PROJECT DOCUMENTATION

Novira

How a women's footwear brand in Egypt got a storefront as elegant as its shoes, selling in Egyptian pounds with reviews customers trust.

DURATION	COLLECTIONS	SHIPS	STATUS
6 weeks	5 + seasonal	Across Egypt	Live
Discovery to support	Heels to slippers	Prices in Egyptian pounds	noviraeg.com

CLIENT Confidential	REFERENCE PD-Ektra_0009	DURATION 6 weeks
CATEGORY Websites	VERSION 1.0	PREPARED BY Ektra Tech

IN THIS DOCUMENT

01 Overview 02 The constraint 03 How we found it 04 The solution
05 Modules and features 06 How it works 07 Project steps 08 Screens 09 Delivery timeline
10 Results 11 Support and next steps

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01 OVERVIEW

The project at a glance

Novira is a women's footwear brand in Egypt. Ektra built its online store: collections for heels, loafers, sandals, flats and slippers, product galleries, customer reviews and the policies a shopper reads before paying.

CLIENT	KIND OF PROJECT	PLATFORM	DURATION
Confidential	Online store	Hosted storefront	6 weeks
DELIVERED BY	**STATUS**	**CURRENCY**	**LIVE LINK**
Ektra Tech	Live	Egyptian pounds	noviraeg.com

COLLECTIONS
5 + seasonal
Plus summer and new arrivals

DELIVERY
1 to 3 days
Business days, across Egypt

REVIEWS
Verified
Marked on the review

02 THE CONSTRAINT

What held the client back

A growing fashion brand needed a store that looks as elegant as its shoes and sells to customers across Egypt in Egyptian pounds.

- **Elegance first:** the brand's photography and its quiet style had to carry the store; a generic template would have cheapened it.
- **Sell across Egypt:** prices in pounds, delivery to every governorate, and policies a shopper reads before trusting a new name.
- **Phones:** most shoppers arrive from a social feed on a phone; the store had to feel right at that size first.
- **Run by the brand:** new collections, prices and promotions had to go live without a developer.

03 HOW WE FOUND IT

Discovery

We began with the shoes: the photography, the collections and how a shopper moves from a banner to a checkout.

01 **Grouped the range.** Heels, loafers, sandals, flats and slippers, with seasonal edits (summer, new collection) on top.

02 **Followed a shopper.** From a promotional banner to a collection, a product gallery, the size, the cart, the payment and the parcel at the door.

03 **Wrote the trust layer.** Shipping in one to three business days, inspection with the courier at the door, exchange and refund rules, a reviews section.

04 **Chose the platform.** A hosted storefront the brand runs itself, with Ektra designing the experience on top.

04 THE SOLUTION

What Ektra built

A clean, phone-first storefront: promotional banners, featured products, collection edits, product galleries and a reviews section, so shoppers browse, trust the brand and check out quickly.

- Home: a promotion bar, a full-width hero, a summer collection banner, featured products, the loafers and heels edits, a most-loved strip and customer reviews.
- Collections: heels, loafers, sandals, flats, slippers, the summer collection and the new collection, each with its own page.
- Product pages: a gallery per style, the variant and its price in Egyptian pounds, add to cart in one tap.
- Cart and checkout: a cart drawer, a hosted checkout, delivery in one to three business days across Egypt.
- Trust: verified-purchase reviews with a Write a review page, a shipping policy, an exchange and refund policy, a contact page, a wishlist.
- Run by the brand: products, collections, prices and promotions are managed in the store's own admin.

The look is the brand: white space, the product photography, one accent colour and short copy. Nothing competes with the shoes.

The stack

STOREFRONT **Hosted store platform**	THEME **Customised to the brand**	CHECKOUT **Hosted, in EGP**
REVIEWS **Verified purchase badge**	WISHLIST **With customer accounts**	POLICIES **Shipping, exchange, refund**

05 MODULES AND FEATURES

What the system holds

What the store holds, page by page.

MODULE	WHAT IT DOES	STATUS
P1 Home	Promotion bar, hero, summer banner, featured products, the edits, most loved, reviews	Live
P2 Collections	Heels, loafers, sandals, flats, slippers, summer collection, new collection, all products	Live
P3 Product page	Gallery, variant, price in EGP, add to cart, related styles	Live
P4 Cart and checkout	Cart drawer, hosted checkout, delivery across Egypt	Live
P5 Reviews	Customer reviews on the home page, verified purchases, Write a review	Live
P6 Policies and contact	Shipping policy, exchange and refund policy, contact, search	Live
P7 Store admin	Products, collections, prices, promotions and orders, run by the brand	Live

Features worth a line

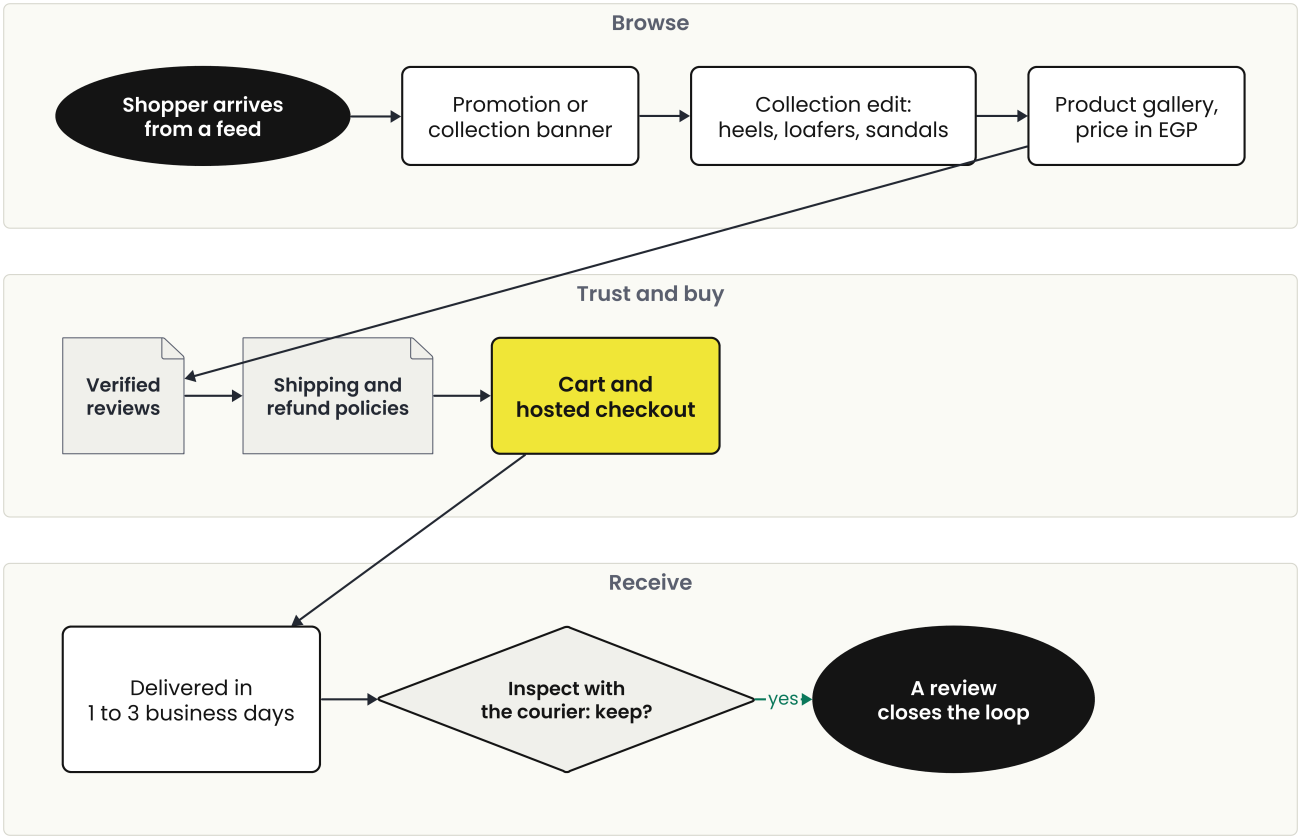
- Promotion bar for the running offer
- Galleries that show the shoe worn and alone
- Inspect the parcel with the courier before accepting
- Collection edits as banners, not menus
- Verified purchase mark on reviews
- Wishlist for returning shoppers

06 HOW IT WORKS

The flow, start to end

A shopper arrives from a feed, lands on a banner and leaves with a parcel on the way. Trust is built on the way, not asked for at the end.

FROM A BANNER TO A PARCEL AT THE DOOR



01 **Arrive.** A promotion or a collection banner opens the store on a phone.

02 **Browse.** A collection edit, then a product gallery with its variants and its price in pounds.

03 **Trust.** Reviews from verified purchases, the shipping and refund policies one tap away.

04 **Check out.** Cart, hosted checkout, delivery in one to three business days.

05 **Receive.** The parcel is inspected with the courier at the door; an exchange is a message away; a review closes the loop.

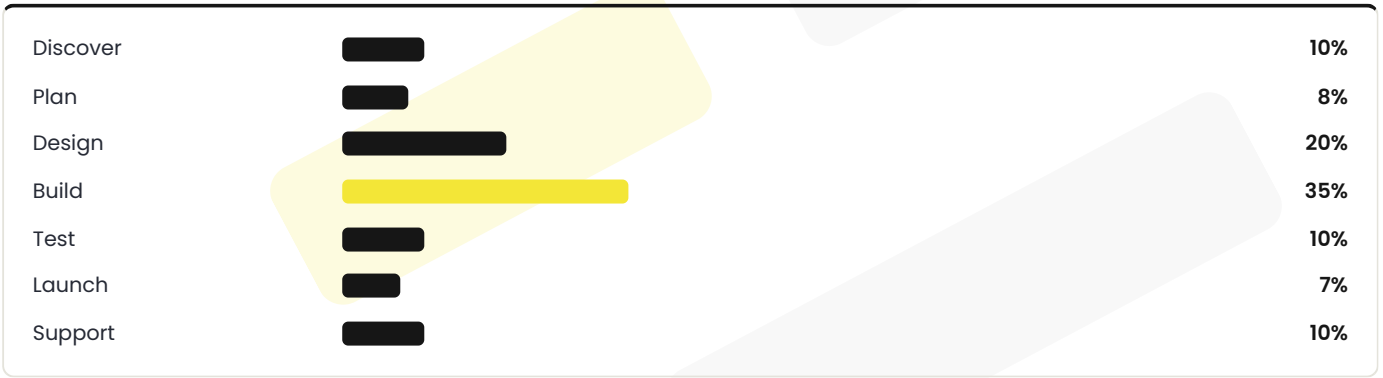
07 PROJECT STEPS

6 weeks, seven phases

Every Ektra project runs the same seven phases; here is what each one did for Novira and the share of the 6 weeks it took.

PHASE	WHAT WAS DONE	SHARE	TIME
01 Discover	Grouped the range into collections Followed a shopper from banner to parcel	10%	4 days
02 Plan	Page list and content needs per page Policies drafted with the brand	8%	3 days
03 Design	Home, collection and product layouts around the photography Phone first, then desktop	20%	9 days
04 Build	Theme customised, collections and products set up Reviews, wishlist, policies, contact	35%	15 days
05 Test	Checkout and delivery settings tested end to end Every page on a phone and a desktop	10%	4 days
06 Launch	Domain connected, store opened First promotion live	7%	3 days
07 Support	Summer and new collections added Banners and offers changed for the season	10%	4 days

Share of the duration

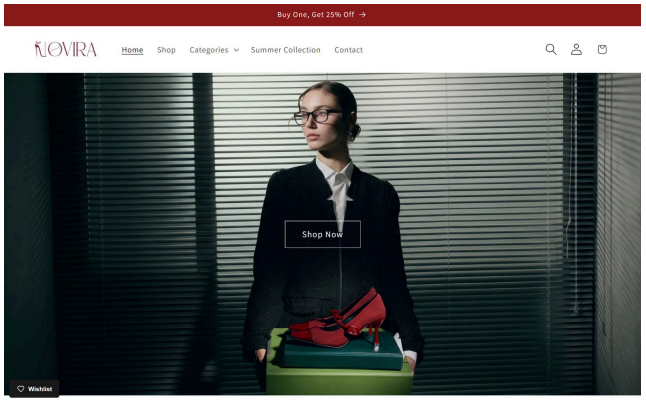


08 SCREENS

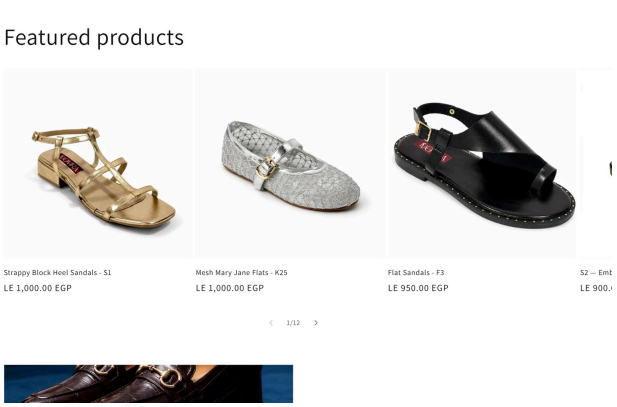
Real screens

Real pages of the live store, on a desktop and on a phone.

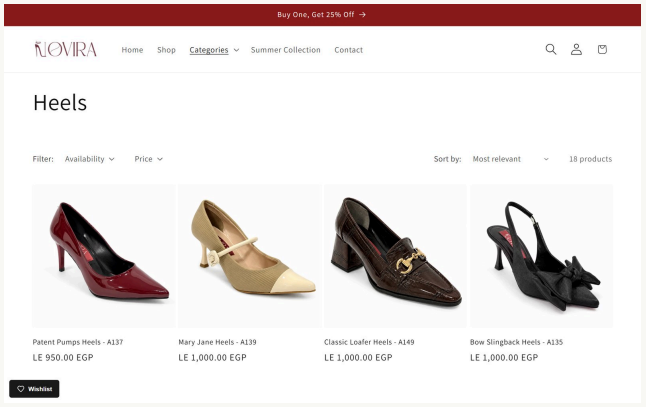
NOVIRA, AS DELIVERED



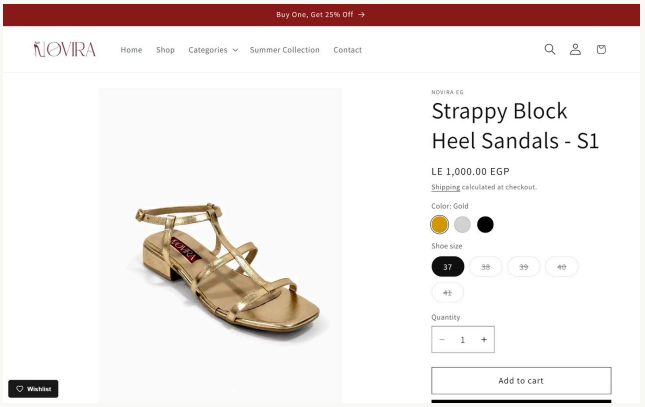
Home: the promotion bar and the hero



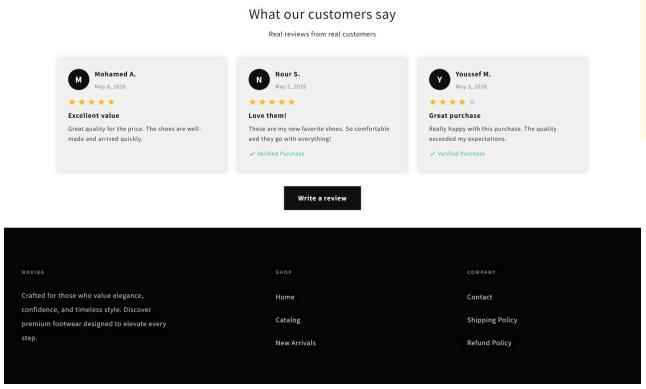
Featured products in Egyptian pounds



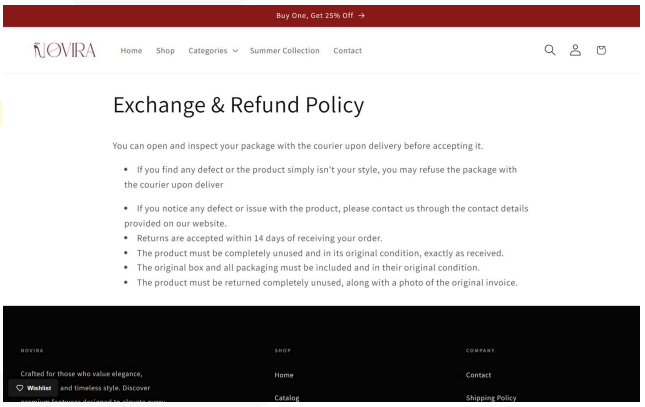
The heels collection



A product page with its gallery

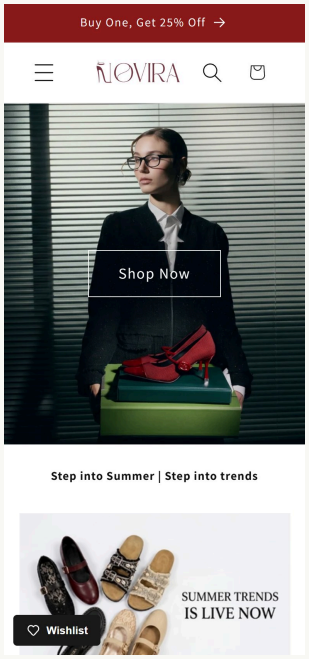


Customer reviews with verified purchases

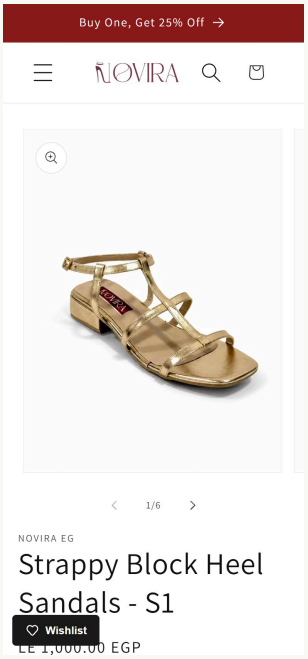


The exchange and refund policy

NOVIRA, AS DELIVERED



Home on a phone



A product on a phone

09 DELIVERY TIMELINE

42 days end to end

The 6 weeks, phase by phase, from the first conversation to the first weeks in use.

DAYS 1 TO 4 **Discover**
Collections, trust layer and platform agreed.

DAYS 5 TO 7 **Plan**
Scope and content plan.

DAYS 8 TO 16 **Design**
A look that is the brand.

DAYS 17 TO 31 **Build**
The store, page by page.

DAYS 32 TO 35 **Test**
Orders flow, pages hold.

DAYS 36 TO 38 **Launch: go-live**
Open for orders across Egypt.

DAYS 39 TO 42 **Support**
A store the brand runs alone.

10 RESULTS

What changed

The brand sells online across Egypt from a store that looks like its shoes.

- Every collection, price and promotion is changed by the brand without a developer.
- Shoppers read reviews, shipping and refund rules before paying, and inspect the parcel at the door.
- The store reads right on a phone first, where its shoppers come from.

> Sales figures are the brand's own and are not published.

11 SUPPORT AND NEXT STEPS

After launch

The brand runs the store day to day; Ektra steps in for the seasons.

- **Collections:** new edits and seasonal banners set up with the brand before each season.
- **Policies:** shipping, exchange and refund pages kept in step with how the brand delivers.
- **Look:** theme refinements as the photography and the range grow.

Next steps

- Size guides per style when the range calls for them
- Email flows for abandoned carts and new arrivals

End of document
Version 1.0. A store as elegant as the product: info@ektra-eg.com.

REFERENCE
PD-EKTRA_0009