

# Product Visualization Tool

## ViewSource CASE STUDY



## Door Imagination System

Clopay Building Products Corp, Mason, OH

Clopay® is North America's premier residential garage door and entry door manufacturer offering a wide variety of standard and custom door sizes and styles. Clopay engaged ViewSource to innovate the online buying experience of garage and entry doors by giving customers the ability to see how a Clopay door can transform the look of their home.

The **challenge** was devising a way for customers to configure a door online having countless possible configurations encompassing door construction, hardware, color and glass options. Additionally, Clopay required the ability to easily update the system over time.

The **solution** was to marry a user-friendly front-end to a powerful back-end database all of which was built within a robust content management framework. Users can save or print their completed door and easily locate a local Clopay dealer. Clopay is delighted with the outcome in providing consumers an online garage and entry door buying experience unrivaled by its competitors.