

CASE STUDY

Custom Shopify eCommerce Platform for Kids Ride-On Cars

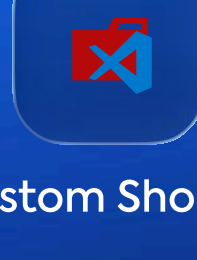
CUSTOM SHOPIFY ECOMMERCE DESIGN AND DEVELOPMENT

Kerry Yoo designs safe, high-quality electric ride-on cars that create unforgettable childhood adventures. Built with premium materials and CPC & CPSC certified, the brand delivers innovative products with upgradeable features, licensed character collaborations, and reliable after-sales support.

TECH STACK WE USED



Shopify



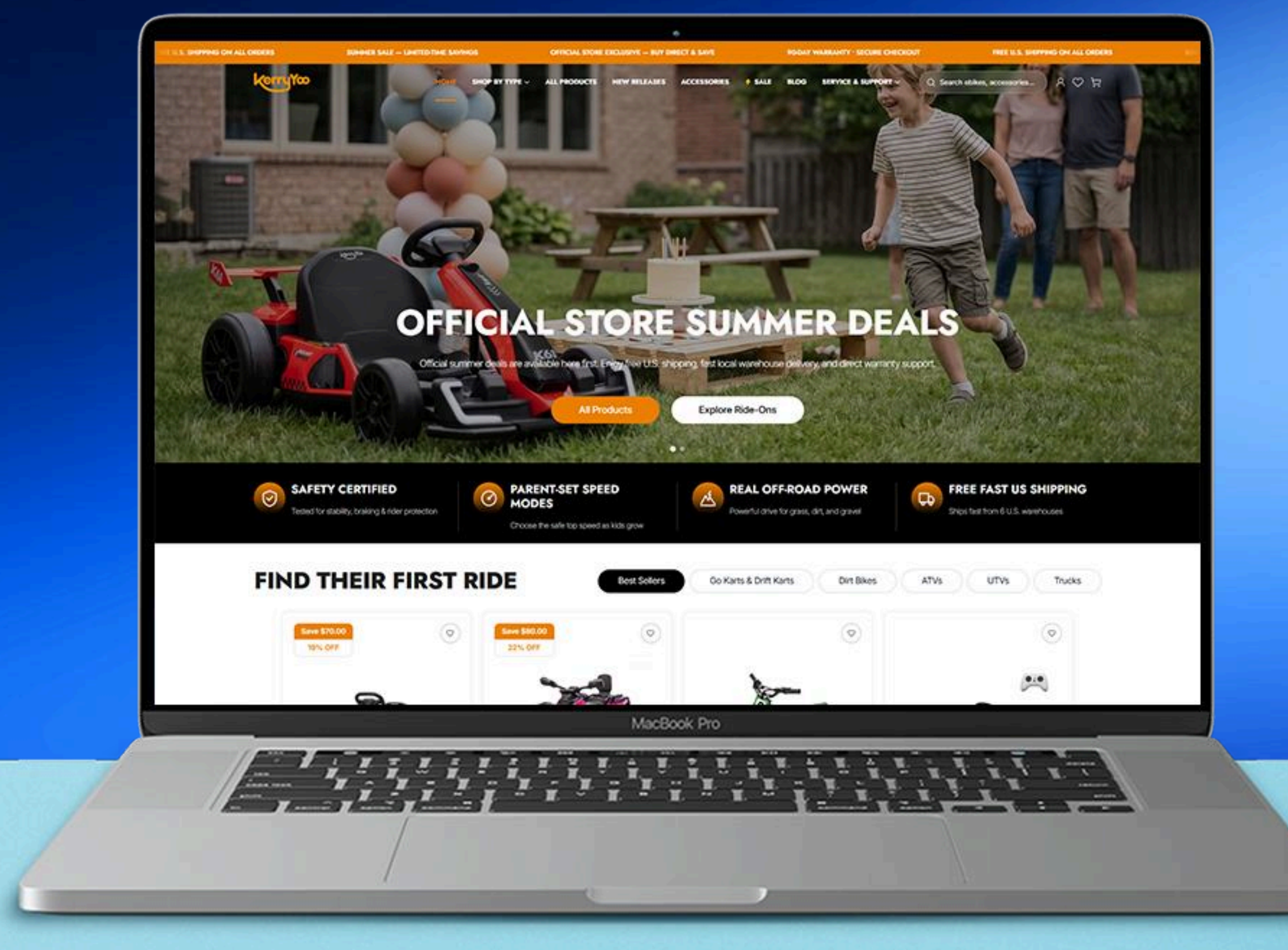
Custom Shopify



Metafields



Metaobjects



01 OVERVIEW

Premium Kids Ride-On Car E-Commerce Platform

Kerry Yoo required a fully customized Shopify store with flexible product presentation and personalized customer engagement features. The platform delivers unique shopping experiences with detailed product information, immersive content, and expert reviews.

- Flexible Product Presentation**

Designed to support personalized customer engagement with multi-option product features and detailed product information.
- Immersive Shopping Experience**

Built to deliver visually engaging shopping experiences with product inclusions and expert reviews.
- Custom Shopify Platform**

Developed with flexible layouts and content management for a fully customized shopping experience.

LIVE LINK

<https://www.kerryyoo.com/>

CLIENT

Kerryyoo

INDUSTRY

Kids Ride-On Cars

PLATFORM

Shopify eCommerce Website

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02 PAIN POINTS

Challenges Confronted

The project required restructuring the existing Shopify website while implementing advanced product features and customized shopping experiences.



- Restructure the existing Shopify website to match the approved Figma design.

Website Restructuring
- Implement category-wise product comparison functionality.

Product Comparison
- Develop an interactive image hotspot section.

Interactive Image Hotspots
- Build a fully customized mega menu.

Custom Mega Menu
- Support personalized customer engagement with flexible product presentation features.

Flexible Product Presentation
- Provide scalable product-specific content management for unique shopping experiences.

Dynamic Content Management

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03 SOLUTIONS

Solution Provided

The platform was developed with custom Shopify functionality, dynamic product layouts, flexible content management, and intuitive admin controls to deliver a personalized shopping experience.



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04 TECH STACK

Powered By Scalable Technology

The platform combines Shopify with custom development, dynamic templates, Metafields, and Metaobjects to deliver a flexible and scalable eCommerce experience.

- Platform**

Shopify
- Development**

Custom Shopify Theme Development
- Content Management**

Metafields

Metaobjects
- Design**

Figma

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05 RESULTS

Results & Impact Metrics

The completed Shopify platform delivers a fully customized shopping experience with flexible product presentation, personalized customer engagement, and simplified content management.



FULLY CUSTOMIZED SHOPIFY STORE

Delivered a scalable and dynamic Shopify eCommerce website that met all client requirements.

PERSONALIZED SHOPPING EXPERIENCE

Improved customer engagement and product discovery through personalized product presentation.

FLEXIBLE PRODUCT PRESENTATION

Enabled different products to display unique layouts and provide a premium shopping experience.

EASY CONTENT MANAGEMENT

Allowed administrators to manage products, layouts, and content directly from the Shopify admin.

SUCCESSFUL FEATURE IMPLEMENTATION

Successfully delivered all required design, CMS, eCommerce, and customization features.

DYNAMIC SHOPIFY PLATFORM

Delivered a scalable Shopify platform with flexible layouts and personalized shopping experiences.

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