



## Case Study

# Cubecart CMS – Website Development



The collection at the online store selling fitness wear was inspired by the CEO's vision of making the fitness girl not only comfortable, but also sexy, fashionable, fun and confident. The company believes working out is not just a hobby, it's a lifestyle and with apparel, one can look great while staying in shape. The SXE Fitness is committed to providing the best quality active wear with the trendiest and

hottest designs which will motivate one to workout harder while looking and feeling sexy.

### Situation

The client wanted an easy navigation in the website focusing on the

fitness freaks. The client also wanted to implement features like shopping cart, payments, and display of the client's products along with its prices.

### Solutions

The Cubecart CMS was used to develop the website. We have created the website with easy navigation and integrated payment gateway for online transaction. Our team added point relevant content, colorful graphics, and testimonials to generate buyer interest. When a user clicks on any particular product then a detailed list of all similar products under that category will be listed along with pictures and other features. Further, an introductory page which leads the user to the website was also added.



## DART's Website Development Services

DART undertakes Business Website Development, E-commerce Website Development, and Website Maintenance. DART develops websites on various platforms, such as Cubecart, Wordpress, Joomla and Oscommerce. DART provides optimized websites, which increase the conversion rates while reducing bounce rates.