

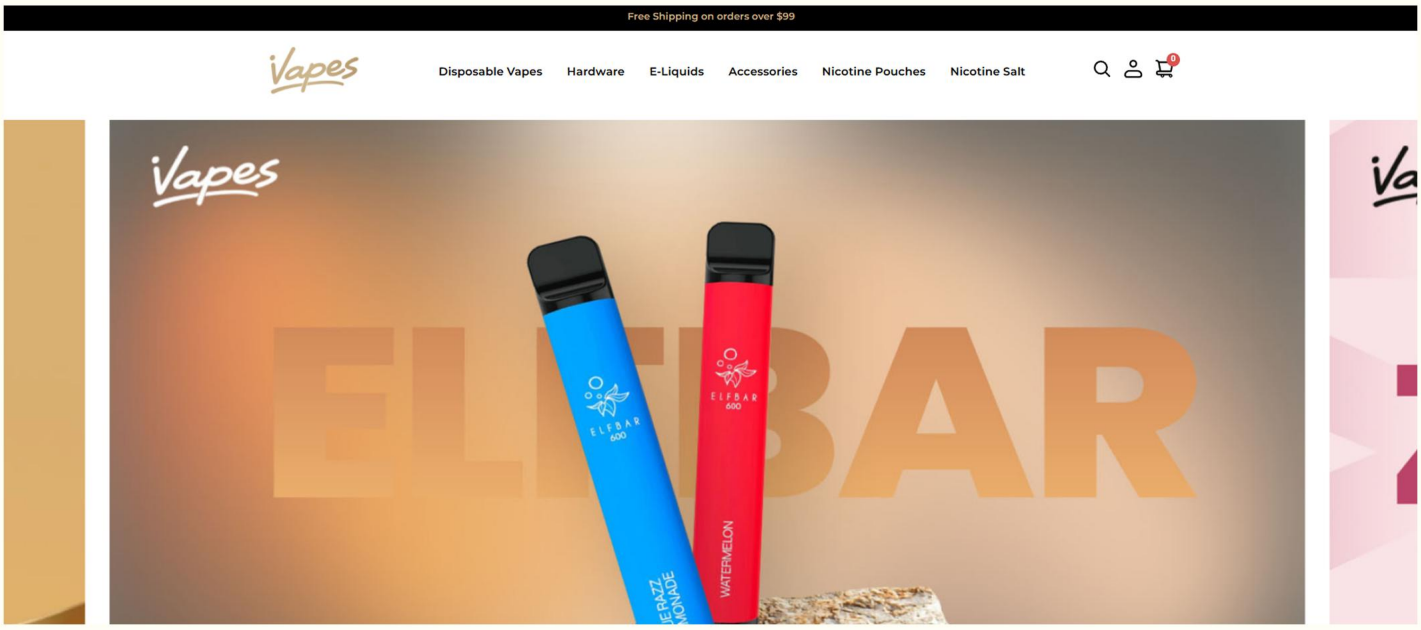
Developing an Adult-Focused E-commerce Shopping Experience

Service: E-commerce Development
Project: iVapes

The Development Challenge

iVapes required an E-commerce platform capable of supporting several product categories while keeping the shopping experience simple enough for customers to navigate quickly.

Age-restricted access, product discovery, customer support information and content marketing also needed to operate within the same website.



What We Developed

We developed a responsive E-commerce experience covering the main customer journey from entry through product research.

Key functionality included:

- 21+ age gate
- Product category navigation
- Product listings
- Product detail pages
- E-commerce cart
- Promotional content areas
- Blog functionality
- FAQs
- Shipping information
- Customer reviews
- Policy infrastructure
- Mobile responsive layouts
- Contact/support information

The public site currently includes category shopping for disposables, hardware, e-liquid, accessories, nicotine pouches and nicotine salt, alongside customer reviews, support content, blog articles, policies, and a 21+ entry gate.

Development Outcome

The completed development created a unified E-commerce environment where customers can browse products, research purchasing questions, review store information, and move toward checkout without leaving the core customer journey.

