

Ecommerce Platform for Spray Foam Business

Introduction:

The Spray Foam Industry has evolved significantly, embracing advanced technologies for efficiency. Our client, a leading player in the spray foam industry, aimed to modernize their operations and stay competitive. So we built an e-commerce solution to assist in selling construction-related products and book events. Within the app, users can browse and select products and events, add them to the cart, proceed to the checkout section, and securely purchase items using the Stripe payment gateway. Essential information, such as profile details, saved addresses, wish lists (favorite items), and order history, can be accessed conveniently through the drawer menu. Overall, the solution can infuse high levels of efficiency in managing operations for companies in the spray foam sector. This case study explores the development of the comprehensive solution — combining a web application, mobile application, and a robust backend system.

Client Details:

Name: Confidential | **Industry:** Ecommerce | **Location:** USA

Technologies:

Technology: Laravel (PHP), React Native (front end) 0.70.2

Platform: Web Application, Cross-platform (iOS/Android)

Database: MySQL

Cloud Services: AWS EC2, IAM, S3, RDS, SES

IDE: Xcode, Visual Studio, Android Studio, PHP Storm

Third-party Libs: Twilio, Stripe, UPS, Red River, Infusionsoft, GoHighLevel, NetSuite, Firebase, Pro IP, Google Map, DocuSign, Xverify, Google Translate

Packaging: Homebrew, watchman, yarn

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Project Description:

Challenges:

Despite using Shopify and some other tools, the client was not happy with the status quo. In order to overcome the inadequacies, they wanted to create a new platform. The goal was to improve the customer experience by upgrading capabilities. The transition had to be carefully planned i.e. achieve a smooth migration of data and existing features without disrupting operations. The client was dedicated to achieving high user satisfaction, envisioning an e-commerce app that would meet the existing needs, while also possessing the capability to adapt and scale in the future.

Solution Overview:

The Ecommerce solution we developed proved to be highly beneficial for all involved stakeholders. For the customers, it is not only easy access to products with information on available deals but also the flexibility to choose from a wide range of shipping options. Sales representatives have greater visibility into profit margins and the payment processing workflow is highly secure. The UI is extremely intuitive resulting in making it very easy to explore products, access the desired details and place orders.

Modules:

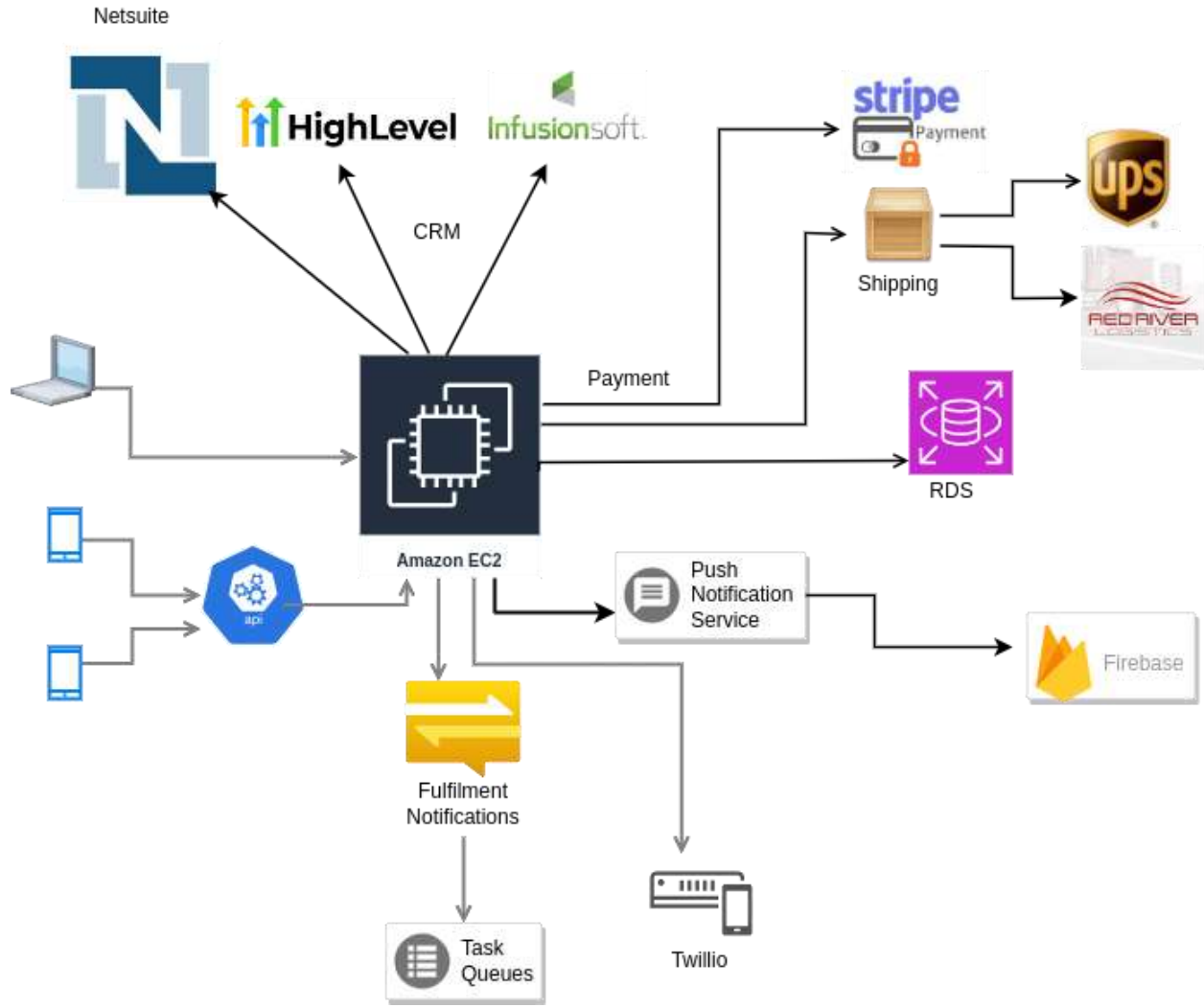
- **Log In and Sign Up:**
 - Log in easily via Google, Facebook, Apple, or manually through email and password.
 - Sign up by completing the necessary fields.
 - Guest User option for quick access without login or sign up.
- **Dashboard:**
 - Access a dashboard featuring recent purchases, popular items, categorized products, and upcoming events.
- **Product Exploration:**
 - Filter products by category.
 - Check detailed product information.
- **Event Exploration:**
 - Check detailed event information.
 - Filter events by date and book for seminars.
- **Order Now:**
 - Move to the checkout section.

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- Select billing and shipping addresses.
 - Choose delivery options.
 - Apply coupon codes for discounts.
 - Complete purchases securely with the Stripe payment gateway.
- **Shopping Cart:**
 - Add desired items to your cart.
- **Order Details:**
 - View order history and details in the Order Details section.
- **Profile Section:**
 - Update personal information anytime.
- **Address Management:**
 - Add, edit, or remove addresses in the My Address section.
- **Security:**
 - Change passwords through the Security section.
- **Wishlist Feature:**
 - Add, remove, or share favorite items.
- **Warehouse Function:**
 - Explore Profoam's warehouse details, including name, location, contact info, and directions.
- **Video and Document Section:**
 - Access a dedicated area for videos and documents.
- **Customer Specific Pricing:**
 - The main objective of this module is to retain regular customers by providing them with a special price. In the admin panel, the administrator has the option to provide these special prices to customers. On the product details page, the customer will be able to compare the special price with the actual price to make a purchase.
- **Sales Rep Prices:**
 - Different user groups, such as Sales Representatives and Sales Managers, are included in the current system to inspect the marginal prices of products. The administrator has the option to assign one or multiple margins for products. So when the specific representative logs in, they can see the marginal prices together with the selling prices of the products.
- **Coupons:**
 - The primary objective of this module is to provide an interface for admin users to create personalized coupons based on their needs. It could be to target specific actions like inducing users to use mobile app, buy some specific product combination, or allow discounts to product prices, or shipping prices, or discounts to specific customers. The admin can create coupons using different settings to suit his needs. The customer can view a coupon in their profile or during order checkout once it has been created.

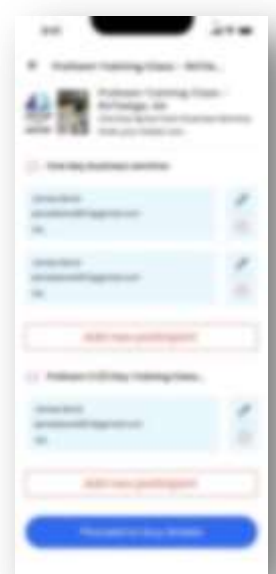
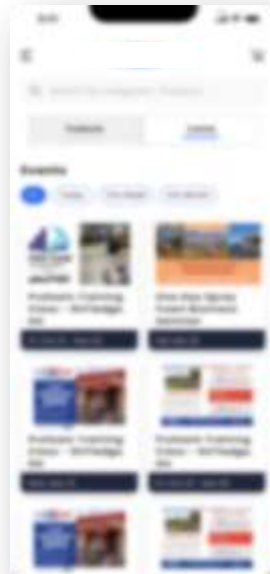
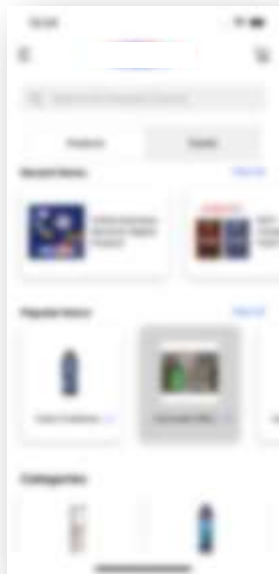
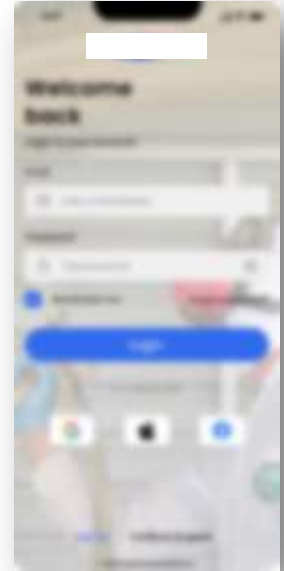
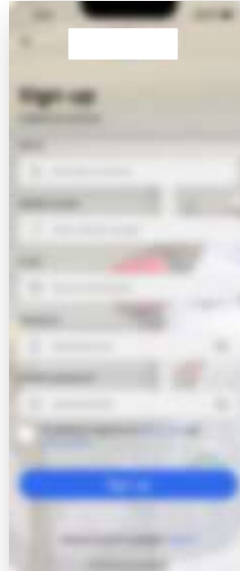
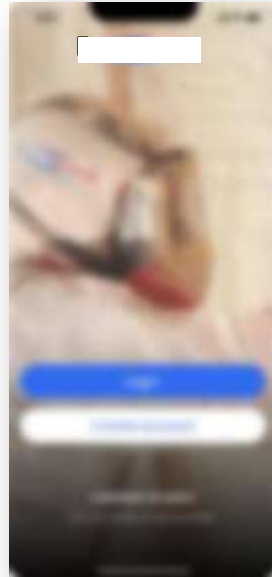
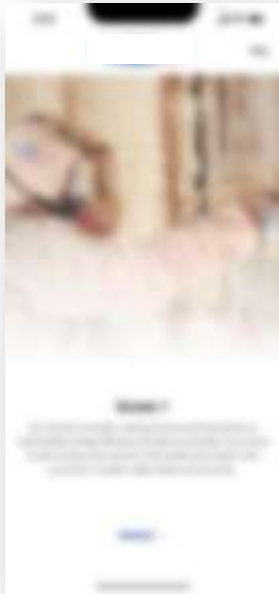
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Architecture Diagram:



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Screenshots:



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