



MEDLINING MACHINE WORKS, LLC

Medlining Machine Works, LLC is a vendor of solvent trap cleaning kits of their founder, Dan Medlin's, own design. Medlining Machine Works solvent traps are 100% manufactured in the USA, using only US grade materials. Their privately owned and operated business is based in Marietta, OH, and sells on a national level.



BUDGET

\$5,000 - \$10,000

SERVICES PROVIDED

UI/UX Design
Responsive Ecommerce Site

ABOUT PARADYNAMIX

Paradynamix is a professional web and programming team, made up of a unique blend of talents and individuals. We provide our clients with solutions that help them grow and build their businesses. We specialize in web apps and software to solve your business problems but have a long history and experience with UI/UX design, websites, and ecommerce.

BUSINESS CHALLENGE

Medlining Machine Works had, up until this point, made online sales through a long-term partner. Communications began to breakdown with their associate, and eventually were informed that he would no longer be a seller for them. At this time, Medlining Machine Works was determined to take control of and improve their online sales but would need an ecommerce site built to do so. With this, they also hoped to control their communication cycles with clients who place unwarranted calls to their house and submit run on emails to Medlining Machine Works.

OUR SOLUTION

Their old vendor had a simplistic site with a handful of usability issues and errors. Medlining Machine Works new site would, at least, require all the functionality of their old vendor's site, plus the additional capabilities of bundling product, selecting barrel threads when adding an assembly to the cart, and purchasing special parts. We would help design, guide, and build this new website with the desired flow and provide the documentation and educational material to fulfill their needs.





Medlining Machine Works, LLC Case Study

RESULTS

After determining sitemap and visual style, we built out the user flow of each page and plugged in content as Medlining provided it. The user flow calls out the shop portion of the site and readily walks users through their shopping experience. Forms for contacting Medlining Machine Works had character limits applied to all fields to prevent users from sending bloated content and control client communication. We created a totally customized product page experience for Medlining Machine Works, based on their owner's own request. Through this new site and using supplementary written and video documentation, Medlining Machine Works has been empowered to control and manage their own online shopping portal.

