



Online shopping cart application

With customizations done to Magento core functionalities

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.

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.

About our Client

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

Technologies

PHP, MYSQL, Magento, JQuery, CSS