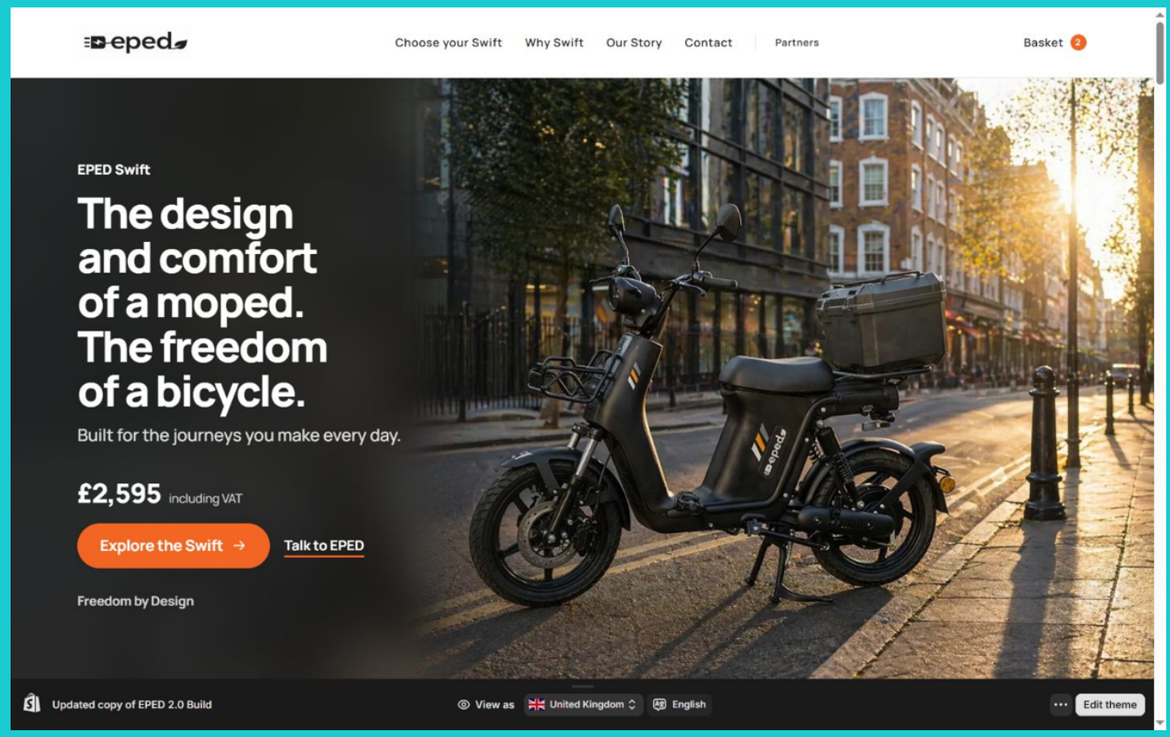
CASE STUDY / EPED WEBSITE REBUILD

A website that helps people picture the ride.

EPED wanted customers to understand the Swift, picture it in their day and feel ready to take the next step. End 2 End Consult rebuilt the website around that decision.

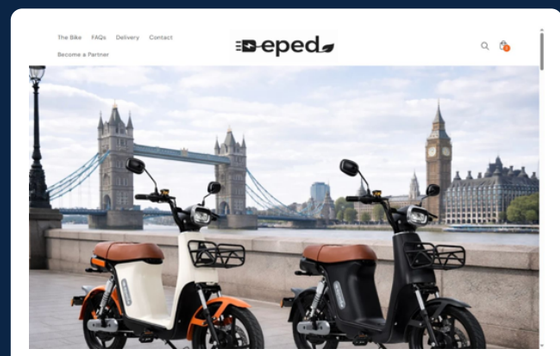


AFTER / PROPOSITION, PRICE AND NEXT STEPS

THE CLIENT

CUSTOM SHOPIFY COMMISSION

Product understanding.
Customer confidence.
A useful next step.



BEFORE / EPED 1.1

A clearer story.
A clearer way forward.

Case study · 21 October 2026. Website screenshots compare retained EPED 1.1 with the approved rebuild.

THE BUSINESS CHALLENGE



THE COMMUTE / THE SHOPS / FRIENDS ACROSS TOWN

A place in someone’s day

Image: EPED customer brochure. The question is editorial narrative, not an owner quotation.

The bike had a purpose

EPED’s Swift was designed to give people another way to make those everyday journeys.

The old site had photographs, specifications and a way to buy. It did less to help someone picture owning the bike.

EPED commissioned End 2 End Consult to build a website that could explain that idea and do justice to the product behind it.

THE QUESTION BEHIND THE REBUILD

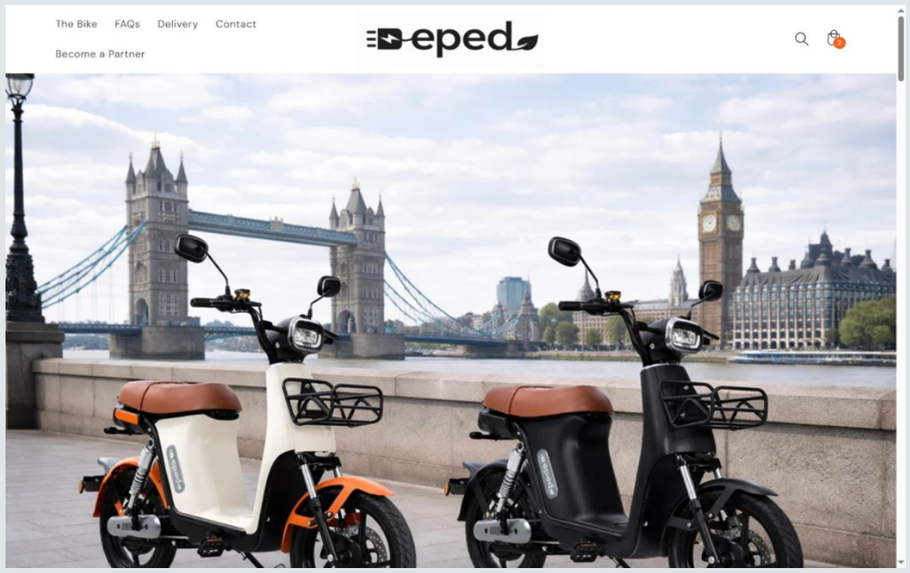
How could the Swift fit into their day?

01 / MAKE THE PROPOSITION CLEAR

Give people a reason to look closer.

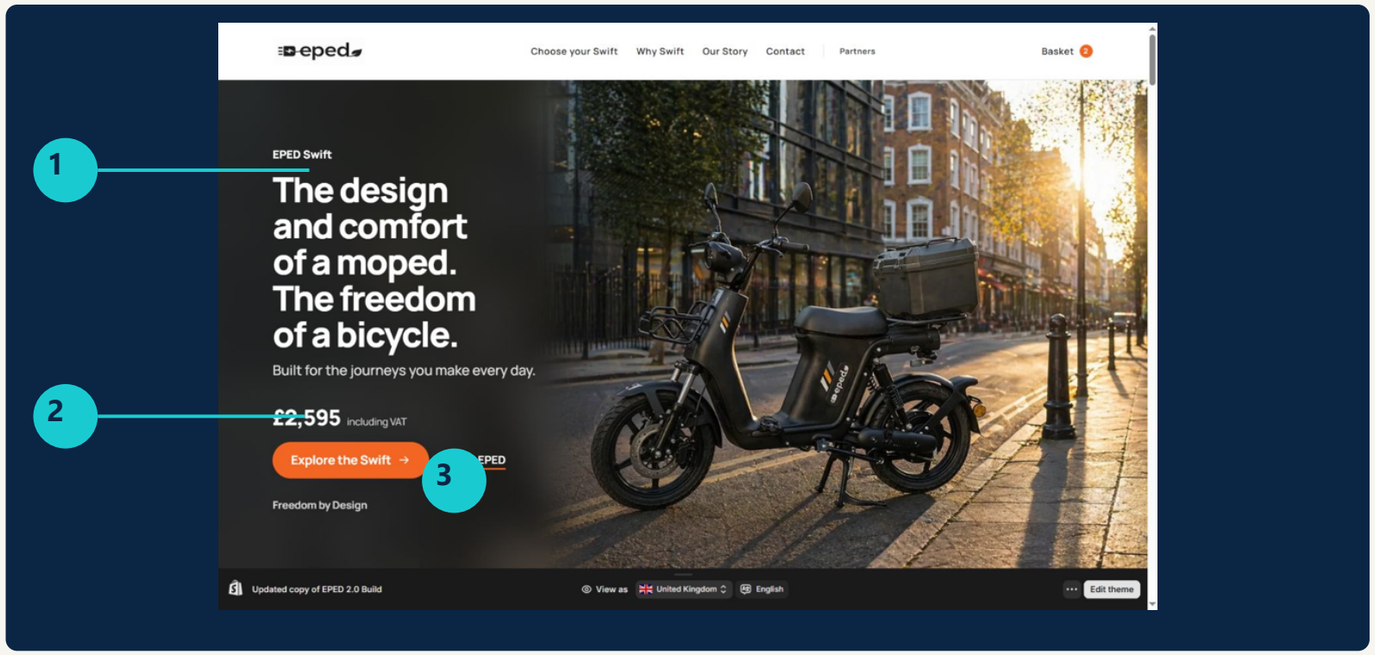
The rebuild brings the product explanation, the price and two useful next steps into the opening screen.

BEFORE / EPED 1.1



The photograph leads alone.

AFTER / APPROVED EPED 2.0 REBUILD



Product, proposition, price and next steps together.

1 Explain it at first glance.

The visitor gets a product proposition alongside the image.

2 Make the price visible.

The VAT-inclusive price is part of the opening.

3 Offer two next steps.

Explore the bike, or talk it through with EPED.

Shopify captures: 13 October 2026. Whole screenshot frames. Numbered markers are case-study annotations.

02 / ANSWER THE OWNERSHIP QUESTIONS

The battery. A better explanation.

From a small security card to a dedicated section that explains charging and the battery options.

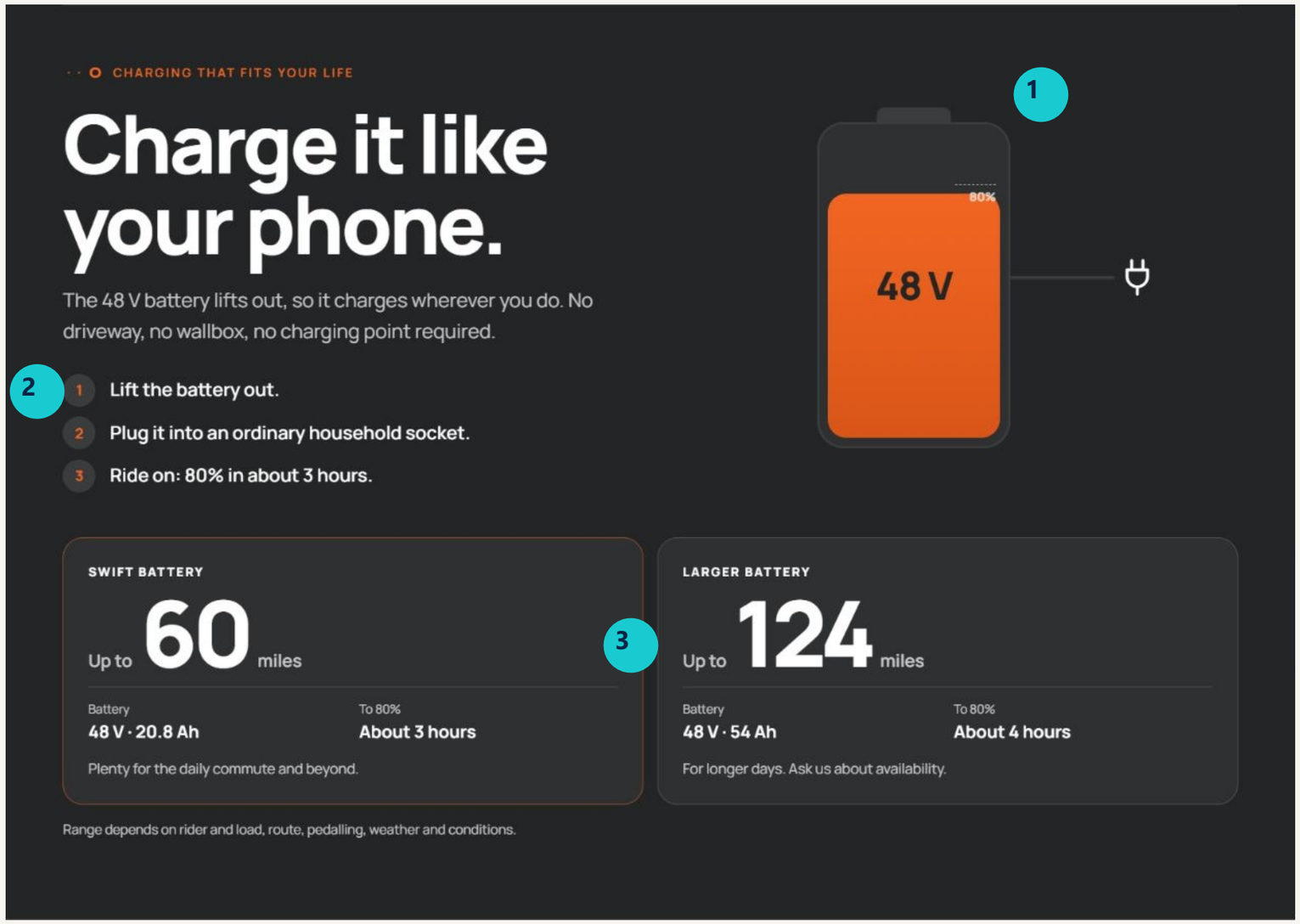
BEFORE / EPED 1.1



Battery

Battery securely locks into the frame under the seat for added security

AFTER / DEDICATED CHARGING SECTION



CUSTOMER QUESTION

Can I charge it at home?

Battery crops: retained themes, 21 October 2026. The old site also listed range and charge figures elsewhere. Presentation comparison only.

02 / FROM A SPECIFICATION TO EVERYDAY UNDERSTANDING

Help the customer imagine the everyday.

1 Make it familiar.

A recognisable battery graphic gives the explanation a visual focus.

2 Show the steps.

Removal, plug-in and charging are explained as a short sequence.

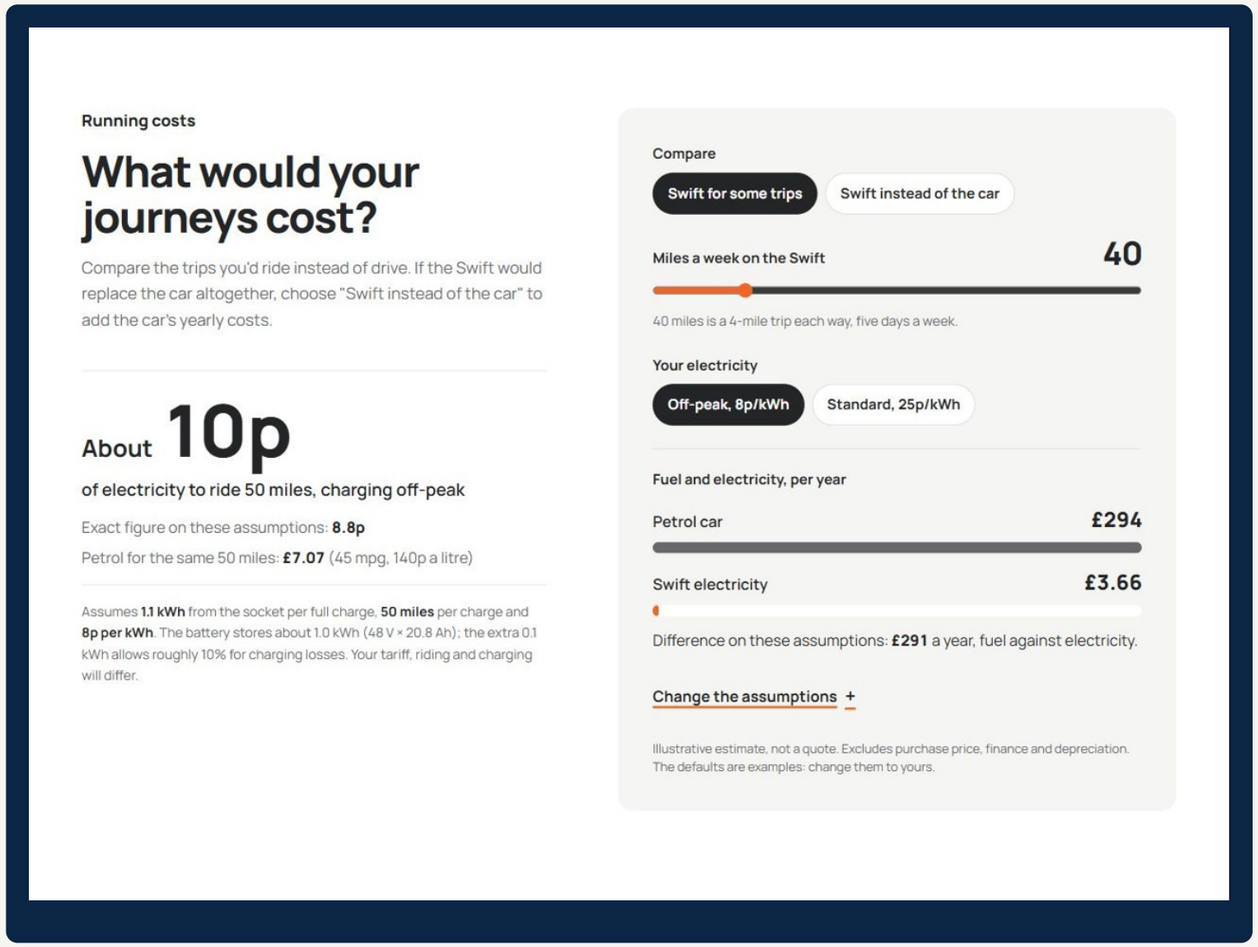
3 Put the detail together.

Battery options, range and charging information sit together.

A specification can tell you what is fitted. It takes a little more care to explain why it might matter.

The rebuild connects product details with familiar situations: getting on in work clothes, charging indoors, carrying shopping and making the journey home.

That same care continues in the running-cost calculator. Visitors can change the assumptions and distinguish replacing some car journeys from replacing car ownership.



Current calculator: 21 October 2026. Figures shown are illustrative defaults, not promised customer savings.

03 / MAKE THE NEXT STEP STRAIGHTFORWARD

Help people choose, with someone to ask.

The build selector starts with a practical choice: a single seat with carrying space, or a two-seat configuration. Colour follows. The image changes with the selection, helping visitors see what they are choosing.

Product details and pre-purchase answers sit alongside a route to the Shopify basket. Phone, email and the contact page offer another way forward when someone wants to talk it through.





CUSTOMER QUESTION

Which build would suit my day?

SHOPIFY REMAINS THE COMMERCE PLATFORM

Connected to Shopify’s catalogue and checkout.

One idea people can carry with them.

The current customer brochure carries the same central message into a format people can keep, share and return to.

Images: accompanying EPED brochure. Top box optional. Customer questions are illustrative, not testimonials.

THE RESULT

More of the product comes through.

The rebuild answers EPED’s brief: explain the Swift, make everyday ownership easier to understand, and give customers a clear next step.

CUSTOMER-FACING ASSESSMENT / 100

56 → 90

Clarity, trust, language, design and the route to purchase.

29/52 → 47/52

WIDER WEBSITE ASSESSMENT / 100

57 → 87

Includes SEO, social readiness, ownership and operations.

49/86 → 75/86

Explore the rebuilt website at eped.uk →

End 2 End Consult’s editorial assessment, 21 October 2026. Scores are rounded. These assess website quality; they do not measure sales, conversion rates or customer satisfaction.

Performance and security are unscored for both versions: 86 applicable points overall, 52 in the customer-facing subset. Baseline evidence and unchanged scores are carried forward. Full method and source limits accompany this case study.

Your customers should be able to see what you see in your business.

LET’S TALK →

THE CLIENT'S PERSPECTIVE

IN ANDY'S WORDS

"We were so thrilled with the rebuild. Before we had a list of features and benefits and sharp images of the bike, but now we've got a real customer journey. The website encourages you to scroll through, and every section builds on the story and leads the customer through to be able to make a clean buying decision, having fully understood everything that makes the Swift an amazing option for commuters travelling in urban areas today."

Andy Sacree

Founder and Managing Director, EPED