



Dale & Thomas Popcorn

www.daleandthomas.com

E-COMMERCE

The homepage features a navigation bar with links for HOME, TINS, SAMPLERS, SPECIALTY ITEMS, BUSINESS GIFTS, and a shopping cart. A prominent banner for 'THE ULTIMATE FOOTBALL PARTY TIN' is displayed, along with a sidebar menu containing sections for SHOPPING, HIGHLIGHTS, GIFT CENTER, and SERVICE CENTER. The main content area highlights featured gifts for the day.

Dale and Thomas Popcorn, the fastest growing gourmet popcorn company in the U.S., recently turned to Americaneagle.com for the redesign and enhancement of their e-commerce Web site. For Dale and Thomas, a redesign was crucial in order to compliment their renewed branding and packaging.

The site now includes Web 2.0 functionality such as AJAX technology within product pages, easy shop-by options, an interactive shipping calendar, and dynamic shopping cart. Given the new design and functionality, Dale and Thomas has seen an increase in online sales.

features

- Featured Products
- Shop-By Flavor/Price
- AJAX Product Selection
- Customer Reviews
- Gift Cards
- Instant Shopping Cart
- Interactive Shipping Calendar
- Up-Selling Tool
- Customer Accounts
- Promotion Codes
- Content Management System
- Privilege-Based Admin Access

Department Page

The Department Page for 'Tins' displays a grid of product images with their respective prices and 'Buy Now' buttons. The products include 'The Ultimate Football Party Tin', 'Medium Gift Tin', 'Large Gift Tin', 'Pair of Pints', 'Gift Tin', and 'Valentine's Day Sweatshirt Tin'.

Product Page

The Product Page for 'Medium Gift Tin' features a detailed product description, customer reviews, and a 'Choose Your Combo' section. The 'Choose Your Combo' section allows users to select from various flavor combinations like 'Holiday', 'Chocolate Lover's', 'This and That', and 'Savory'.