Summary

The client is into the business of gift cards. Their intent is to create an environment that benefits both the consumers and the retailers, while also improving the overall level of competition in the market. In essence, the consumers or the owners of the gift cards get to transact at member retail outlets with convenience and realize the member-benefits. The goal of the client is to expand the product amongst consumers and retail players of various kinds.

We designed and implemented a WP/WooCommerce store frontend that allows customers to purchase gift cards. The WP system provides interfaces for ordering, activation and checking the balance on the gift card.

The backend for the system is developed using Symfony which exposes REST interfaces and provides   an admin portal for managing customers and their gift cards. The backend platform integrated with GPS SOAP API's.
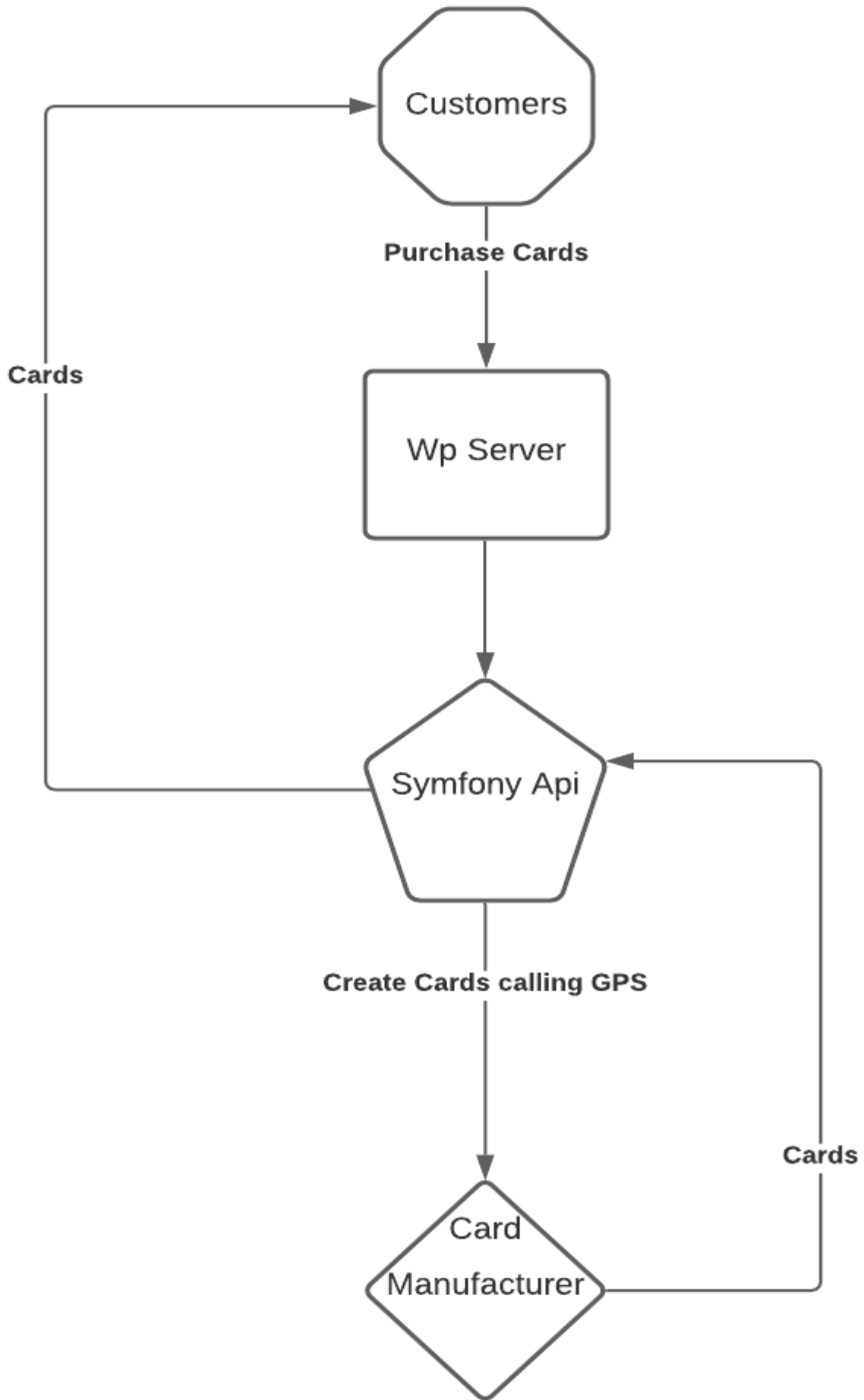
About the Client

Client Name: Confidential | **Location:** Ireland | **Industry**: Retail/Ecommerce

Technologies

Web Frontend: PHP, MySQL, WordPress, WooCommerce, Paid Plugins like YITH WooCommerce Name Your Price Premium, WooCommerce Customer/Order/Coupon Export etc. with store locator option.

Admin – gift card Portal: PHP, Symfony, Doctrine and MySQL, REST, SOAP.

```mermaid
flowchart TD
    Customers -->|Purchase Cards| WpServer[Wp Server]
    WpServer --> SymfonyApi[Symfony Api]
    SymfonyApi -->|Cards| Customers
    SymfonyApi -->|Create Cards calling GPS| CardManufacturer[Card Manufacturer]
    CardManufacturer -->|Cards| SymfonyApi
```

Customers

Purchase Cards

Wp Server

Symfony Api

Cards

Create Cards calling GPS

Card Manufacturer

Cards

Description

Using the website (Front-end), consumers can purchase a card of their choice with a particular amount loaded in it. A member from the Client then checks the order and creates a card from Symfony Portal (Admin Portal). This triggers a request to GPS for card processing and a request to the card manufacturer for making the card. On completion, the blank card gets sent to the client by the manufacturer. The required details, based on the order specifications, are then fed into the card and sent to the corresponding customer. Customers can check their card balance and transaction history from Frontend after logging in.

The entire solution comprises of three essential components:

- · Web Frontend
- · Symfony API Portal
- · GPS Web Services

Web Frontend

It builds on WordPress with WooCommerce having different types of cards with maximum and minimum input type price which customers can order. There is a list of stores where customers can use their cards. Customers can locate their nearest stores from the website. After purchasing a card, customers can login to their account and check order details with card balance and their last 90 days transactions and can print that.

Symfony API Portal

It builds with Symfony where gift cards admin can view their customers, create cards, load & activate cards, check transactions of all cards, make reports etc.

GPS Web Services

Based on SOAP request, Symfony portal calls GPS API for creating card, checking card balance, transactions of card.

Screens

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To check your balance scan the barcode on the
back of your Me2You Gift Card.

*Alternatively, you can enter the 9 digit code as it
appears below the barcode in the box below.*

MEMBER'S SIGNATURE

1166725661602   9401 1667 25

Click here to read the barcode

Alternatively enter the 9 digit number from
the back of your card. *

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Carlow Gift Card   Dublin Town Gift Card   Laois Gift Card