Highlights For Children

Highlights For Children, a B2C eCommerce business helps children become their best selves by publishing content and creating experiences that engage, delight, and foster joyful learning. Their mission to deliver stories, adventures, hidden pictures, puzzles, and brainteasers began back in 1946. Since then, the Highlights brand has grown to a diverse and inclusive family of products for kids from birth to 12. They've moved from varied Highlights magazines to mobile apps, school skills practice books, and book clubs as well.

Objectives

With ever-changing market demands and technological upgrades, Highlights For Children (HFC) found it challenging to meet customer expectations. While they looked for innovative ways to manage their eCommerce store, they kept customer experience as one of their top priorities as well. Most brainstorming sessions around the project were about enhancing UX and streamlining the backend eCommerce management process.

HFC was operated on Drupal with a handoff to cart on the Magento platform. This backend infrastructure required two different teams of developers and experts to manage the store; that made the management time-consuming. Also, they were operating on Magento 1, and with Magento End of Life, they desired to upgrade to Magento 2. Apart from these foundational upgrades, there were other customizations to enhance the overall purchase and navigational customer experience.

Here's a quick view of the objectives addressed for Highlights For Children:
- Platform rebuilding to Magento 2 for Cart/Checkout
- Making the website more accessible with WCAG compliance
- Delivering an enhanced catalog browsing user experience
- Managing digital and physical subscriptions

IMPROVED OVERALL CONVERSION RATE BY
48%

INCREASED NUMBER OF TRANSACTIONS BY
64%

BOOSTED STORE REVENUE BY
53%

"Their knowledge of Magento and willingness to work with us on complicated requirements and testing is impressive. We were able to launch with minimal impact to the customer experience."

Ted Brown
IT Director
Highlights For Children

Solution

To deal with the foundational problem at HFC, the Rave team implemented headless commerce. This solution helped them in maintaining their store at one place with only one team. Furthermore, embracing headless commerce eradicated their efforts of product cataloguing on both Magento and Drupal separately. They even received better visibility over conversion tracking and funnel across the eCommerce platform.

Post brainstorming and requirements analysis, the Rave team suggested a plan to add customized page builder functionality to meet specific webpage aesthetics and style guide requirements. Further, the team developed a separate Magento2 module for stacked category pages to enhance the user experience on the website.

Apart Other relevant functionalities added to HFCs store included:
- Single Sign-on (MyLo service) Integration
- Auto Add Free Promo Item to Cart
- Product Badging
- Advanced Layered Navigation
- Custom Page Builder Component
- Klaviyo Integration
- Address Validation
- Interstitials Cart (Cart popup after Add-to-Cart)
- Product GoDataFeed Integration
- ADA & WCAG Compliance
- Yotpo Review Management integration
- Order Splitter (via CDS Global)
- Inventory Management (via CDS Global)

Going Beyond Platform Development

Rave Digital delivers end-to-end, cutting-edge eCommerce solutions; our team continues to develop world-class extensions (in support of Magento) customized to clients' unique requirements. Our team approaches development, design, strategy, and digital marketing holistically, devising tailored solutions for our client's ongoing business success. With a history of award-winning, client-dedicated eCommerce solutions, we help clients thrive in their business vertical and industry. The Rave team successfully delivered an intuitive eCommerce platform meeting the distinct requirements set forth by the Highlights for Children team.