

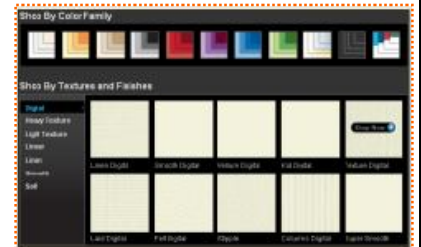


E-Commerce Site Re-design

Use of Site Core CMS & MS Commerce Server 2009

Executive summary

The client had always thought of giving a fresh new look to its website with the use of cutting edge technologies so that, anyone who visited the site would never go away without appreciating the layout and design of the website. For this purpose the customer approached Mindfire Solutions. The project basically involved re-designing of an existing e-commerce website with a goal to increase brand awareness, brand loyalty and customer delight. Mindfire responded positively and provided the customer with a magical website that was something far above what the client was looking for.



About our client

Client *Industrial Paper makers* | **Location** *Global* | **Industry** *Industrial Engineering*

Business Situation

The project basically involved redesign of the existing e-commerce website of the client using the latest and cutting edge technologies (sitecore CMS and Microsoft Commerce Server 2009) with a goal to increase the brand awareness, brand loyalty and elicit a sensational response from diverse customer base across US and Canada. The design requirement of the project was to have solid information architecture in place in order to organize tremendous amount of content in a way that effectively addresses the needs of a wide-ranging audience, a high-level navigation by both content area and user type to ensure that key call-to-action items are given prominence on various pages and a consistent look and feel to give a smoother user experience. Functional requirements were to have a login and user type identification system to target content appropriately, managing account to view purchase history, billing address, shipping address and change newsletter and mailing preferences etc. The website also supports standard form entry, validation, and submission with other high-level features like content search, product search and design gallery search.

Technologies

Microsoft Commerce Server 2009, SiteCore CMS, ASP.Net 3.5, C#, jQuery, SQL 2008