

## Virtual Viewing Case Study: Lumbers

Client sector: Retail - Jewellery



In 2006, Virtual Viewing worked closely with Lumbers, Leicester's finest jewellers since 1881, to undertake a complete website redesign and redevelopment. High design values were deployed to reflect the prestige not only of Lumbers itself but of the brands of jewellery, watches and gifts that the company provides. The re-design also introduced e-commerce and an integration email newsletter system for promotion of the website, and extended content management facilities across the website.

### Lumbers' Objectives

- > To update the site to reflect new brands stock and changes in product lines and to bring site presentation in line with marketing positioning.
- > To introduce content management for all products and for other, more general pages
- > To introduce e-commerce for selected items
- > To include an automatically updated 'Latest Stock' section
- > To integrate management of an email newsletter system

### Virtual Viewing's Solution



### Design

Virtual Viewing worked closely with Lumbers to evolve page template designs as the first stage of the project.

It was considered essential to the success of the project that the 'look and feel' of the new website would reflect the elegance, prestige and high design values of the products that would be displayed within it. These values were reflected in an opening presentation, developed by Virtual Viewing in Flash.

The design would also have to integrate with both content management and e-commerce systems, so diligence was vital.

### Content Management and E-commerce

Virtual Viewing implemented two solutions to support Lumbers in managing the content of the redesigned site:

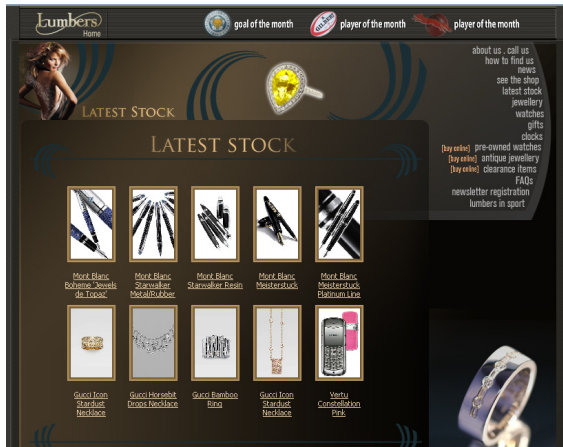
- > **OSCAR** – our content management solution, covering News items (including integration of an email newsletter), a Home Page news ticker and general information pages within the site, and voting for Goals/Players of month in three sponsored sports teams
- > **ERIC** – our e-commerce system, which allows Lumbers' staff to maintain catalogues of stocked products in four main categories, and the online sale of pre-owned watches, antique jewellery and clearance items.

Deployed together, OSCAR and ERIC provide a web solution that enables a high impact design to be kept fully-up-to-date at all times.



## Adding Features – and Benefits

The website redevelopment delivered further benefits to client and customer alike:



> integration of a Lumbers Email Newsletter, user registration (with verification system), and administration facilities for compilation and despatch into the site content management system. The Newsletter design continues the new web site design and branding, and content compilation is linked automatically to News and product sections within the site through an extension to our OSCAR solution

> a Latest Stock section that is updated automatically as authorised Lumbers personnel maintain the site's other stocked product categories using our ERIC e-commerce system

- > online selling with secure payment processing and on-screen order administration, to support sale of antique jewellery, pre-owned watches and clearance items
- > an administrable news ticker, incorporated into the Home Page design
- > online voting to pick goals or players of the month for local teams sponsored by Lumbers - Leicester Tigers (rugby), Leicester City FC (football), and Leicestershire CCC (cricket) –with online voting results and presentations.

## What the Client Said

**“We needed a web company that could provide us with a full service. Ideas, drive and vision to start with, then the ability to put it all together to create what we were expecting.**

**We knew that we’d want ongoing consultative support to make sure that we could continue to maximise the return on our investment.**

**Virtual Viewing offered all of this. They even undertake the monthly maintenance of the site ... all in all it’s exactly what we wanted.”**

**Dominic Gomersall  
Managing Director  
Lumbers**



## What Virtual Viewing did next ...

Since the site launch, Virtual Viewing are continuing to work with Lumbers to bring additional features to the site, and to update the website in line with forthcoming developments in the company's Leicester showrooms.