Hinchman Point of Sales

PURDUE UNIVERSITY®

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OBJECTIVE

Create a streamlined virtual point of sales site with inventory management software and improved invoicing process. This will improve efficiency, reduce order errors, and enhance customer service. Modernize a virtual ordering, inventory, and invoicing system with no disruptions to orders, aligns with Hinchman's branding, and thoroughly tested.

TESTING RESULTS

Within the first month of launch, the Shopify site experienced 337 visitors and accounted 25 of those as the teams own to check the functionality of the site.

Our sales occurred during the second round of advertising. From April 10th to April 15th there was a conversion rate of 2.17%. Currently there have been 5 purchases made on the Shopify site.

Online store visitors: 337 — Mar 14–Apr 14, 2025

Conversion rate: 2.17% — Apr 10–15, 2025

CUSTOMER PROBLEM AND BACKGROUND

- Hinchman Racing Uniforms is a local racing suit manufacturer based in Indianapolis, IN since 1925.

- Company values include safety, innovation, quality, and superior customer service.

- Previously, all orders were fulfilled using pen and paper. There was a clear need for a more automated customer ordering system.

- **Project Goals and Changes:** Initially, Hinchman wanted suit ordering capabilities built into the website.

- The project scope shifted to align with other Hinchman teams' efforts.

- **Project Outcome:** An e-commerce website was created for selling Hinchman merchandise.

- The site was developed using Shopify, which manages payments and order fulfillment.

- The goal is for this site to eventually support custom suit ordering as well.

- **Collaboration:** Team 38 partnered with the group to design merchandise and promote the new website.
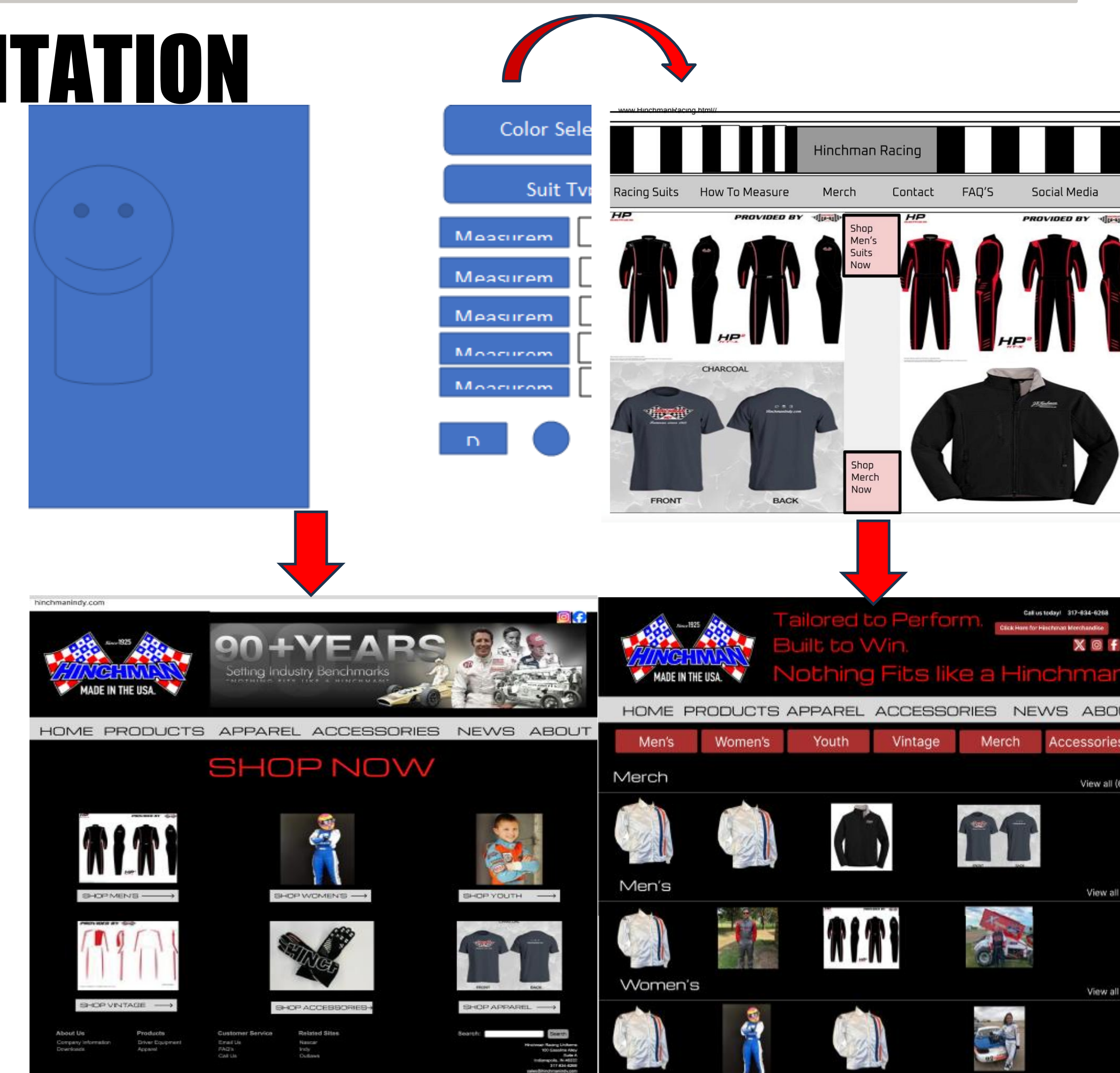
CONCEPTS AND EXPERIMENTATION
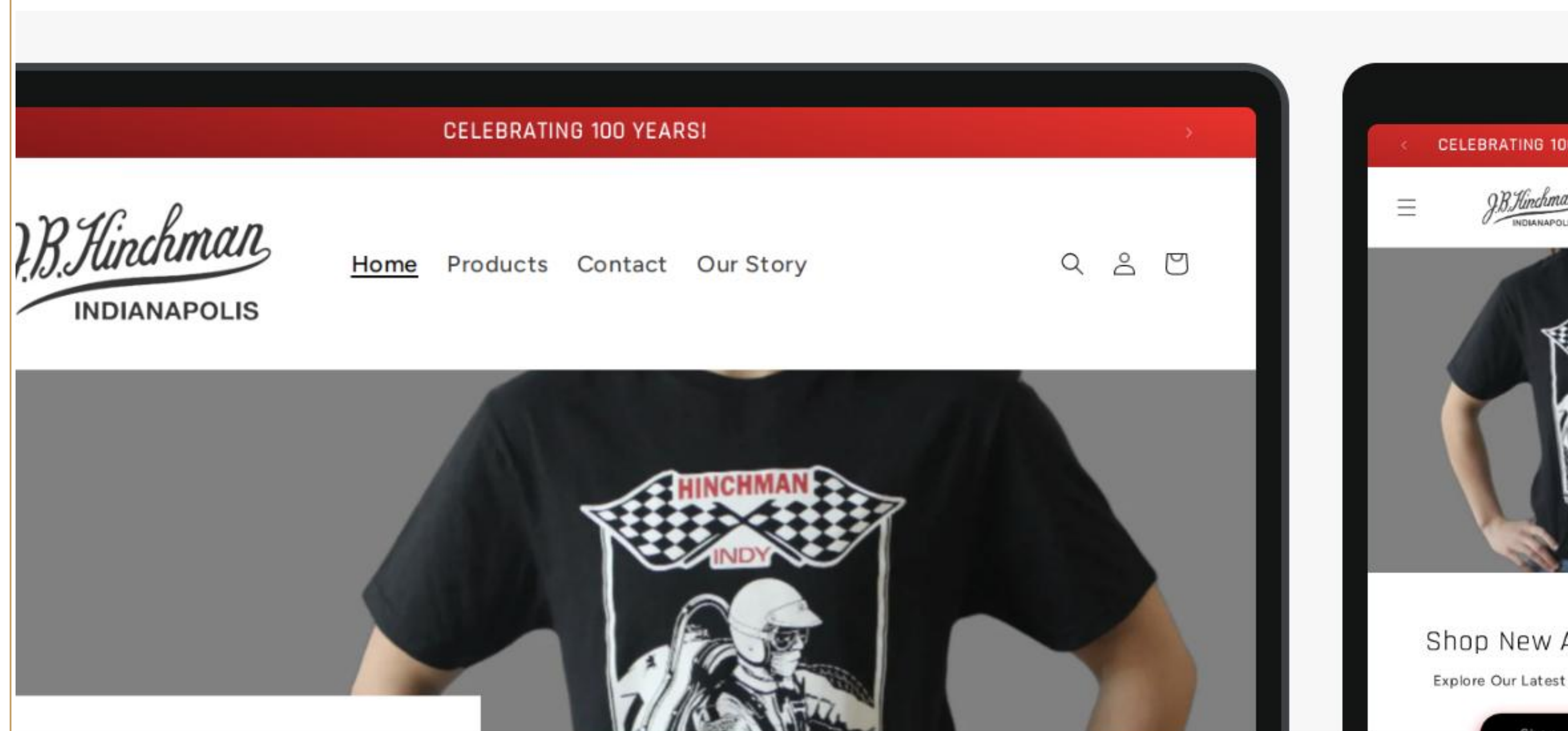
- **Wireframing Process:**

1. First Session: Created rough sketches to brainstorm and refine concepts.
2. Second Session: Each team member designed different site sections and presented them to Hinchman.
3. Third Session: Applied refined ideas to various Shopify templates.

- **Final Steps:**

1. Presented all Shopify templates to Hinchman for final selection.
2. Chose a final template and refined it to build a modern, sleek website ready for launch.
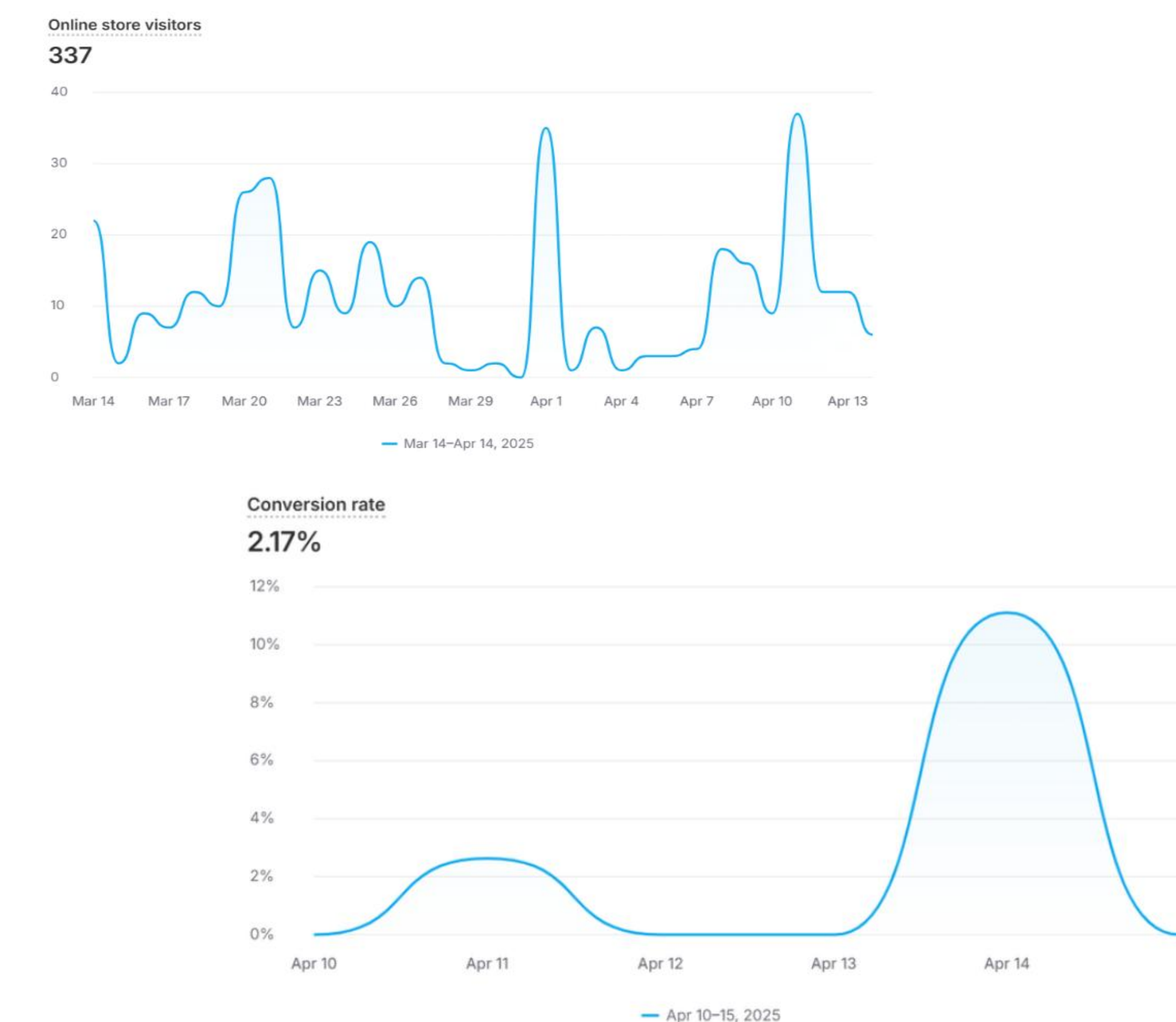

REQUIREMENTS AND FINAL DESIGN

CONCLUSION AND RECOMMENDATIONS

The Shopify site was very successful when promoted through Instagram and Facebook during its launch. We learned from the analytics and realized that continual promotion through the existing Hinchman site was necessary to show that the site was not a scam. The site has plenty of room to grow but has experienced ample traffic during the first month of launch.

Recommendations

- Continue to add more products to the Shopify
- Continue promoting the Shopify site
- Add the racing suits to the Shopify
- Update the pictures to ensure all products are worn by a person
- Research how to make deposits