BIGCOMMERCE Case Study

Item	Information
App name:	BigCommerce
Link to webpage	https://bakesnbubbles.mybigcommerce.com/?ctk=3945c2a0-9604-4e81-88b7-61b3363b6ab5
Price base / addons	• The Standard Plan: $39.00/month • The Plus Plan: $105.00/month • The Pro Plan: $399.00/month • There is an Enterprise plan, where you have to contact BigCommerce to get a price quote. It's mainly for larger companies. • Add-ons vary in price, as those can include App integrations. • Depending on your plan, additional storefronts can cost from $30 to$100.
Custom Domain	You can have a custom domain, as well as multiple storefronts.
Can you move the site to a standard host?	You can move your own domain into Big Commerce, but it doesn't seem as easy the other way around.
How do clients manage their content?	Clients can manage their content on multiple channels within BigCommerce. On the dashboard, they can manage orders, products, customers, storefront (how their store looks and the built-in blog), marketing, and view analytics.
Is repeating content stored in "collections"?	Biggest collection is products and then carousel with slides, and then a gallery.
Store	BigCommerce is all about the being your main website for your store.
Blog	Blog is available at the base cost.
Feature List ex: calendar, membership, forms, search, galleries, video, etc	In the Standard Plan, there is: • Unlimited products, file storage, and bandwidth • Unlimited staff accounts • Multi-Storefront (Up to 4) • Connect to POS

	• Sitewide HTTPS and dedicated SSL • Blog • Coupons, discounts, and gift cards • No transaction fees • Registered Customer Accounts, that can be added to customer groups • Script Manager • Analytics • Links to Marketplaces, POS, can add marketing channel • Can print and pay for USPS shipping labels directly from within BigCommerce • Mobile Responsive Site • Multi-currency • Real-time shipping quotes • Up to $50k Online sales per year
Template Selection	Free themes limited to 12.
Layout control	All themes are responsive. You have widgets you can drag in, but they are very limited. To control the layout, you drag a widget called layout to control the number of columns in a section.
Styling Interface rate its ease of use	*1 Being Difficult *5 Being Easy Rating: 5
Customization rate its ease of use	*1 Being Difficult *5 Being Easy Rating: 2
Marketing Tools	There are several marketing features available, including: banners, promotions that can be automatic, email marketing, coupon codes, and Google customer reviews.
Social Media Integration	You can list your products on Google to boost traffic and increase sales by showcasing your products on Google. In addition, you can add Instagram checkout and easily add social media links to your storefront with a max of 6 icons.
3rd party app Integrations	MailChimp, Google Customer Reviews (available as an upgrade), Paypal, Square (POS system), QuickBooks Online

ex: typekit, mailchimp	
What is their Support like?	They have a lot of outlets for support including an online chat, email, and phone.
What is their strong suit?	Great in-built features for the everyday user. It makes it easier for the owner to track everything, from shipping to products to analytics. Almost everything you need is packaged.
Where do you change the favicon?	Change favicon with Logo Storefront
Where do you add your logo and branding?	The logo can easily be applied to your site within the storefront page. In addition to that, you can add your own favicon. Additional branding, such as colors and fonts must be applied to the theme through the page builder, or by downloading the theme files and altering them through a file editor.
REQUIRED – You must add your own evaluation points	
Pros	• Very user-friendly eCommerce website, that can manage marketing, products/inventory, shipping, website, and much more. It is easy for an entry level, eCommerce user. • It performs all the roles for your store, and you can assign users to handle different facets • No transaction fees • Strong SEO and blogging
Cons	• Limited customization. The builder can be very limiting in terms of making a more interested layout • It does require a lot of time to set-up • It can be pricey to get more features that make it easier for you and your customer, such as stored credit card information and abandoned cart. Those are not part of the basic plan • While they have app integrations to 3rd party apps, some are not reviewed well, such as Square which has a one-star review with most stating, there is little to no support.

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Who is the ideal user?	• I would say this benefits someone who wants everything for their store, all in one place. In addition, it would need to be a user that has a large store with a lot of customers and a large selection of products.

Evaluation Area	Write a meaningful discussion.
Why you picked this app	I wanted to research eCommerce sites. While browsing through certain eCommerce sites, I had a few criteria in mind when it came to what I selected. First, I considered the look of the eCommerce site. While browsing the web, I looked for samples of eCommerce sites with great designs. One of the ones I found was based in Detroit, called BonBonBon. The next was the number of features on the website. I found that the trial version of eCommerce would be more extensive in features than a free site, such as Ecwid. Then finally, I wanted to know if a free trial was available and the length.
Initial Experience	When I first opened up, I found myself overwhelmed with the amount of set-up and features BigCommerce had. I did find if time consuming to fill out every little detail, but it makes sense, since so many facets need to be established before selling online: setting up product information and within that setting up customizations and variations, establishing prices, and shipping costs to name a few. Overall, I found BigCommerce makes it easy to set everything up by factoring in almost everything you need.
Learning Curve	I would say overall BigCommerce is very easy to set-up and design. Since it has a lot of fill-out

	forms that basically tracks everything "but the kitchen sink."
Working with Editor	The editor is a simple drag-and-drop. It has 12 widgets total in its basic editor. Two of which establish column layout and the other being HTML. There is a web-editor within BigCommerce where you can edit the theme, but you must make a copy first, which is done to protect the webstore without breaking it.
Design options – did you have enough?	Overall, I did not have a lot of design options to play with due to the limited number of widgets. It seems like when it came to having more design options, one needed to purchase a theme that fits your product, or have it personally made by paying a BigCommerce designer for your own custom theme.
Your overall experience	Due to this being my first experience into eCommerce platforms, I found tackling BigCommerce was quite a feat,since it has so many features to set-up for a full store experience. Though it can take a while to set-up, it is easy to see why a lot of big stores, such as Skullcandy and Burrow use it.
Would you be able to work with a client to plan and create the website content and design the style and use a Hosted CMS to build?	I believe I would be able to work with a client to plan and create a store with BigCommerce. In terms of design, I would recommend the client choose and/or purchase a good base template to go with to match what they are looking for in a website.

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Other Comments	
	• I had issues with how many times BigCommerce needed me to sign back in for almost every little thing.
	• Not everything that is standard is available like testimonials. A lot of things a user might want will have to be bought using plug-ins. In addition, if you want to get filters for product, you will need to opt into the Pro and Enterprise Plans, which are $299/mo.
	• Something I found a little annoying was when it came to categorizing items, if you categorized an item in a sub-category, it doesn't automatically apply itself to the main category. (e.g., I had two subcategories in Drinks, Coffee and Milk Teas. When I selected Coffee as my subcategory, it didn't sort it as 'Drinks.')