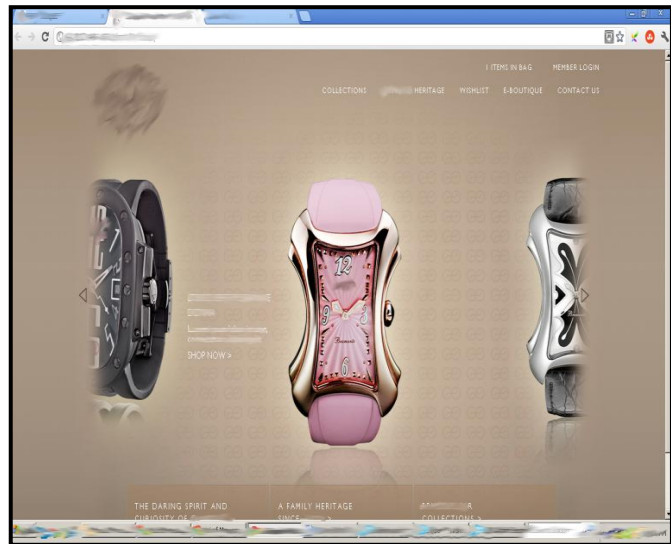# WordPress Site for a Watch Company

Executive Summary:

The customer is a reputed IT solutions provider from USA who hired our services to design a website for them. The website was to be designed for their client who happened to be a luxury goods (watches) manufacturer from Europe.

The customer already had an existing design and wanted us to create the website in an exact fashion. He first wanted us to develop a customized WordPress theme for the website and eventually integrate a WordPress eCommerce plug-in on the website.

The eCommerce plug-in had to be integrated with USPS services for Shipping Label return and they would use the Authorize.net shipping gateway which will be hosted on a Unix server. We had to add the pertinent content to the website which included the watch images, prices, descriptions etc. as provided by the end customer. The website that we had to create was to be loosely based on yet another internationally renowned watchmaker's website complete with scroll navigation etc. for an enhanced user experience.

We were supposed to add two links on the Collections page, one to the Cancellation policy and another to the Shipping details which will appear as simple pop-ups. The concerned website should also have a Wishlist in order to enable visitors to save items for a future purchase.

Our expert WordPress developers deftly picked up the website requirements and created the complete website in a very short span of time. We also innovated a little by adding filter functionality based on Price, Category, Casings, etc on the product listing page. The customer was extremely pleased with the end result and has been giving us repeat business not just for WordPress, but for other technologies as well which includes Flex, shopify and web based mobile apps development

About our Client:

Client Description: IT solutions provider

Client Location: MD, USA

Industry: Information Technology

Business Situation:

A reputed IT Solutions provider from USA approached us to develop a WordPress website for him complete with custom WordPress theme and WordPress eCommerce plug-in. The website was to be designed for their client who happened to be a luxury goods (watches) manufacturer from Europe. The website should have a great UX/UI interface with all the product details intact, scroll navigation is to be implemented for the home page wherein the visitor can use right and left scroll buttons, Wishlist to enable visitors save the items of their choice for future purchase, ecommerce plug-in connected to Authorize.net shipping gateway hosted on a Unix server to enable reliable purchase and integration of USPS Services for Shipping label return.

The task was completed by us within a short span of 10 days. Our professional approach to the work at hand and dedication with which we carried out the project greatly impressed our customer. He is now our repeat customer, not just in WordPress but in other technologies as well. These include development, E-commerce applications development and Web based Mobile apps development.

Customer Requirements:

The client side requirements were as follows:

- Website should look exactly like the design submitted by the client
- Develop a WordPress Theme for the website
- Integrate a WordPress eCommerce plug-in on the website
- Integrate USPS Services for Shipping Label return
- The eCommerce plug-in would use Authorize.net shipping gateway, and will be hosted on Unix server
- Addition of watches and pertinent content to the website
  (Watch content includes price, image, description, etc. that were supplied by the customer)
- Enable scroll navigation for the homepage (with the right and left scroll buttons)
- Cancellation Policy and Shipping Details on the Collections page will appear as simple pop-ups.
- Addition of a wish-list in the website to enable visitors to save items for purchase later

Solution Details

The Mindfire Solution:

- ✓ **Designed the website with eCommerce facility:**
  The site showcases various watch collections along with product variations and provides e-commerce functionality. Key features we worked on included design conversion from PSD to XHTML/CSS templates as per W3C compliance.
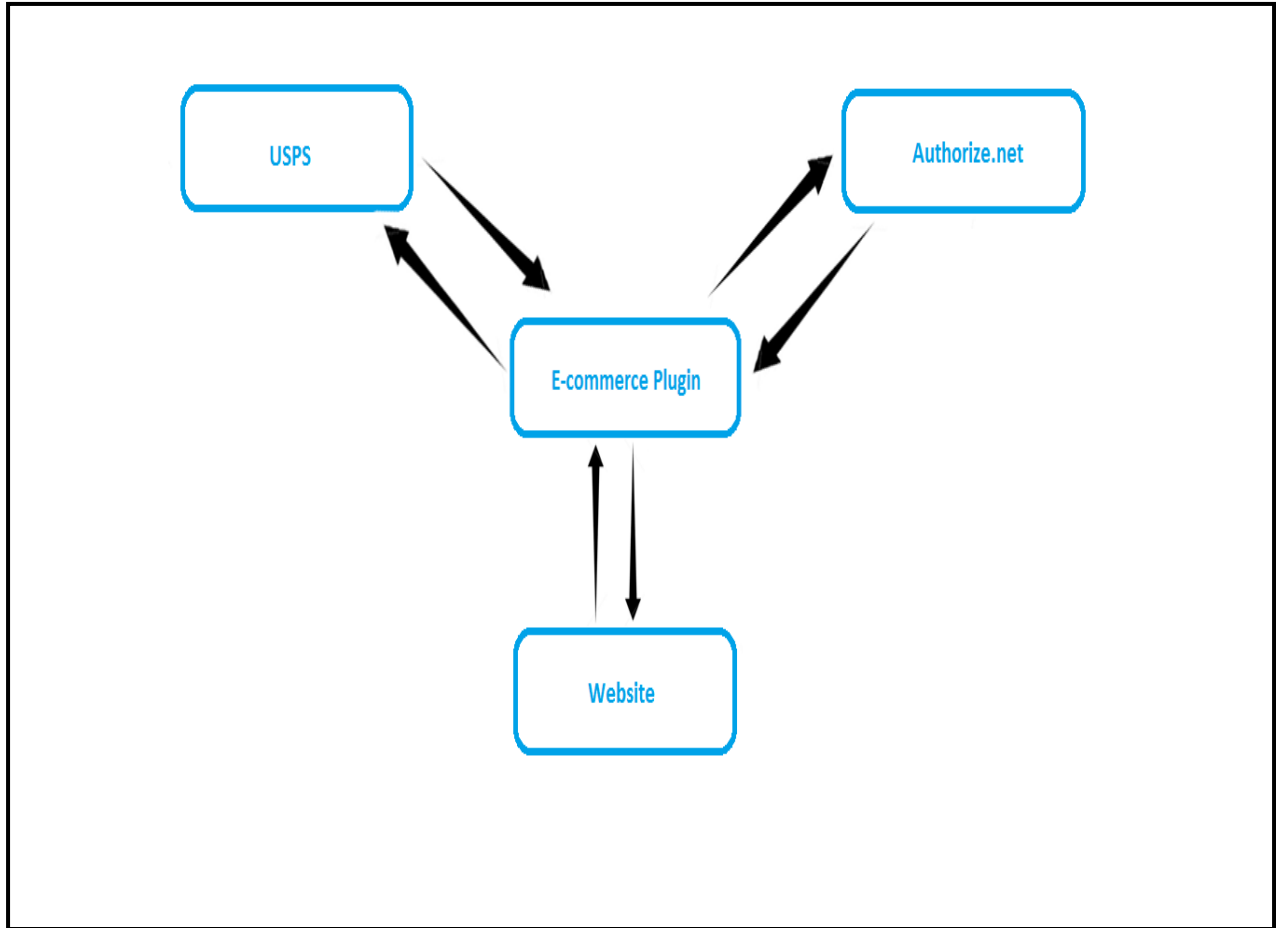
- ✓ **Custom theme and Menu for WordPress:**
  We customized the theme and menu for WordPress as per the requirements specified by the customer.

- ✓ **Scroll Navigation for the Homepage:**
  Scroll Navigation was enabled for the Homepage by adding a featured products slider by using 'jQuery movingboxes' and 'easing' script.

- ✓ **Addition of Filter functionality:**
  We added filter functionality based on Price, Category, Casings, etc on the product listing page. The products slider was implemented on this page using 'jQuery carousel' and product description was shown using 'jQuery qTip' script.

- ✓ **Customization of eCommerce plug-in:**
  The eCommerce plug-in was customized to use Authorize.net shipping gateway, and was hosted on Unix server as specified by the customer.

- ✓ **Implementation of Wishlist functionality:**
  We implemented the Wishlist functionality to enable the website visitor to save selected watches for purchasing them later.

- ✓ **Customization of Contact form 7 plug-in:**
  Contact form 7 plug-in was customized to create the Contact Us and Customer Care forms.

- ✓ **Enhanced UI/UX for the Website:**
  Our developers made good use of jQuery and Ajax for creating a slick user interface.

- ✓ **Customization of Admin interface:**
  The admin interface was also customized to enable smoother operations with respect to managing products, product options and orders.

Technology:

LAMP, Wordpress 3.3, Photoshop, jQuery, E-Commerce for Wordpress, Ajax, Contact Form 7, SVN

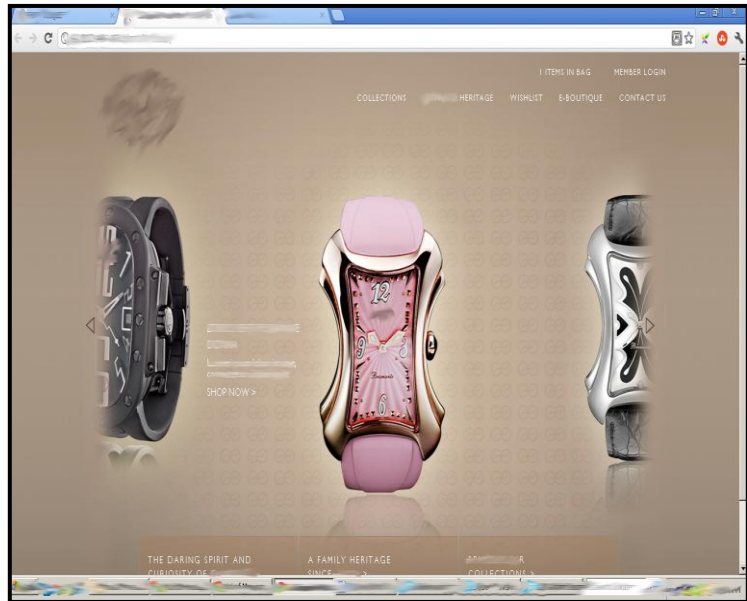## Project Architecture Diagram:

The high level design shown above depicts how the E-commerce plug-in can send as well as receive information from the Website, Authorize.Net and the USPS. The two-way arrows are indicative of the bidirectional flow of information between the E-commerce plug-in and the other entities.
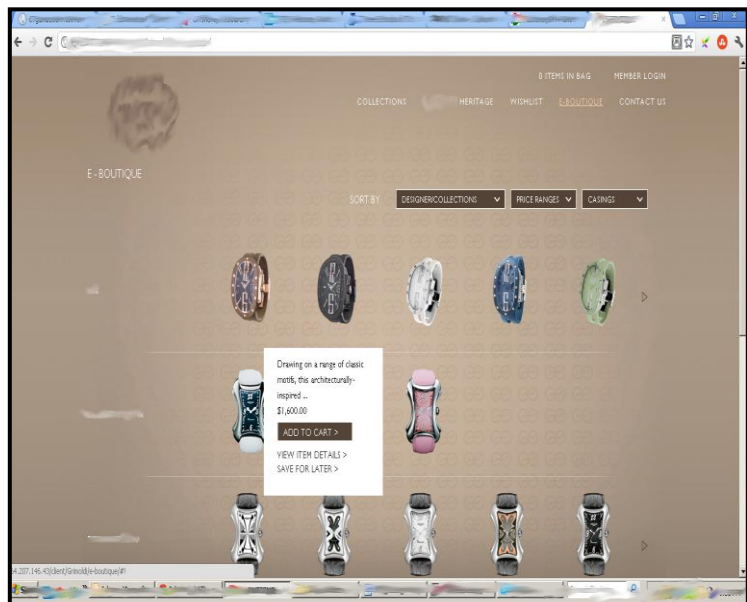
Final Results:

The screenshot alongside shows the homepage which has **scroll navigation functionality** to allow visitors browse through using left and right scroll keys. Scroll Navigation was enabled for the Homepage by adding a featured products slider by using jQuery 'movingboxes' and 'easing' script.
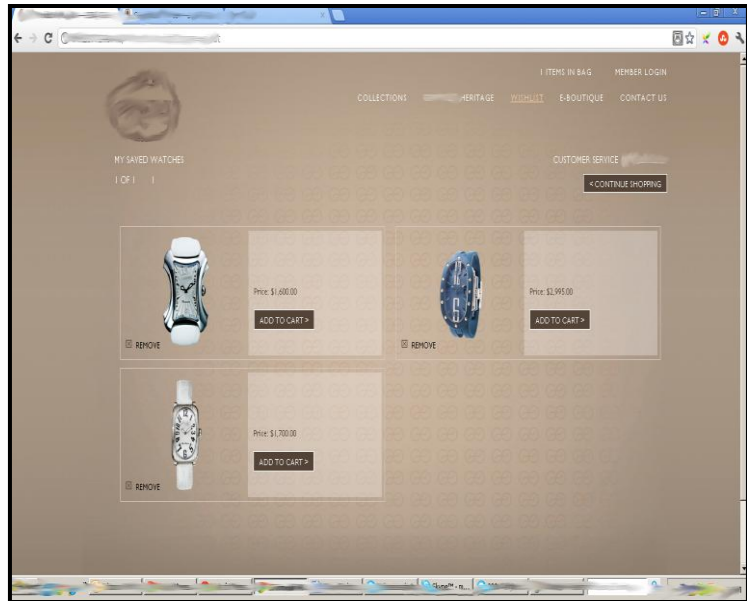
The screenshot on the right shows the **Filter functionality** that we implemented in the website. We added the filter functionality based on **Price, Category, Casings**, etc on the product listing page. The products slider was implemented on this page using 'jQuery carousel' and product description was shown using 'jQuery qTip' script. Here, we can also find a pop-up signifying various attributes of the product.
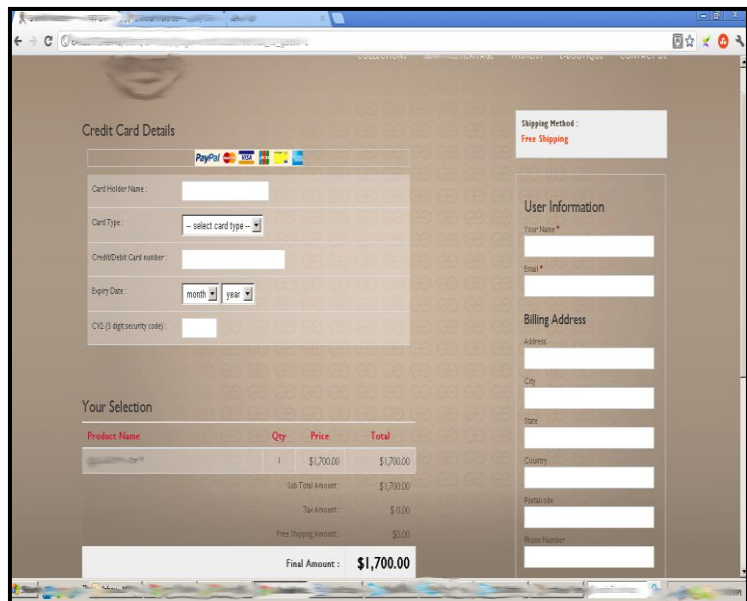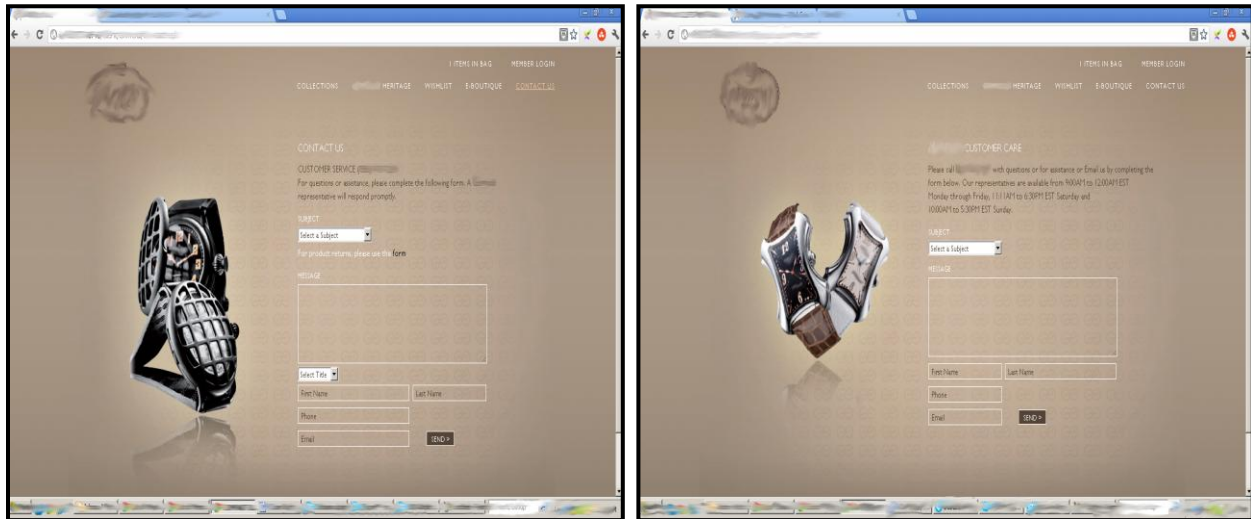
The customer wanted us to implement Wish-list functionality to the website. The screenshot alongside shows the Wish-list functionality by virtue of which visitors can save their searches and purchase them later. Here, the visitor has saved 3 watches that s/he will buy later.

As part of the customer requirements we had to design a WordPress site with customized theme and eCommerce facility. The eCommerce plug-in was customized to use Authorize.net shipping gateway, and was hosted on Unix server as specified by the customer. The screenshot on the right shows the Checkout page with all the necessary information.

The screenshots above show the contact us and customer care forms. Our developers customized the Contact form 7 plug-in to create these forms in order to suit the customer's requirements.

Customer Benefits:

What would seem like a daunting task was completed by us in just 10 days time. The customer was immensely satisfied with our professional approach to the work at hand and dedication with which we carried out the project. He is now our repeat customer, not just in WordPress but in other technologies as well such as Flex, Shopify and Web based Mobile apps development.