



# Online shopping cart application

With customizations done to Magento core functionalities

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## *Executive Summary*

The challenge was to create a personalized shopping experience for the users of this site. Our client is into selling “unlock codes” for mobile phones. And wanted to build an application which should be very simple to navigate and use. Client wanted to use Magento for this, so all existing features of the e-commerce application were trimmed down and made simple to use yet retain the efficiency.

## *Solution Details*

The site incorporates over 10 customizations and extensions to Magento's already robust core functionality. The site offers enhanced usability, with navigation and filtering features designed to create multiple paths to product discovery. Consumers can tailor their products, through an online product creation facility, like carrier, manufacturer and product name to cater to their needs.

Personalization features like one-step checkout implemented to help customers avoid filling lengthy request forms. A “**hot products**” functionality was build to give the customers an idea of what other users are buying.

Customized admin end sales order grid for unlock codes listing. Customized product management section for establishing correlation between unlock code products with cell phone accessories. Customized Mini-cart section for better usability. Customization was also done to the shipping module to auto select zero shipping for products which don't need shipping where as allowing shipping to shippable products.

Implemented a “**change currency**” functionality to improve purchasing experience for users all around the world. PayPal's express checkout process flow has been simplified to include minimal steps for better usability and easy shopping.

## *About our Client*

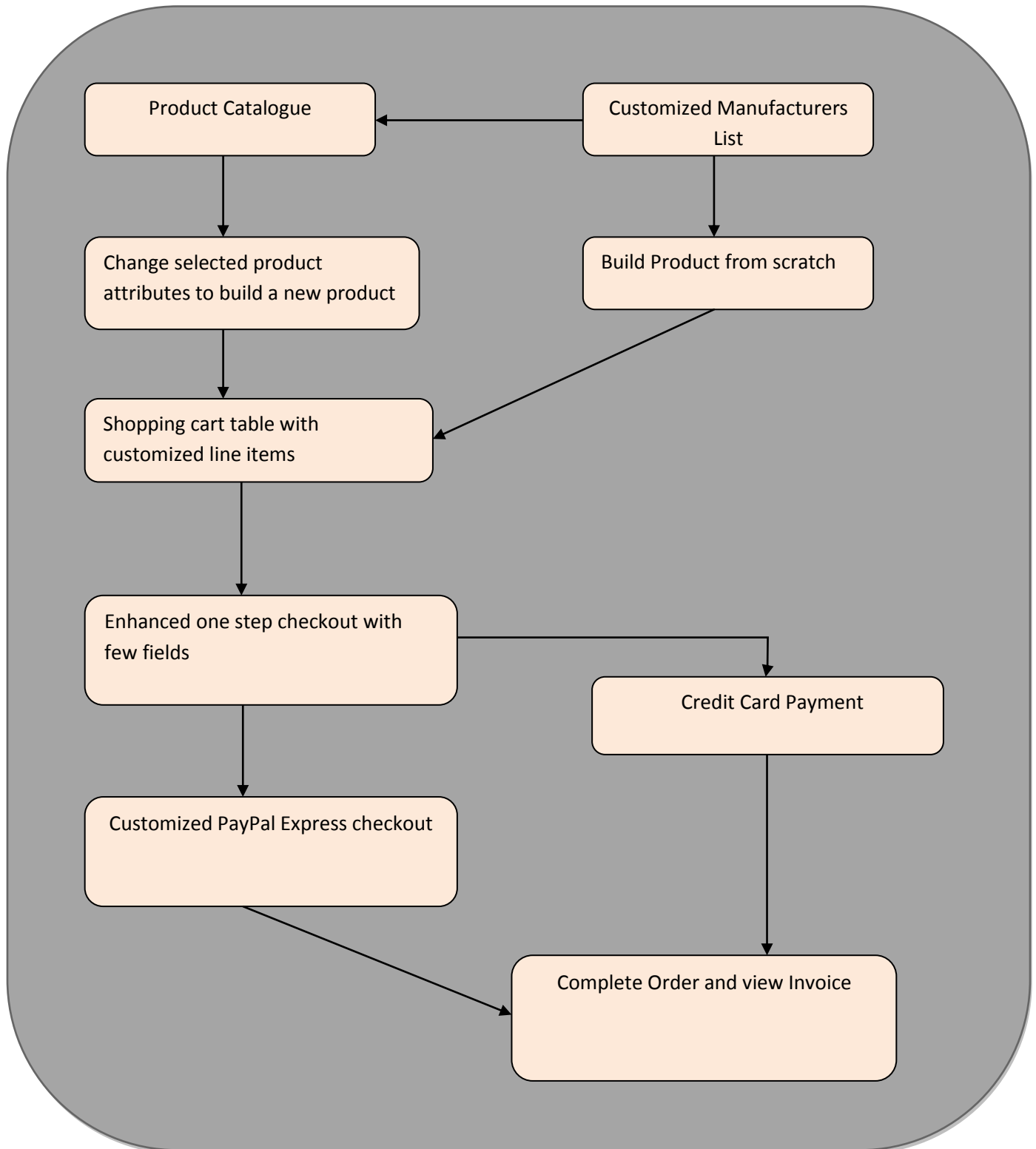
**Client** Custom software development company | Location Onalaska, WI | **Industry** Custom Software Development

## *Technologies*

**PHP, MYSQL, Magento, JQuery, CSS**



System Work Flow Diagram





### *Customer Benefits*

All the customizations and implementations were done to combine closely and tie together the shopping and social experience, extending the time spent on each site visit and driving overall sales. Simplified checking out of product, payment and shipping options made it easy to browse and shop – there was a significant jump in sales for our client because of all this.

### *Future relationship*

The client was pleased with Mindfire's effort and reckoned that they were happy to have discovered a professional offshore IT unit. We shall continue to be the service provider for the next versions of the client's product. They have not only allocated the support and maintenance work of the current system to Mindfire but have also chosen us for future customization work.