

Background

The Genesis Box is a hand-picked collection of artisan goods and crafts from around the world, distributed by three entrepreneurial-minded women from North Carolina who have a passion for sharing the Gospel through creative mediums. They first built their small business using Shopify, an e-commerce platform that allows entrepreneurs to sell their products online through a customizable website. However, as their business started to grow, they quickly realized they wanted to add more features to their website that Shopify couldn't provide. So they came to us.

Requirements

Besides the need for responsive design to accommodate mobile browsers, our clients needed hand-drawn header and body text on their webpages to be Google-searchable (improving SEO). They also needed an interactive globe highlighting artisans around the world, their products, and their prayer requests to be a prominent feature of their website. We determined that a custom remake of their website was necessary in order to meet these requirements while still integrating with Shopify to handle the actual sales.

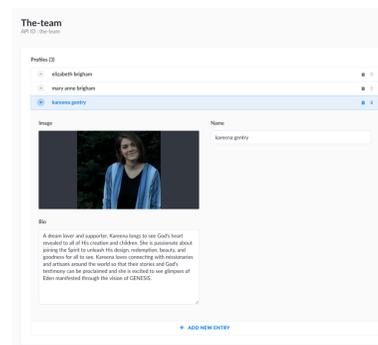
	SHOPIFY WEBSITE	CUSTOM WEBSITE
CONTENT MANAGEMENT	✓	✓
BLOG	✓	✓
RESPONSIVE DESIGN	✗	✓
SEO	✗	✓
INTERACTIVE GLOBE	✗	✓
PRAYER BOARD	✗	✓

The GENESIS box

Jacob Hoekert | Kendall Miyakawa



Our 3D Interactive Globe on the website. The left component includes each country The Genesis Box has artisans partnerships in, and showcases the artisan and their product. You can swipe through the countries and the globe rotates to the corresponding country.



We used Strapi, an open source headless CMS, as our backend tool for them to edit content without the need for code. On the left is the window they use to add a profile, and on the right is what it looks like on the website.

In order to avoid building an e-commerce store and blog system from scratch, and allow our client to manage blogs and products as they have been, we integrated with Shopify's API to bring in their blog posts and products. We also integrated with Instagram's API to pull in their recent photos.

FOLLOW US ON INSTAGRAM



Challenges

- Integrating with Shopify's API for blog posts, and a storefront with products, cart, and checkout
- Integrating with MailChimp on backend for emailing
- Building a 3D interactive globe for the web from an existing renderer library (globe.gl)
- Setting up a headless content management system
- Hosting production website and server securely
- Integrating with Instagram's API to pull photos



Future Work

- Photo collage page that brings together images of Genesis Box products, their artisans, and the creators behind the scenes
- Entrepreneurship empowerment page that dives into the Genesis methodology of partnering with artisans
- User accounts to keep track of their purchases, interactions with blogs, and prayers for artisans and Genesis countries

Conclusion

The task of remaking and updating a fully-functioning Shopify website taught us how to eliminate unnecessary features during a custom remake and focus on perfecting components critical to the business. Integrating with several APIs was a challenge that yielded memorable "yes!" moments whenever something worked for the first time. While there is still more development to be done for The Genesis Box, our clients are very excited about how we've already revamped their online presence.