



**MAGENTO ECOMMERCE WEB-APP**

**CLIENT PROFILE**

The client is a family owned jewelry and diamond-based business striving to provide the highest quality jewels with a friendly service.

**BUSINESS CHALLENGE**

Collaborating with a reputed jewelry design company that has been catering to the needs of reaching out to the market with wide-ranging exclusively made diamond-based ornaments. The goal was to keep everything from the start to the finish of the business model simple and innovative. Excellent visuals of the products. With high preference to the design and the look & feel of the Magento based eCommerce build.

Suretek having a team of dedicated resources willing to commit their complete time to deliver excellence grasped the business vision with ease. Suretek was bound to deliver user interface design & offer great opportunities for the client's customers to enjoy engaging unique user experience.

Now, the challenge was to harness the functionality of Magento and add the eCommerce software to facilitate online purchases. Our Magento eCommerce developers provided the client a sublime solution.

**SURETEK SOLUTION**

Grasping user experience (Simple and interactive UI/UX) is key to success in ecommerce. Keeping this in mind, we at Suretek along with client came up with a system that combines content with user experience that differentiates the client from its competitors. Following aspects have been given priority when developing the web application.

1. Innovate around the product and the user experience.
2. Develop seamless consumer relationships.
3. Making the application mobile/tab responsive.



4. Prioritizing users' needs at the center of the development.

**SURETEK'S CONTRIBUTION AND WORK PROFILE:**

- Implemented search and sort to easily find products in certain categories or with specific attributes.
- Product fields employment include name, product details, additional details, list price, your price, weight, stock, minimum quantity order amount, handling fee and more.
- Ability to select options such as featured, free shipping, reviews allowed, require moderation for reviews and more.
- Integrated a product module to attach and embed YouTube and product promotional videos to view multiple angles of the jewelry as well as adding images and manage uploaded image library.
- Manage (approve and delete) product reviews for admin panel.
- Employed an ability to add blog summary and full blog post using Microsoft Word-like content editor.
- Email marketing integration along with managing main email template design and distributing messages for order status emails.
- Employed reporting tools for interactive administrative dashboard with charts and statistics. Dashboard general reports include total products in store, total categories in store, customer count, lifetime orders and lifetime revenue generated.
- Responsive website, content intuitively adapts to whatever device is accessing it to provide the most user-friendly experience.
- Implemented discount and promotional code manager for admin panel/dashboard.
- Enabling SSL certificate and two-factor authentication to ensure privacy.
- DIBS payment gateway integration.
- Employed FAQ extensions to improve customer experience and reduce customer related enquiries.

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**TECHNOLOGIES USED**

Magento Open Source 2.2, JQuery 1.12.4, PHP 7, Google analytics, DIBS payment gateway, MySQL.