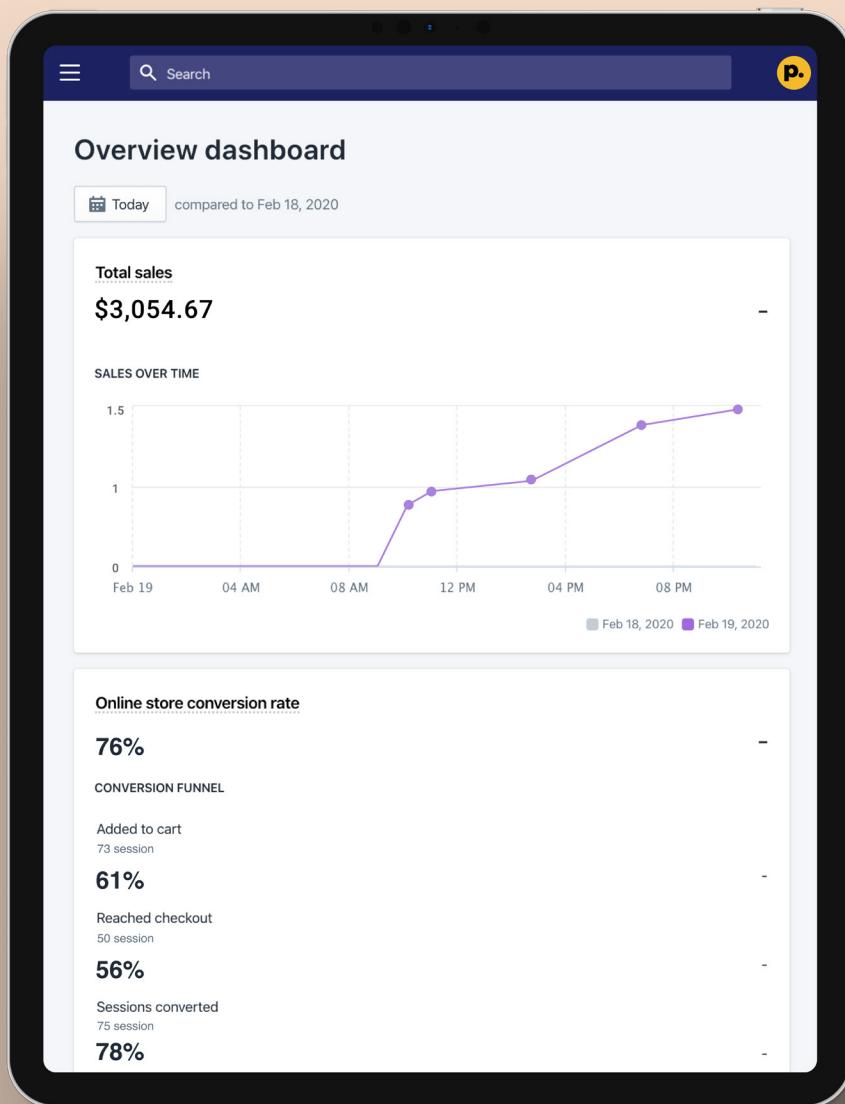
MIRROR

DATA IS REPRESENTED THE SAME WAY ON 2020
ONSITE'S AND SHOPIFY'S SERVERS.

Once passing validation, 2020 Onsite's custom app had update capabilities to 2020 Onsite's servers with the recommend changes, allowing Shopify's UI to serve as an item editing and control dashboard for 2020 Onsite's team.



Customers would then see the updated UI. Spending trends were tracked to monitor customer engagement in real-time.

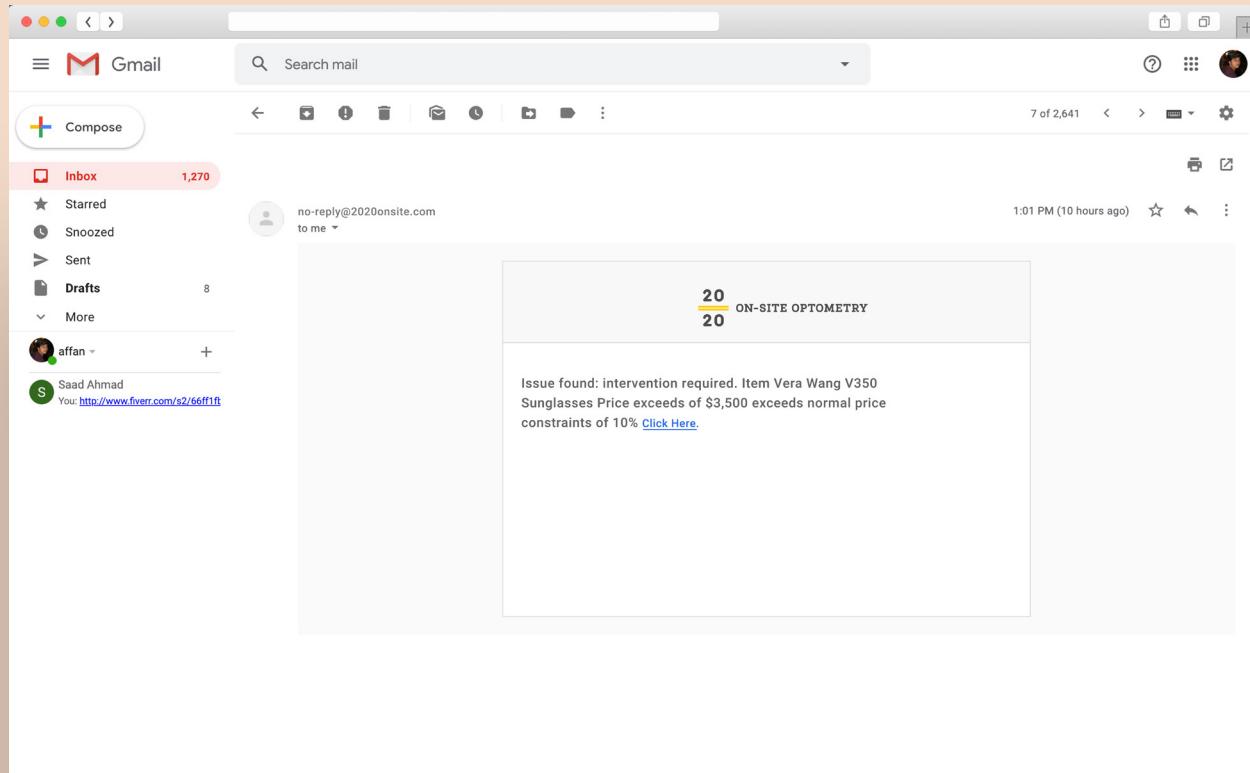


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MONITOR

MAINTAIN SITE EXCELLENCE HAIL, SNOW, OR RAIN.

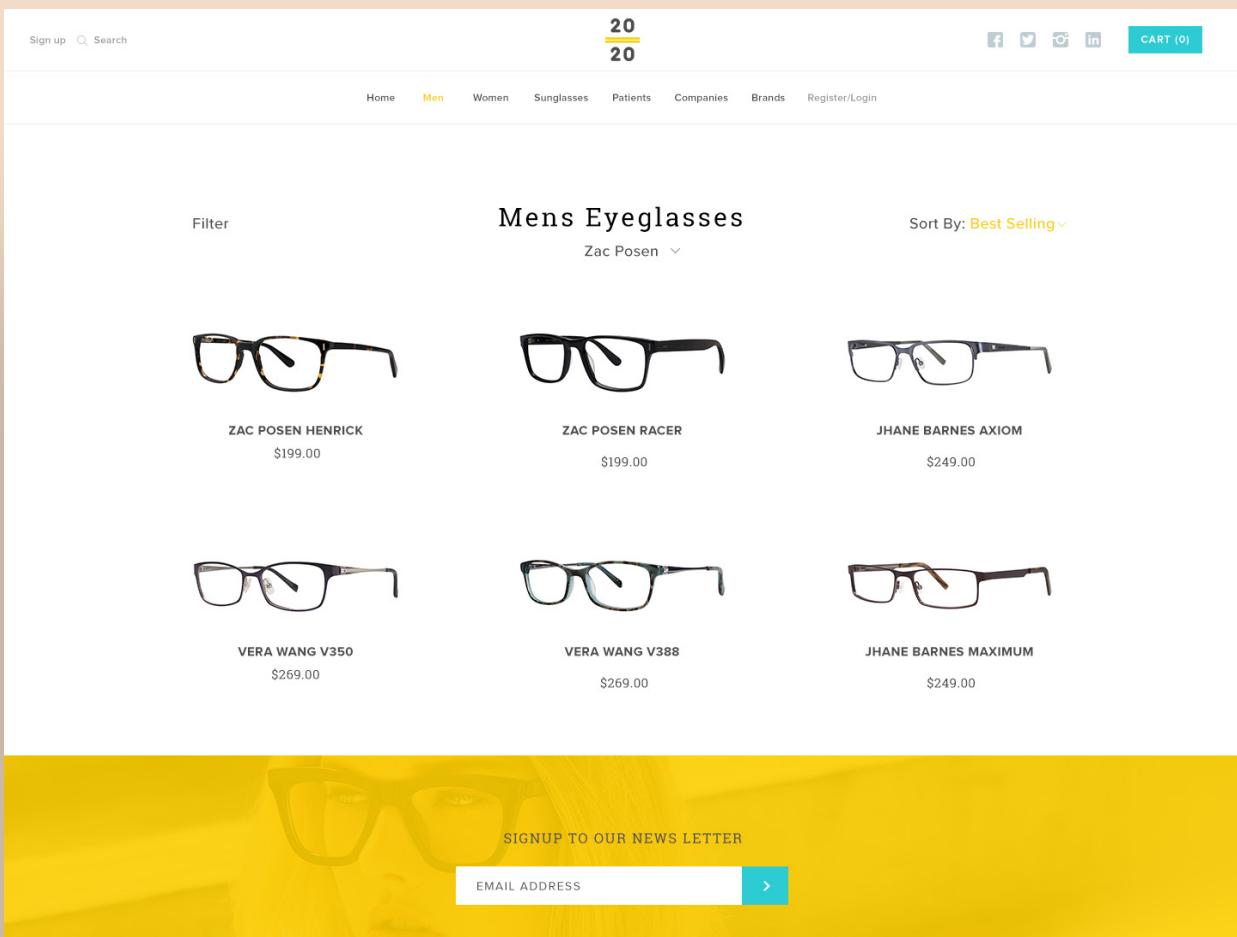
2020 Onsite's custom Shopify app monitors the entire site inventory for any changes that don't conform to specific quality standards. If a procurement specialist were to make an egregious change that product would be instantly flagged and require human intervention.



2020 ONSITE'S SHOPIFY STORE

Once launched, the store's minimalist design mirrored the clarity of its service, extending the brand and providing a practical interface.

This interface and navigation became the cornerstone for the site's architecture and navigation.



The screenshot shows a clean, minimalist website layout for men's eyeglasses. At the top, there is a navigation bar with links for Home, Men (highlighted in yellow), Women, Sunglasses, Patients, Companies, Brands, and Register/Login. The top right corner features social media icons for Facebook, Twitter, YouTube, and LinkedIn, along with a 'CART (0)' button. The main content area is titled 'Mens Eyeglasses' and shows a grid of six eyeglass frames. Each frame is accompanied by a product name and price. The products are arranged in two rows of three. The first row includes 'ZAC POSEN HENRICK' (\$199.00), 'ZAC POSEN RACER' (\$199.00), and 'JHANE BARNES AXIOM' (\$249.00). The second row includes 'VERA WANG V350' (\$269.00), 'VERA WANG V388' (\$269.00), and 'JHANE BARNES MAXIMUM' (\$249.00). Below the grid, there is a yellow banner with a placeholder for a newsletter sign-up form.

Product	Price
ZAC POSEN HENRICK	\$199.00
ZAC POSEN RACER	\$199.00
JHANE BARNES AXIOM	\$249.00
VERA WANG V350	\$269.00
VERA WANG V388	\$269.00
JHANE BARNES MAXIMUM	\$249.00

A continually updated blog fueled as part of the Shopify platform and sharing the custom designed theme helped drive organic search. This organic traffic in turn fueled page rank and sales.

FRESH FROM THE BLOG



Four-Eyed and Seven ...
From the time of George Washington, many a man occupying the Oval

February 20, 2017 by Cara Jennings

[Read more](#)



13 Takeaways
Last week, on January 26th, 3 of our visionaries headed west for the Office

February 1, 2017 by Christine Culgin

[Read more](#)



7 Resolutions
Whether you buy into the New Year's Resolutions craze or not, there's

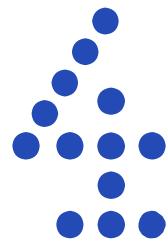
February 12, 2017 by Christine Culgin

[Read more](#)

COMMUNITY SPECS

@2020ONSITE





Results

PUNCH DESIGNED AND DEVELOPED A CUSTOM SHOPIFY APP AND SHOPIFY STORE FOR 2020 ONSITE TO SYNC THEIR INVENTORY WHILE MAINTAINING EXACTING QUALITY STANDARDS ON BOTH SIDES.

APP STATISTICS

	Items
UI Views created	4,800+
Length of project	4 Months
Tech stack	GraphQL, Polaris, React.js, Node.js
Teams involved	Lahore

Legal

Prepared on February 21, 2020. This document is confidential. It contains material intended solely for the original recipient. Ideas presented here are the property of Punch and are copyrighted.

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