



SEPTEMBER STUDIOS

STORY · STRATEGY · IMPACT

Web & E-commerce Casebook

How September Studios builds sites that are felt in the first scroll and clear by the first click.

WEB & E-COMMERCE CASEBOOK 2025

THE PREMISE

A website is a storefront and a story.

Most sites do one job and forget the other. They either sell — fast, flat, forgettable — or they tell a beautiful story that never asks for the sale. We build for both: the brand is felt in the first scroll, and the path to action is never in doubt.

Felt in the first scroll. Clear by the first click.

- **Sells, but flat**

Converts a little, remembered by no one. Discounts paper over a brand that was never built.

- **Pretty, but passive**

Wins design awards, loses carts. Beauty with no path to action is just expensive decoration.

Fast. Accessible. Persuasive.

- **Performance first**

Sub-second first paint, lazy media, and a build that stays quick on a mid-range phone on patchy data.

- **Content-led**

The brand voice carries the page; copy and craft do the selling, never dark patterns.

- **Accessible by default**

Readable contrast, real semantics, full keyboard paths — exclusion is just lost business.

- **Easy to run**

Storefronts the client's own team can update daily without fear or a developer.

OUR NON-NEGOTIABLES

Real devices over emulators. Semantic HTML over div soup. Words before wireframes. A handover the team understands, not a black box they fear to touch.

- ✓ Works on a three-year-old Android on 4G.
- ✓ Every page has one obvious next action.

- ✓ Passes WCAG AA contrast and keyboard nav.
- ✓ The team can publish without us.

From insight to launch.



01 Discover

Audience, content audit and commercial goals. We learn what the page must do before we draw a thing.

02 Prototype

We build in the browser early — real type, real speed, real devices — so decisions are made on truth, not mockups.

03 Build & ship

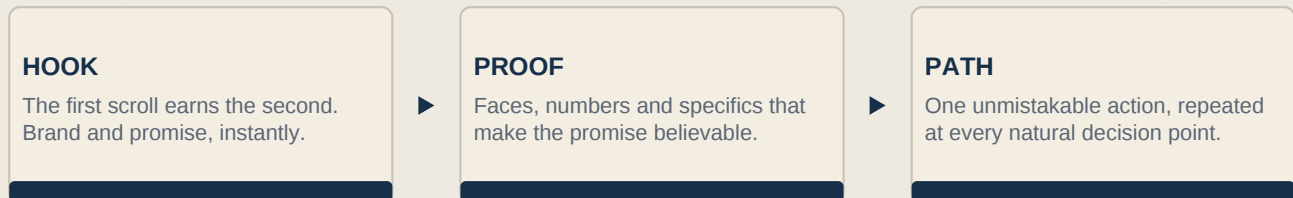
Production code, performance budget enforced, analytics wired, and a system the team can grow.

WHY BROWSER-FIRST

A flat mockup hides the two things that decide success: how it feels in motion, and how fast it loads. We test both from week one.

Hook. Proof. Path.

Every high-performing page we ship follows the same spine — the same one we use for film and campaigns, applied to scroll.



- ✓ Does the hero say what this is in five words?
- ✓ Can a user buy or enquire from any screen?

- ✓ Is there proof above the fold, not just claims?
- ✓ Have we removed every step that isn't essential?

THE NUMBERS

Speed is a feature.



THE PERFORMANCE BUDGET

We set a hard ceiling for page weight and load time on day one. If a feature breaks the budget, it earns its place or it ships later — no exceptions.

A WORKED SNAPSHOT

The retail rebuild.

Indigo & Salt D2C · HOME & TEXTILES

CHALLENGE

A loved studio brand was trapped in a slow, template storefront. Beautiful products, a checkout that lost a third of carts, and a team scared to touch the site.

INSIGHT

The brand's warmth never survived the first load. Fix speed and trust, and the existing audience would convert on its own.

WHAT WE MADE

A rebuilt, sub-second storefront with brand-led product stories, a two-step checkout, and a CMS the founders run themselves — daily.

+1.8×

Conversion rate (sample)

0.6s

Median first paint

−41%

Cart abandonment

WHY IT WORKED

We changed nothing about what they sold — only how fast and how clearly it loaded, and how the brand's warmth survived the first scroll. The existing audience did the rest.

- ✓ Sub-second storefront on mid-range phones.
- ✓ Brand-led product stories, not spec sheets.
- ✓ Two-step checkout, no forced accounts.
- ✓ A CMS the founders run without us.

Figures illustrative — replace with verified results before external use.

A WORKED SNAPSHOT

The founder's brand site.

Meridian Capital Advisors INSTITUTIONAL · FINANCE

CHALLENGE

A respected advisory firm looked smaller online than it was in the room. A dated site undercut its credibility with the exact clients it wanted.

INSIGHT

Trust is the product. The site had to feel as considered and discreet as a first meeting — substance over spectacle.

WHAT WE MADE

A restrained, fast brand site with a clear point of view, named proof, and frictionless paths to a conversation — accessible and built to last.

+2.3×

Qualified enquiries (sample)

100

Accessibility score

0.7s

Median first paint

WHY IT WORKED

Restraint read as confidence. By saying less, more precisely, the firm finally looked online the way it felt across a boardroom table.

- ✓ A clear point of view above the fold.
- ✓ One frictionless path to a conversation.
- ✓ Named proof, not anonymous claims.
- ✓ Accessible, fast, and built to last.

Figures illustrative — replace with verified results before external use.

How an engagement runs.

01 Discover (1–2 wks)

Goals, audience and content audit. We define the one job the site must do and the number it answers to.

02 Prototype (2–3 wks)

Browser-first prototype on real devices; the brand felt and the path proven before full build.

03 Build (3–5 wks)

Production code, performance budget enforced, CMS and analytics wired, content loaded.

04 Launch & grow (ongoing)

Phased release, conversion read, and iteration against the commercial goal.

What you receive — a fast, accessible, on-brand site; a CMS your team owns; an analytics setup that ties design to revenue; and a performance budget that keeps it quick for years.



Let's build the storefront.

A site that carries the brand and does the work — felt in the first scroll,
clear by the first click. That is the whole brief.

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