

ABOVE
THE FRAY

CASE STUDY

Star Buds

JANE ROOTS | WORDPRESS | WOOCOMMERCE | COVA | ALPINE IQ



Elevating the Star Buds Ecommerce Customer Experience, Powered by Schwazze

BACKGROUND

The story behind the new starbudscolorado.com and how Above The Fray put Colorado's leading cannabis dispensary retailer on the trajectory to finally owning and leveraging their customer data.

Initially, when Star Buds, Schwazze's Colorado retail banner, joined forces with Above The Fray it was at a pivotal point in the company's expansion. After reaching a total of 19 dispensaries across Colorado, Star Buds had evolved to the point of wanting to personalize the customer shopping experience, provide an Amazon-like shopping journey, and own its customer data.





The Vision

The company wanted to invest in a new ecommerce website with a fresh look that leveraged the new Star Buds brand evolution and introduce a reimagined user experience delivering ease of use; while also securing the autonomy to fully own and leverage their shopper data. The new site needed to generate unique account sign ups and offer an up-to-date inventory management system by individual store location for both order ahead/ carry-out and delivery orders.

The Goal

To provide Star Buds patrons with the simplest path to purchase possible and to create uniquely tailored customer experiences. As purveyors of wellness, cannabis, and community, it was Star Bud's intention to create a customized site that reflected the brand and provided a unique experience aside from other cannabis shopping marketplaces such as Dutchie and I Heart Jane.

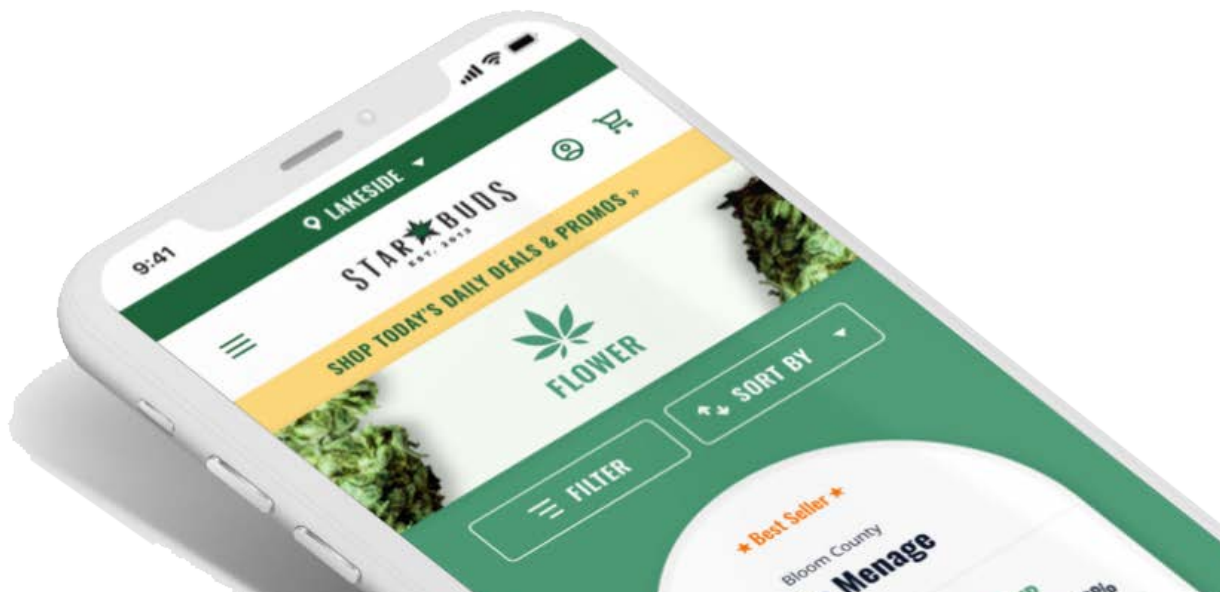


The Problem

From an operational perspective, Star Buds' sole platform for online transactions, their previous digital marketplace solution, was not robust enough to meet the scaling needs of the company. Primarily, the system would not allow for custom branding or one-of-a-kind page designs for any of the products listed on the platform. It also didn't allow the company visibility into the customer, his/her shopping habits nor offer the ability to own any of the transactional shopping and behavioral data. With all of this in mind, Above The Fray worked to build and implement a multifaceted solution, honing in on several core initiatives to dually actualize Star Bud's vision and address the challenges at hand.

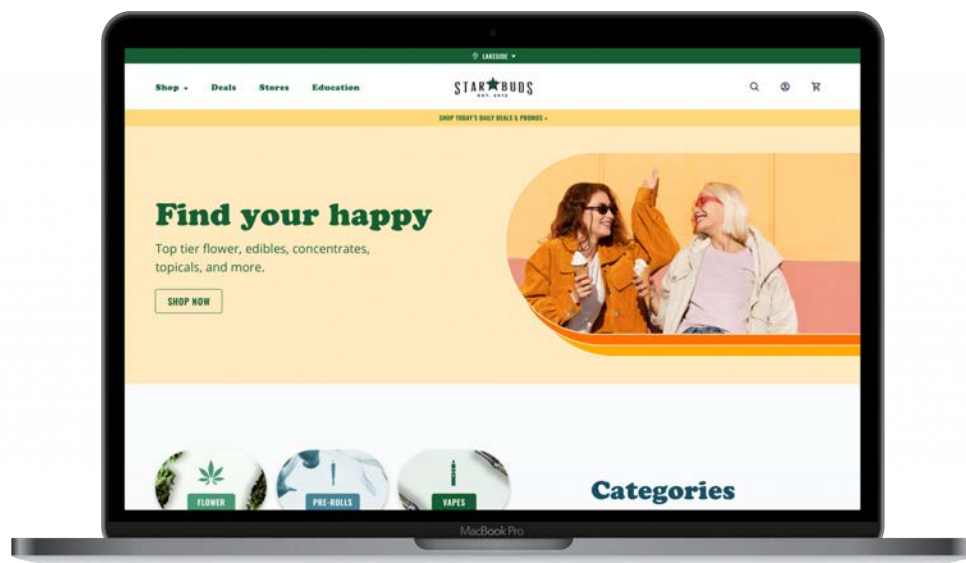
WEB DEVELOPMENT

ATF provided a comprehensive CMS evaluation that led to the successful integration architecture of Jane Roots, Wordpress, WooCommerce, Cova and Alpine Q.



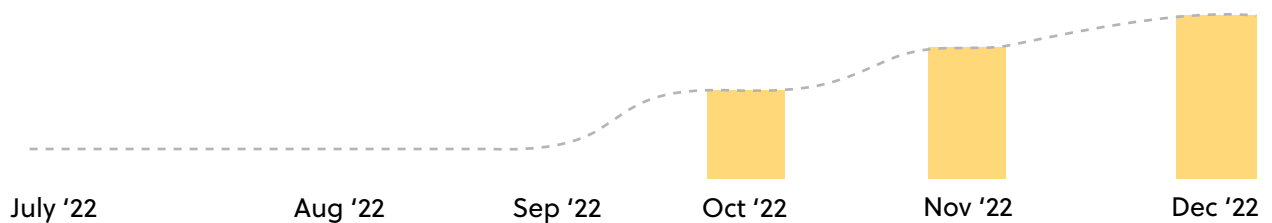
DESIGN

ATF used an experiential-approach to create a branded site aesthetically focused on evoking specific moods that map to distinct user journeys.



SEO

As for layering in the brand voice, ATF optimized Star Bud's website with SEO rich copy implementing strong keywords that since launching in October 2022 has resulted in a 70% increase in ranking keyword terms from October to November and an 84.37% increase in sessions.



The Result

A visually-striking and optimally-functioning ecommerce website that effectively stands out from the competition, delivers the kind of thoughtful user experience, and offers the shortest path to purchase that modern cannabis customers have come to rely on and expect.

23.76 %

average engaged visitors
add item to the cart

75.21 %

average users who added
item to the cart initiate
checkout

59.77 %

average users who initiate
checkout complete a
purchase



Beyond the Optics: How ATF Developed & Implemented the Solution

MIGRATING FROM A CANNABIS MARKETPLACE TO JANE ROOTS AND FINDING A SUITABLE CMS

Transitioning from a restrictive cannabis marketplace and implementing the right CMS was a top priority. From the beginning, ATF was looking for a content management platform capable of integrating with any front end system as well as with Jane Roots and Star Bud's point of sale software. After evaluating WordPress/WooCommerce, Magento OS, and Contentful, ATF and Star Buds landed on WP and WooCommerce for this initial implementation phase.



Designing & Digitally Optimizing the New Website

To reimagine the Star Buds online portal, ATF's design team started with a mobile-first approach given that mobile users account for the bulk of the company's customer base. At the same time, 130 user stories were created and deployed, and fresh SEO-optimized copy across the site paid special attention to both product pages and primary landing pages to improve the website's search ranking and ultimately enhance brand visibility.



“

"The partnership with ATF was crucial to bringing our vision for a streamlined, unique online shopping experience to life. They rounded out our team capabilities and skill sets with the technical, design and copywriting expertise we needed to complement the effort."

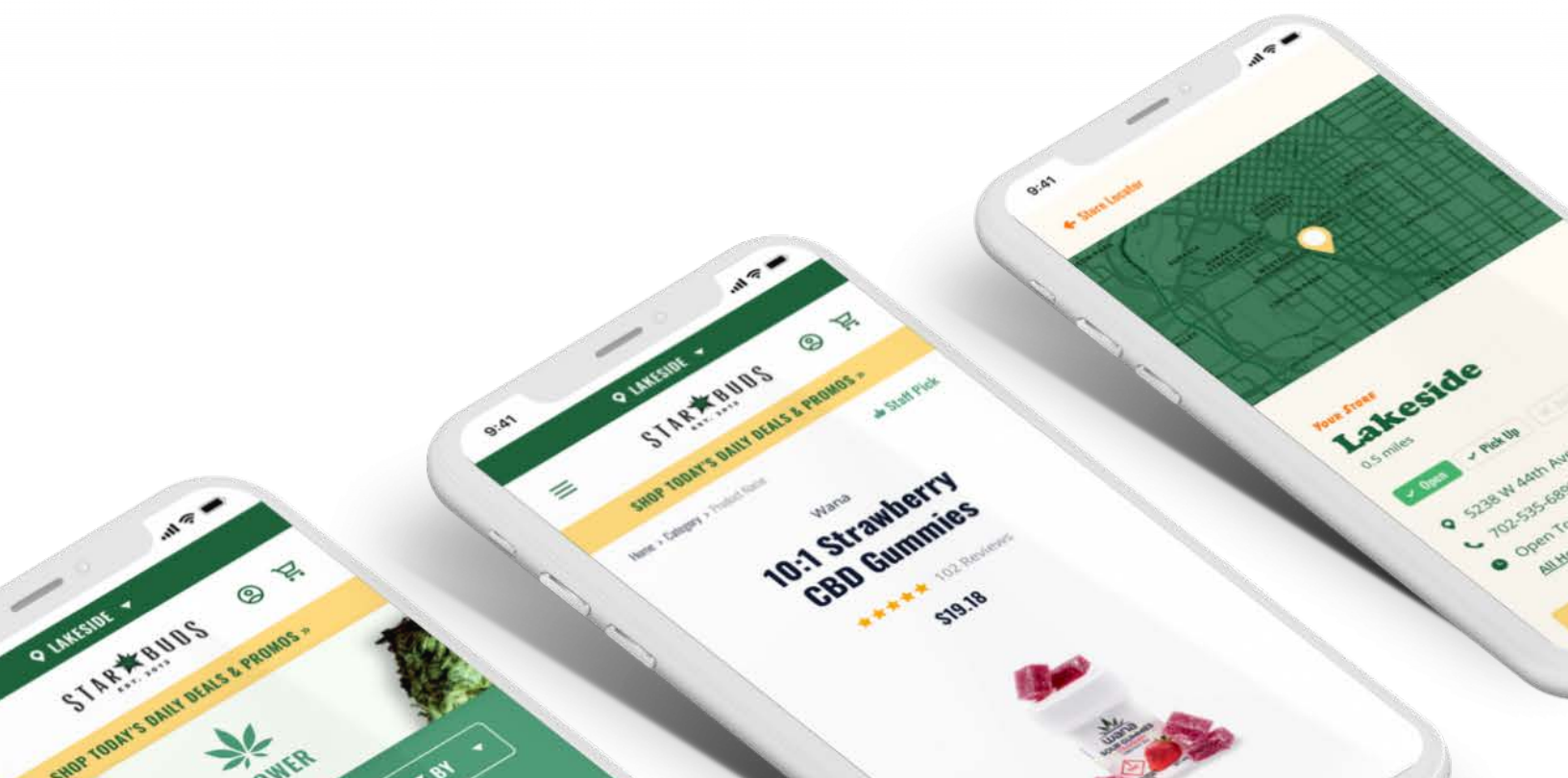
**SANDRA BERGMAN — RETAIL MARKETING DIRECTOR,
SCHWAZZE**



“

ATF quickly understood the power of Jane's headless eCommerce product, Roots, and worked closely with both Star Buds and the Jane team to design a system that served as the foundation for a best-in-class cannabis shopping experience built on top of Jane's product catalog, semantic search, and checkout infrastructure. Through tight collaboration, the three groups forged new ground and set the standard for eComm in the cannabis space.

ANDREW LIVINGSTON — VP OF PRODUCT, JANE TECHNOLOGIES, INC.





“

Star Buds embraced what was needed to realize its vision, and, in my world, that's uncommon to find. Combined with the flexibility of the Jane Roots platform and ATF's integration architecture chops, a whole greater than the sum of its parts was created. When folks come together like this, remarkable results usually follow. Now Star Buds has an extensible ecommerce environment that not only provides near-term ROI, but is primed for a rapidly evolving industry to capture shopper knowledge.

NOAH OKEN-BERG — CEO, ABOVE THE FRAY

ABOVE THE FRAY

ABOUT

Above The Fray is an end-to-end global ecommerce agency specializing in consulting, designing, building, integrating, and evolving digital commerce for growth-ready manufacturers.

We're passionate about ecommerce solutions that not only increase online sales but transform businesses. We help our clients achieve process efficiency and bottom-line growth through analysis, architecture, and engineering.

Learn More about Above The Fray at www.abovethefray.io