

Storefront Redesign

A one-page overview · Meridian Supply Co.

The problem

Mobile visitors convert 30% below desktop.
Catalogue search is the top support request.
The current template is hard to update.

The plan

Responsive catalogue and product pages.
A reusable component library.
Search relevance improvements.

Expected impact

+15% mobile conversion within a quarter.
Faster content updates for the team.
Fewer search-related support tickets.

Timeline & cost

10 weeks, four milestones.
Fixed fee \$24,000, invoiced per milestone.
Owner: Operations + Lumen Design Studio.