



8 WEST IMPACT ENGAGEMENTS

Ecommerce Platform Assessment & Customer Journey Review

3-10 Days | 8-20 Participants | Virtual or On-Site
Fixed-Fee Engagement [\$5,000 - \$12,500]



Workshop Overview

8 West's Ecommerce Platform Assessment & Customer Journey Review is a standalone, fixed-price impact engagement designed for senior digital and ecommerce leaders who need clarity before committing to change.

This engagement provides an independent, expert-led assessment of an organisation's current ecommerce capability—highlighting where the platform and customer experience are enabling growth, and where they are actively constraining it.



Specifically, the assessment evaluates:

- The health, scalability, and operational fitness of the current ecommerce platform, including architectural constraints, integration complexity, and operational risk factors
- How effectively the end-to-end customer journey supports conversion, retention, and lifetime value
- How well the platform and experience support modern discoverability, including SEO, AEO, and AI-driven answer engines
- Where targeted, pragmatic improvements will deliver the greatest commercial and operational impact

The outcome is a clear, defensible set of findings and prioritised recommendations—designed to support confident decision-making around optimisation, investment, or platform change.

This engagement does not attempt to solve everything. Its value lies in providing fast, honest signal—grounded in experience, qualitative evidence, and platform insight—so leaders can decide what to do next with confidence.

Who Should Be Involved

ROLE	WHY THEY'RE CRITICAL
Head of Digital / Ecommerce	Owens commercial outcomes and prioritisation decisions
Product Owners (Commerce, Checkout, Post-Purchase)	Provide journey context, roadmap insight, and constraints
UX / Design Leads	Explain experience intent, design patterns, and usability considerations
Engineering / Platform Leads	Describe architecture, integrations, performance, and operational realities
Marketing / Growth	Share acquisition, merchandising, and conversion objectives
Operations / Fulfilment	Represent post-purchase, delivery, returns, and service touchpoints

Participation is focused on context and insight, not delivery effort.

Scope

To support fixed pricing, predictable delivery, and clear expectations, the scope of this engagement is intentionally bounded across two complementary pillars.

PLATFORM ASSESSMENT

A high-level but rigorous review of the ecommerce platform's ability to support current and near-term business needs, including:

- Overall architecture and integration landscape
- Key scalability, performance, resilience, and operational risk considerations
- Deployment approach, monitoring maturity, and supportability
- Content management capabilities and workflows, with a focus on consistency, governance, and brand control

This assessment is diagnostic, not forensic. It identifies constraints, risks, and patterns that affect change velocity and commercial outcomes, rather than performing deep technical, security, or compliance audits.

CUSTOMER JOURNEY REVIEW

An expert evaluation of the end-to-end ecommerce lifecycle, viewed through customer, commercial, and operational lenses:

- Acquisition and discovery [SEO, AEO, SEM]
- Browse, decision-making, and merchandising
- Checkout and payment experience
- Post-purchase, fulfilment, returns, retention, and lifecycle engagement

The review focuses on identifying friction points, drop-offs, and missed opportunities using expert heuristic analysis, stakeholder insight, and structured journey walkthroughs.

Findings are positioned as actionable signals, highlighting where experience, platform, or operating-model changes are likely to improve conversion, repeat purchase, & customer lifetime value.

OUT OF SCOPE

To avoid ambiguity, the following are not included in this engagement:

- Deep analytics or KPI audits
- User testing or primary customer research
- CRO experimentation or implementation work
- Security, penetration testing, or formal compliance audits (e.g. PCI, GDPR certification reviews)

These activities are available separately as optional follow-on engagements where deeper validation or execution is required.

Engagement Structure

The engagement is delivered through three structured phases combining stakeholder context, expert-led evaluation, and decision-focused planning.

PRE-ENGAGEMENT ALIGNMENT

Brief executive and key stakeholder kick-off to align on outcomes, success criteria, expectations, and communication plan before Day 1.

PHASE 1 DISCOVERY & SCOPING

OBJECTIVES Align on business goals, confirm assessment boundaries, and agree the priority journeys and platform areas to be evaluated.

ROLES INVOLVED Head of Digital / Ecommerce
Product Owners
Engineering / Platform Lead

KEY ACTIVITIES Stakeholder kick-off and context gathering.
Confirm goals, constraints, and success criteria.
Prioritise key customer journeys.
Agree platform assessment focus.
Confirm access and delivery plan.

OUTPUTS Confirmed scope and journey list.
Assessment framework and evaluation criteria.
Delivery plan and session schedule.

Engagement Structure Continued...

PHASE 2 PLATFORM & CUSTOMER JOURNEY ASSESSMENT

OBJECTIVES	Identify platform constraints, operational risks, and journey friction points that are likely to impact conversion, retention, and operational effectiveness.
ROLES INVOLVED	Product Owners, UX / Design Leads, Engineering / Platform Leads, Operations / Fulfilment
KEY ACTIVITIES	Structured walkthroughs of priority journeys. Platform and integration overview. Review of scalability, resilience, and ops maturity. Content workflow and governance review. Discoverability review (SEO/AEO). Capture of friction points and opportunities.
OUTPUTS	Platform findings. Journey-level issues and opportunities. Evidence-based observations.

Engagement Structure Continued...

PHASE 3 RECOMMENDATIONS, ROADMAP & EXECUTIVE PLAYBACK

OBJECTIVES	Translate findings into prioritised, decision-ready recommendations and align stakeholders on a pragmatic next-step plan.
ROLES INVOLVED	Head of Digital / Ecommerce. Senior Product & Technology Stakeholders. [Optional: Marketing / Ops leadership for alignment].
KEY ACTIVITIES	Consolidation and prioritisation of findings. Roadmap development (impact, effort, risk). Executive summary creation. Executive playback and alignment.
OUTPUTS	Prioritised improvement roadmap. Executive summary. Playback session.

Engagement Options

TIER 1 - Snapshot

€5,000

Best for: Smaller teams or early-stage ecommerce platforms seeking directional insight

- High-level platform review
- Targeted walkthroughs of a limited number of critical journeys
- Summary findings and high-confidence improvement opportunities

Indicative Duration: 3-4 days assessment, 0.5 day reporting and playback

Outcome: Rapid signal on platform health and experience quality, highlighting quick wins and priority risks

TIER 2 - Standard (Recommended)

€7,500

Best for: Established ecommerce platforms where decisions carry material commercial impact

- Full platform assessment across architecture, operations, and content workflows
- End-to-end customer journey review across the complete ecommerce lifecycle
- Prioritisation of findings based on impact, effort, and risk
- Executive playback session aligned to senior digital, product, and technology stakeholders

Indicative Duration: 5–7 days assessment, 1 day reporting and playback

Outcome: A clear, defensible improvement roadmap that aligns platform capability, customer experience, and commercial priorities—commonly used to inform optimisation programmes, investment planning, or re-platforming decisions

TIER 3 - Comprehensive

€12,500

Best for: Established ecommerce platforms where decisions carry material commercial impact

- Expanded journey coverage across additional brands, regions, or channels
- Extended stakeholder workshops spanning product, technology, marketing, and operations
- Deeper sequencing and dependency mapping of recommendations
- Increased focus on organisational, operating-model, and delivery constraints

Indicative Duration: 8–10 days assessment, 2 days reporting and playback

Outcome: Strategic clarity across platform, experience, and operating model - supporting confident, organisation-wide decision-making and executive alignment

Deliverables at-a-Glance



CORE DELIVERABLES

- + Ecommerce platform assessment summary**
A concise view of platform health, constraints, risks, and capability gaps.
- + Customer journey review and insights**
Identified friction points, missed opportunities, and experience risks across the end-to-end lifecycle.
- + Prioritised improvement roadmap**
A decision-ready view of recommended improvements, sequenced by impact, effort, and risk.
- + Executive summary and playback session**
A senior-level synthesis of findings and recommendations, aligned to next-step decisions.

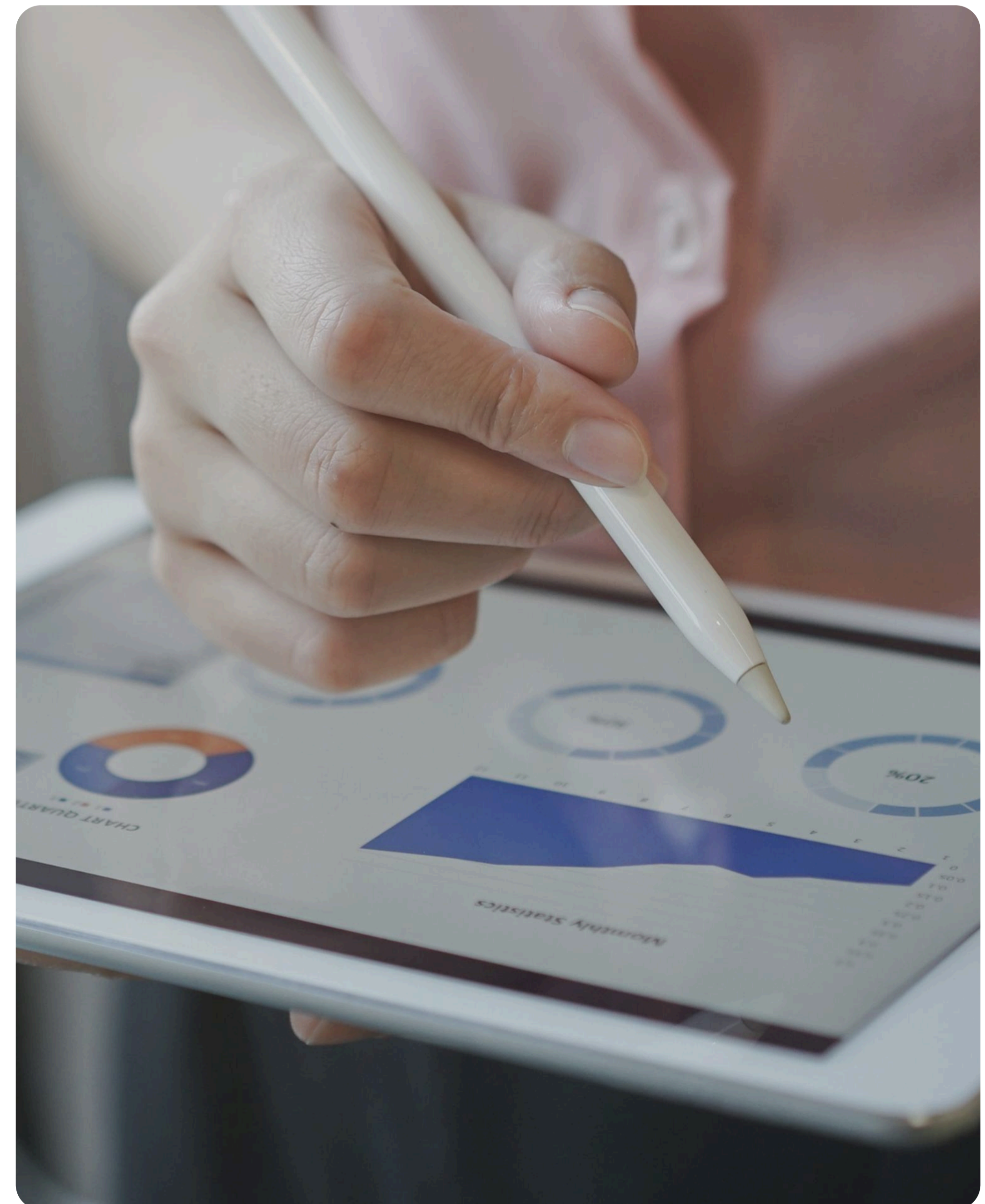
OPTIONAL ADD-ONS

- Paired engineering remediation or feasibility sessions
- Analytics and KPI review to validate priorities
- CRO and experimentation strategy
- Qualitative user testing
- Implementation-ready backlog or delivery plan
- Re-assessment or progress checkpoint

Success Metrics

Success is measured by the quality of clarity delivered, not the volume of documentation produced. This engagement is successful when it enables:

- + Clear identification of revenue, conversion, and retention uplift opportunities.
- + Reduced friction across the most commercially critical customer journeys.
- + Increased confidence in the platform's ability to scale, evolve, and manage risk.
- + A prioritised improvement roadmap that leaders can act on immediately.
- + Strong alignment across digital, product, technology, marketing, and commercial stakeholders on next-step decisions.



Delivery Format



- + **Virtual-first** engagement delivered through expert-led walkthroughs and evaluation sessions, working sessions, and executive playback meetings.
- + **Optional on-site workshops** or executive playback where deeper collaboration is beneficial.
- + **Shared workspaces** for documenting findings, priorities, and recommendations.
- + All deliverables supplied **digitally**.
- + **Typical duration** aligned to selected service tier.

Testimonials

“ Working with 8 West has truly changed the way we do business. In my 30 years of experience, I’ve never found a partner who’s so dedicated and collaborative. They’re always thinking about how to improve our platform, performance, and costs, and they’re there whenever we need them—even on weekends and holidays. Their innovative ideas and deep expertise have not only given us real, measurable results but have also completely shifted the way we approach development and innovation. With 8 West, success always feels like a shared effort, and it’s clear they’re fully invested in helping us succeed ”

Elana Gold

Chief Growth Officer ONE HOPE

“ 8 West delivered a highly professional and comprehensive assessment of our cloud environment. Their team combined deep technical expertise with a practical understanding of our operational priorities, giving us clear visibility into what matters most. The review provided an actionable roadmap that strengthens our focus on performance, reliability, and operational readiness—especially as we plan for major events like Black Friday and Cyber Monday. The engagement was exceptionally well-structured and collaborative, and the outputs have had an immediate positive impact on our planning. ”

Sandra DiMarino

Senior IT Manager AVON

“ Finding a Shopify partner with ISO 27001 discipline and a real understanding of the regulated space is rare. 8 West has been outstanding in this regard. Their command of Shopify and its app ecosystem has helped us simplify our landscape and move faster. Separately, their work integrating new remote monitoring devices has expanded our platform and strengthened the safety we deliver to our customers. ”

Caroline Van Zele

CEO



JO MALONE
LONDON

DARPHIN
PARIS

ESTÉE LAUDER

CLINIQUE

Bath & Body Works



KidKraft

FENTY BEAUTY
BY RIHANNA

Why 8 West



8 West brings deep experience across accessibility, inclusive design, UX, engineering and enterprise-scale delivery.

We combine expert human evaluation with responsibly applied AI tooling to accelerate insights without compromising rigour or truth. Our approach is grounded, practical and designed to help organisations produce accessible, inclusive experiences that scale.

Ready to Proceed?

We'll schedule a complimentary discovery call to confirm objectives, participants, and scope.

From there we will finalise timing and kick-off, typically ready to begin within 2 to 4 weeks of approval.



8 WEST CONSULTING

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