

MakoLab



e-commerce platform

CUSTOMER JOURNEY & E-COMMERCE

MakoLab

Client

Grain is an innovative start-up and has designed their business on a simple but powerful idea – a customer designs their piece of furniture online, and within a matter of weeks it is made by hand in a UK workshop and delivered to the customers door.





Goal

To redefine furniture purchasing by building a platform where pieces of furniture can be created using the latest 3D web technology by the customer.

Solution

A responsive website showcasing the product range and enabling configuration of the entire Grain product catalogue using an innovative 3D configurator, linked directly to the Magento ecommerce system.





CUSTOMISE

DESIGN

EXTENDING

TYPE OF WOOD

TYPE OF STEEL

YOUR PRICE

£59

BUY NOW

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CUSTOMISE

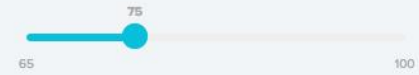
DESIGN

TABLE LENGTH:



150 cm

TABLE WIDTH:



75 cm

EXTENDING

ADD EXTENDER

SHOW EXTENDED

TYPE OF WOOD



Natural Oak



Rich Oak



MakoLab

Results

"As a small company just starting up, it can be difficult to find the right provider, but we had a brilliant initial engagement with Makolab. The development workshop we undertook together dovetailed our customer journey into the concept of our business nicely, and the resulting website that's been created reflects our brand well, and will grow with us as we progress."

"Beyond that, we ultimately chose MakoLab because of the wealth of experience and expertise they had with 3D modelling - something that is central to our way of selling."

Robin Tyler

CO-FOUNDER