

success story: Castor & Pollux Pet Works



A specialty pet products company expands their business and offers a great online shopping experience while staying true to their unique brand.

www.castorpolluxpet.com

Challenge

When the team at Castor & Pollux Pet Works, maker of premium pet products, wanted to open an online sales channel they knew the site had to deliver the unique qualities of the C&P brand while still remaining focused on their customers. Their priorities were easy-to-use customer convenience features, content administration tools, integration with existing systems, and time to market.

Solution

Tweak designed an interface that supported the friendly tone of the brand, and store features--such as a list saver--that facilitate a great shopping experience. Tweak also developed a content strategy that touted the benefits of the C&P line in the voice of the company mascots, Castor the Dog and Pollux the Cat. The site administrators can easily manage the site through a custom-built browser-based application.

product page

account survey detail

User Experience

The fully-developed Castor and Pollux site was tested with pet-owners likely to buy C&P products and received high praise. Users said the design and interaction of the site made them "feel safe, like they could trust the site." All test participants said they could find the products they wanted quickly and easily: "This is how I want to shop online," said one tester. "I want to get in and get out without a lot of fuss."

Result

Tweak successfully translated the C&P brand to the online realm creating a new sales channel to grow their business and gave the company an easy way to keep their site fresh and their customers happy. What does the discriminating pet products shopper buy online? The most popular product on the Castor and Pollux site is the Veggie Pack catnip. Lucky cats!