

Emporium Digital



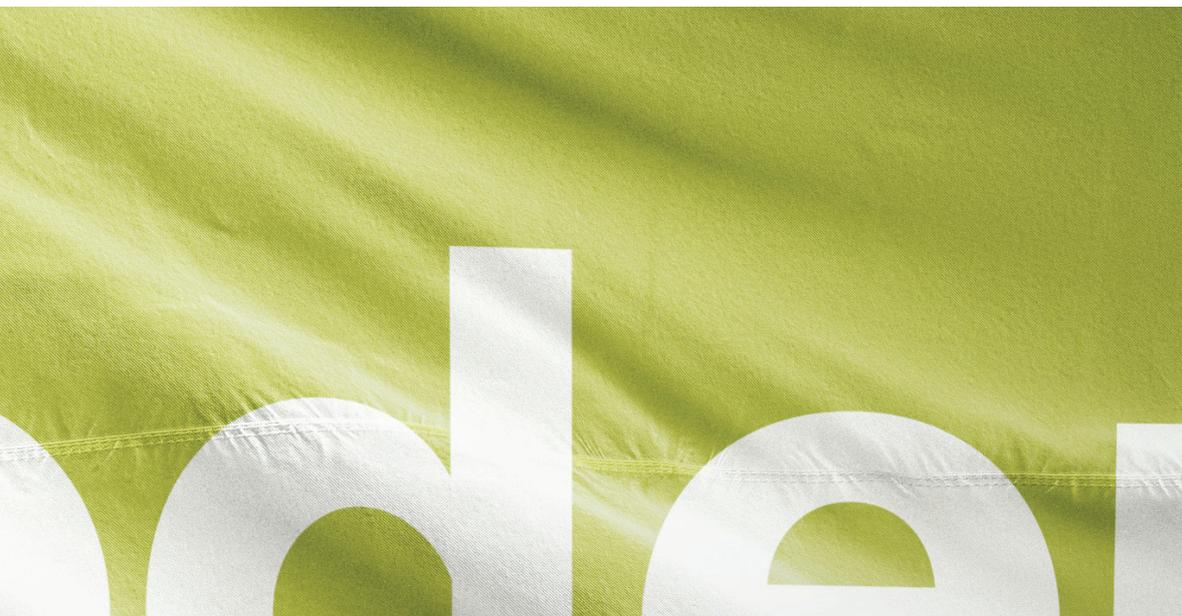
Modern Olives is the leading provider of technical services to the olive industry in Australia.

The problem.

Modern Olives functioned on printed forms and telecommunications for client collaboration, they approached us wanting to redesign and rebuild their website from the ground up—we built boutique functionality and a carefully curated database so that customers could order tests online as well as view their technical reports and invoices through an integrated portal.

The Solution

After looking at the demographic of olive growers where the majority of customers are out in the groves, or using machinery on their phones, we built a fully responsive website utilising the Craft PHP framework. New or potential customers can now order tests of their product, receive on-the-spot invoices and reports, and pay instantaneously without ever getting out of the tractor cab. The website was curated from the ground-up, from research portraying direction, to wireframes, initial design concepts and fully-fleshed out designs with interactive demos.



The Quote Builder.

One of the long-term goals of the new website was for existing and new clients to order tests via an online quote builder. Users would create an account using their business credentials, gaining access to previously issues reports, and also allow them to generate new orders via the builders API. We designed this interface with simplistic and efficient usability in mind, which was difficult given the quantity of tests and information available, across multiple domestic and international markets.

What product would you like to test?

STEP 1 Choose a category below of the olive product(s) you wish to test.



Olive Oil
Olive oil, other seed and vegetable oils



Olives
Table olives, olive fruit prior to harvest



Olive Derivatives
Tea, olive leaf extract, other olive products

STEP 2 Select your Olive Oil tests you would like us to do. Close X

OUR SUGGESTED PACKS

-  Basic Quality Pack + Sensory Analysis
-  Freshness Pack
-  Authenticity Pack
-  AAA code of practice Pack
-  Show/ADA Pack by NIR
-  Nutritional Information
-  Shelf life prediction

INDIVIDUAL ANALYSIS

Free Fatty Acids	Peroxide Value	UV coefficients (K232, K268, ΔK)	Induction Time
Total Biophenols (by NIR)	Smoke Point	Fatty Acid Profile	Moisture and Volatile Matter
Sensory Analysis	Sterols & Total Sterols & E-U	Trans Fatty Acids	Fatty Acid Ethyl Esters
Waxes	2-Glycerol Monopalmitate	ECN 42	Unaponifiable Matter
Stigmastadienes	Insoluble Impurities	Total Aliphatic Alcohols	Biophenols Profile
1,2-Diacylglycerides	Pyropheophytin A	Pesticides	Squalene
Tocopherols Content	DEHP	Benzoflapyrene	Peroxide Value
Test	Test		

STEP 3

YOUR SELECTED TESTS

- Authenticity Pack X
- Shelf-Life Prediction X
- Induction Time X
- ECN 42 X
- Waxes X
- Smoke Point X

YOUR QUOTE TOTAL 🔒

\$1,806.14

Generate Quote

Completing the portal, we collaborated with external 3rd party vendors, Modern Olives commissioned APIs to sync up the communication of data between systems.

Member Portal

These innovations would lead to a vast reduction of admin hours by the Modern Olives team, as clients could access reports & invoices at any time. Internally, the Modern Olives team now don't need to call or email customers. Now, when a client has a problem or issue with their order, the Modern Olives team can simultaneously jump in to any clients documents and see the same data that the client was seeing.

The screenshot displays the Modern Olives Member Portal interface. At the top, there is a navigation bar with the Modern Olives logo, 'Our Services', 'About Us', 'Contact', and a highlighted 'Client Portal' button. The main content area shows a 'Certificate of Analysis AU 18/0828' with options to 'Download' and 'Forward'. A sidebar on the left lists years from 2014 to 2019. The certificate details include the company name 'modern olives', contact information for Emporium Digital, and report metadata such as 'Report Date: 28/08/2018' and 'Date Received: 24/08/2018'. A table lists sample descriptions ('Cloudy' and 'Clear') with their respective batch and laboratory reference numbers. Below this, a 'Results' table provides detailed analytical data for various parameters like Free fatty acid, Peroxide value, UV coefficients, and Total polyphenols, including units, specific values for two batches, and uncertainty levels.

modern olives

Our Services About Us Contact Client Portal

Back Certificate of Analysis AU 18/0828 Download Forward

2019 2018 2017 2016 2015 2014

modern olives

Company: Emporium Digital
829A High Street
Thornbury, VIC, 2071

Phone: 0409 302 361
Email: hello@emporiumdigital

Report Date: 28/08/2018
Date Received: 24/08/2018

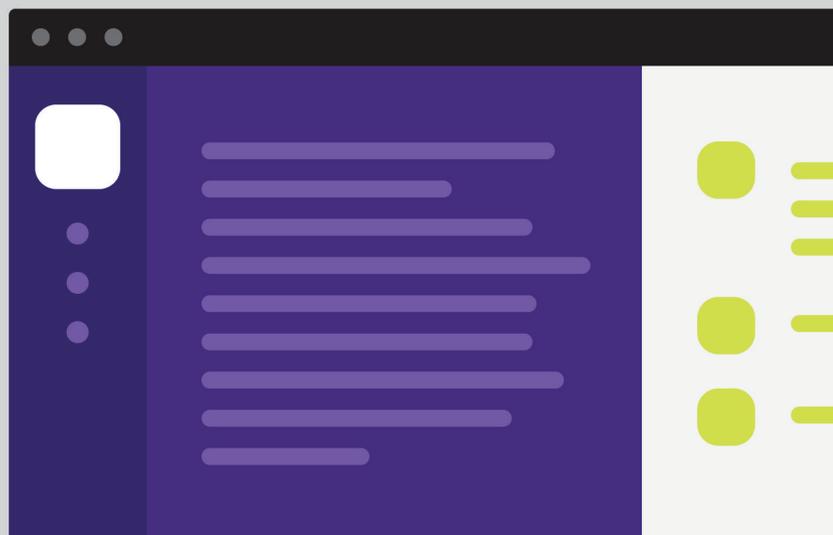
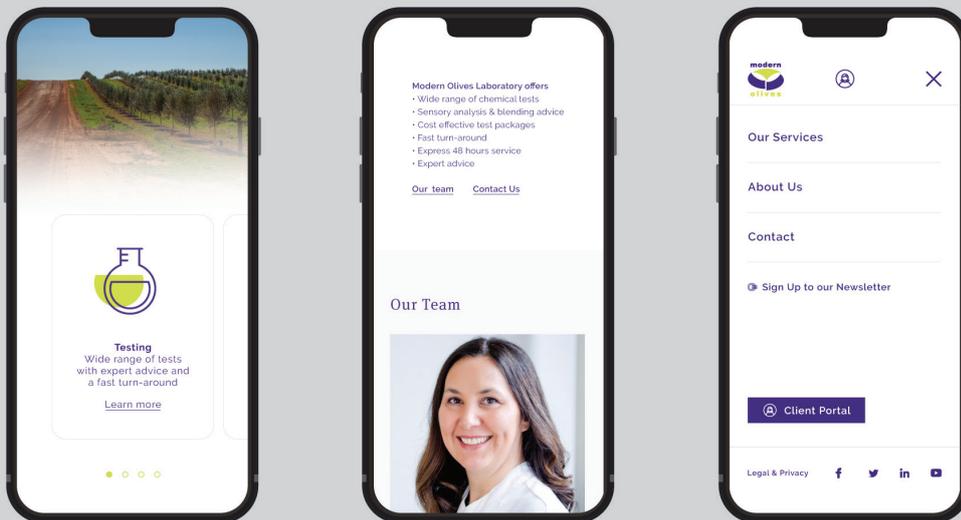
Sample Description	Batch	Laboratory Reference	Sampled By:
Cloudy		AU 18/0828/1	Submitter
Clear		AU 18/0828/2	Sample Type: Extra Virgin Olive Oil

Results

Show Pack (NIR)	Units	AU 18/08281/1	AU 18/08281/2	Method	Uncertainty
Free fatty acid (NIR)	g ac oleic %	0.3	0.2	NIR Technology	0
Peroxide value (NIR)	meq O2/Kg	12.7	12.2	NIR Technology	0
UV coefficient K232 (NIR)	Extinction at 232nm	1.931	1.942		0.12
UV coefficient K270 (NIR)	Extinction at 270nm	0.140	0.143		0.08
UV coefficient diff. (DK)	Difference	-0.003	-0.002		
Total polyphenols (NIR)	ppm	276	291	NIR Technology	0

The Result

The website is now live with excellent results, with numerous clients having used the portal and quote builder to request new work. The improvement in efficiency is already saving the Modern Olives team time with the next iteration already being discussed, which will introduce more technology and automation to improve the workflow efficiency even further.



“

Emporium Digital delivered outstanding work for our website and rebranding project.

Neil and Alex were professional, approachable, and communicated with us closely throughout the entire project. As someone with quite minimal understanding of website development, I appreciated their open communication and explanations. We've had great feedback from our clients about the new website, and have seen a clear increase in client engagement with our company. Thank you Neil and Alex.



Laura Spalding, Lab Manager, Modern Olives

What Modern Olives says about working with us?

hello@emporiumdigital.com.au