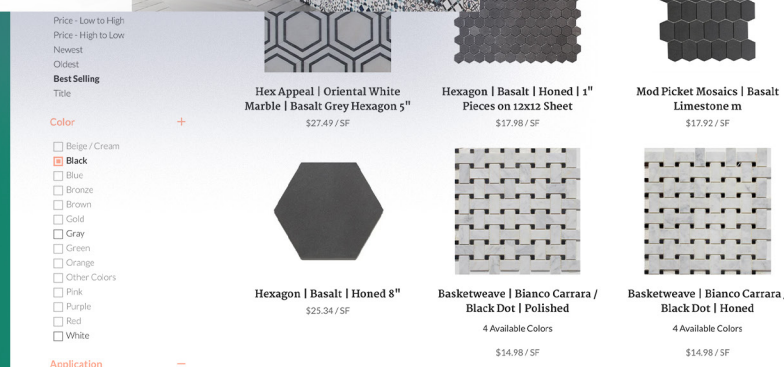
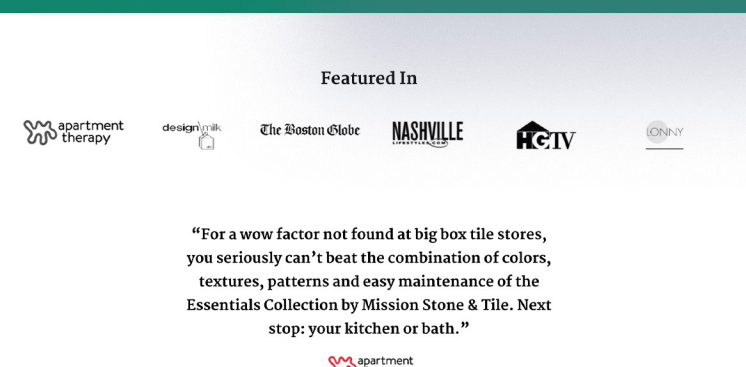
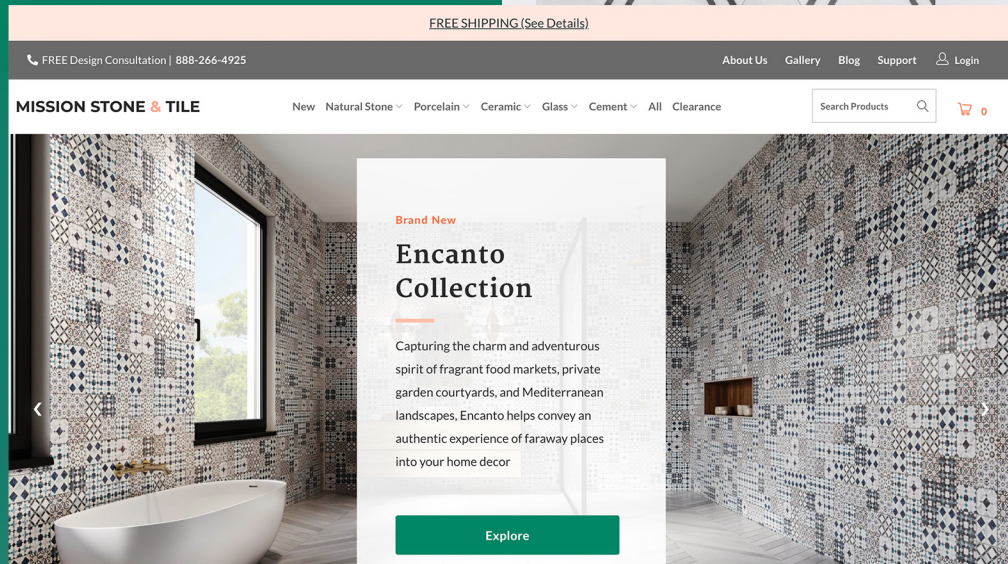
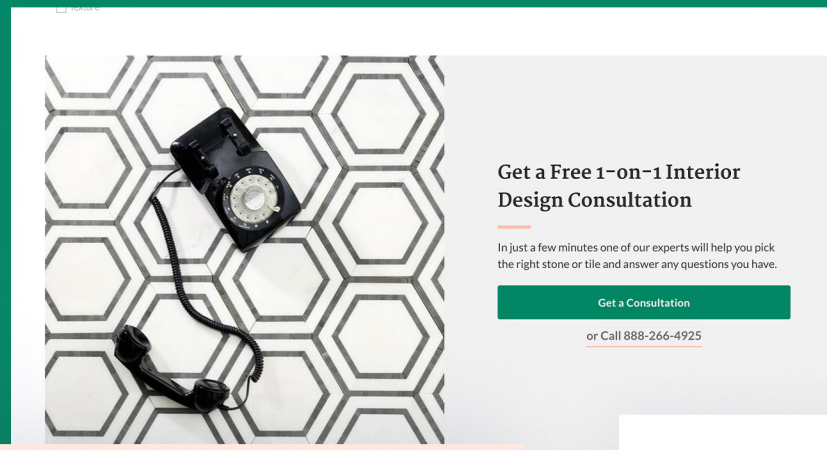
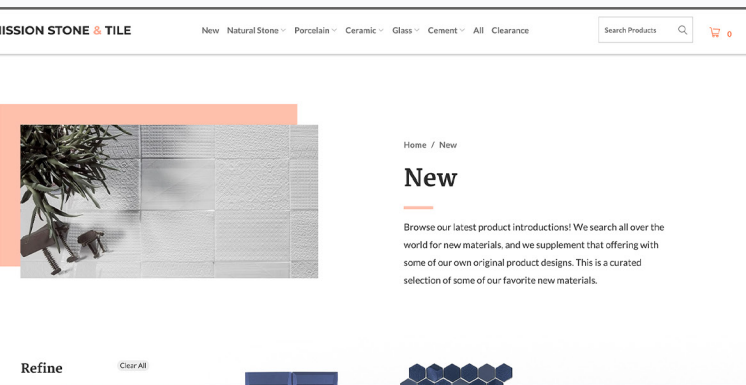


MISSION STONE & TILE

Mission Stone & Tile helps their clients express themselves through interior design. Through careful evaluation of materials and suppliers all over the world, they have selected products that offer high design at a high value.



The Objective.

After over a decade of success, Mission Stone & Tile had recently been acquired by Stone Source to become their direct to consumer branch.

As a newly acquired company, they needed an agency to help standardize their product library in the parent companies system, migrate from their legacy e-commerce platform, and deliver a completely revamped look, feel, and experience that better aligned with their parent company.

Unique Problems to Solve.

Standardizing and organizing complex product data.

Up until the acquisition, they didn't have a true standard for organizing product data. Collections were added ad hoc several times a year through a very manual process. They needed a unified, bulk way of managing complex product data.

A custom material calculator.

If you've ever re-tiled your bathroom or kitchen, you've probably stressed over how many tiles you actually need. Mission needed a way for their customers to easily determine how much product to buy for their project.

Skills Applied

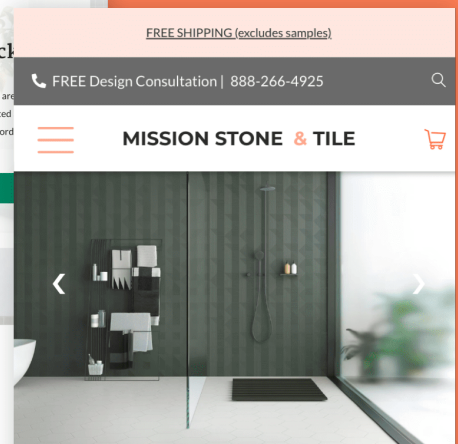
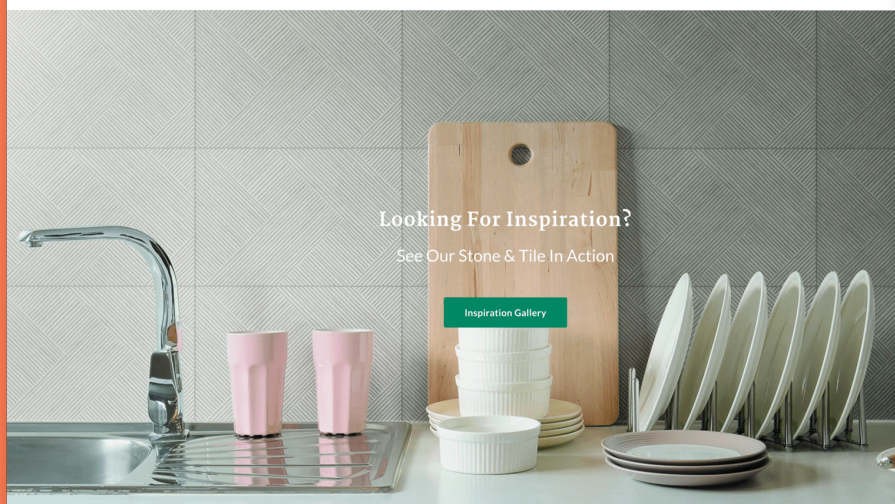
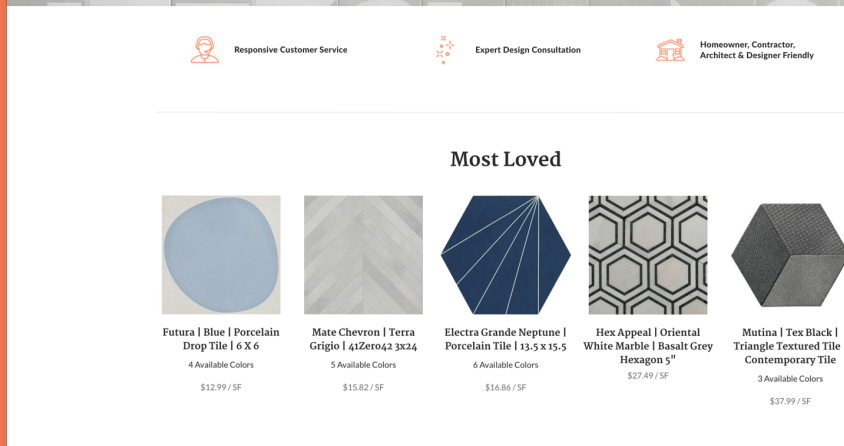
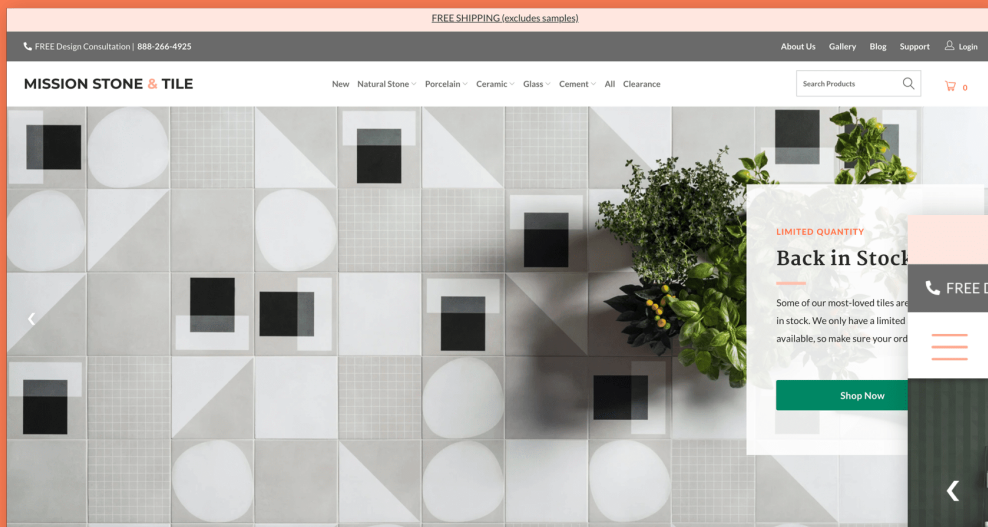
Digital Strategy, UI/UX Design, Full-stack Development, Instacart to Shopify Migration, Data Management

Platform

Shopify Plus

Homepage.

Mission's homepage features a flexible slider that allows the content manager to easily pair the right layout with the right photo. Strategically, we wanted to highlight things like their customer service, press features, and most loved products.



Shop Our Instagram Feed

Scroll through our gallery to shop our most popular tiles. Discover new and exciting design ideas!



Responsive Customer Service



Expert Design Consultation

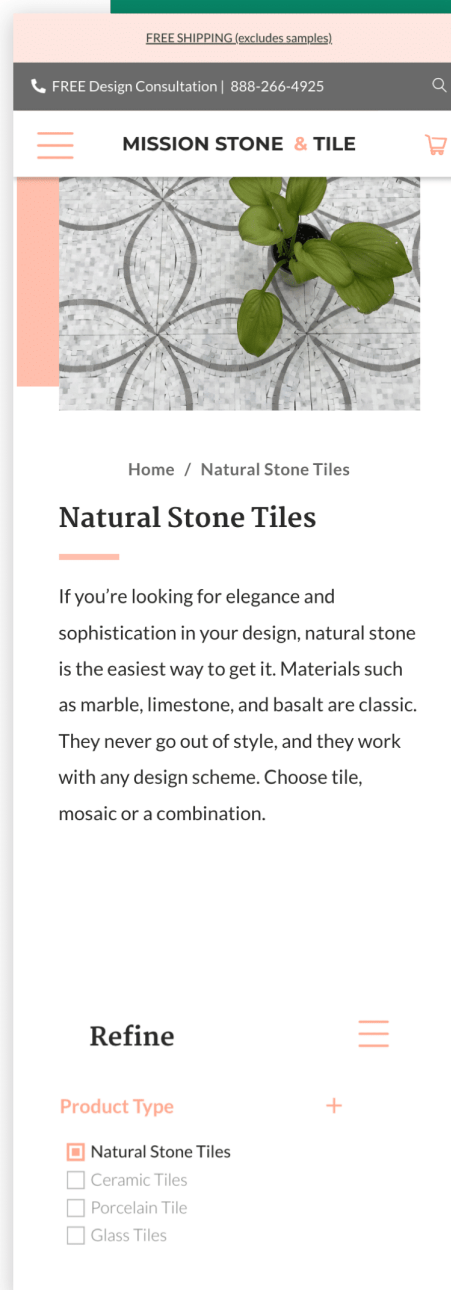
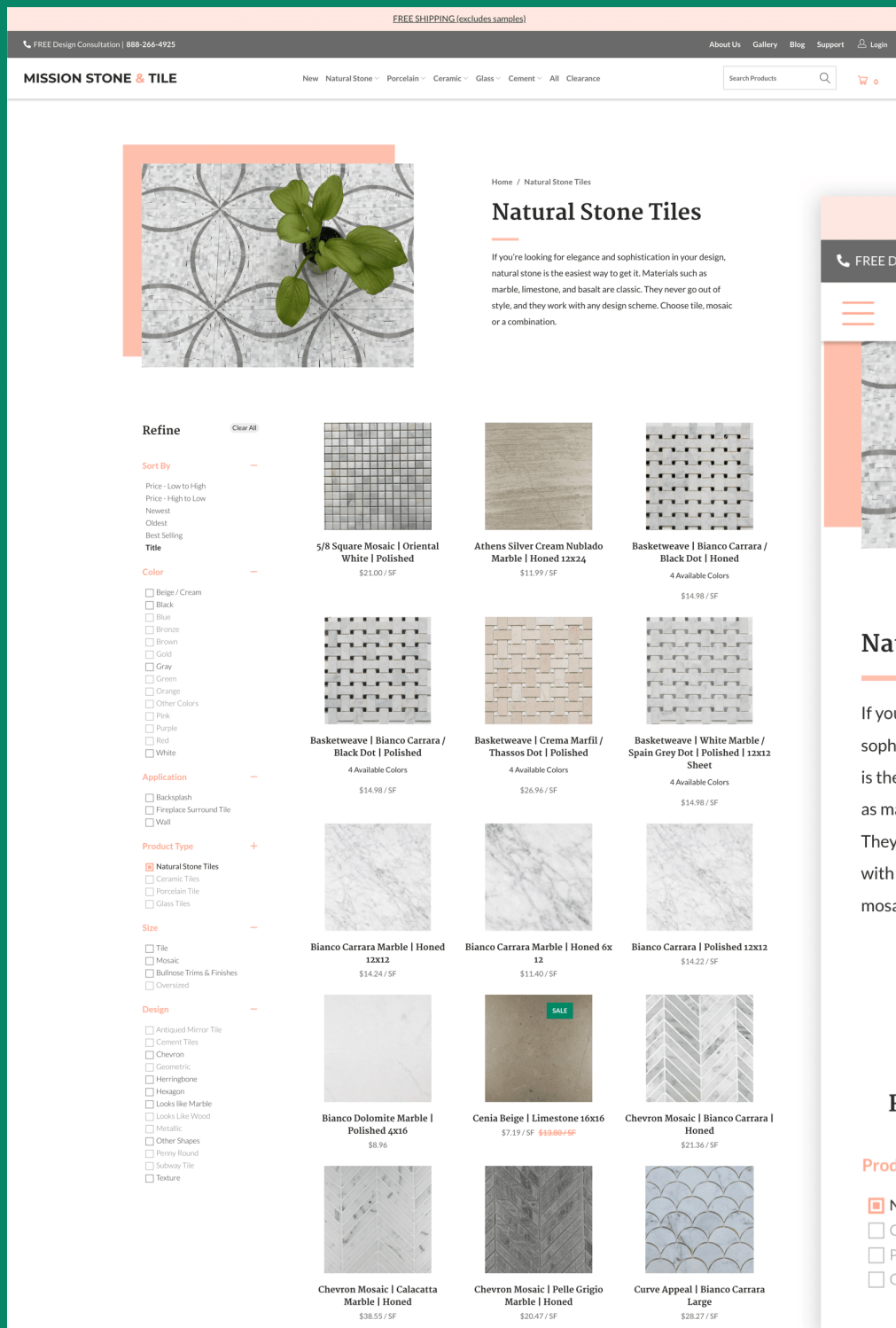


Homeowner, Contractor, Architect & Designer Friendly

Most Loved

Product Categories / Collections

Due to the vast array of materials, finishes, colors, and applications, it was critical customers could easily filter products in a variety of ways. It was also important for us to create a consistent way of displaying each product on these pages so the customer could quickly make visual comparisons with little effort.





Make it Memorable

✉ sayhi@huemor.rocks ☎ 631-393-6116