



Overview:

The client for this project is a renowned seller of healthcare supplements, vitamins and essential oils in Canada. It is a one-stop shop offering healthy living, fitness, and natural remedy products to its buyers. With a wide range of products to select, the buyers get to buy them at discounted prices. The client wanted to extend its impressive offline presence to the online medium as well. With the existing online version not delivering the desired results, the client approached Mindfire Solutions to build a solution which would enable it to achieve its goals - maximize the opportunity the online medium offered. After thoroughly analyzing the need, the team at Mindfire offered to develop a customized solution in Magento.

Client details:

Name: Confidential **Type:** Healthcare & Wellness **Location:** Canada

Technologies:

Magento, PHP, MySQL, Redis, Nginx, Solr, JQuery

Project Description:

The client was a high profile and established player in the area of healthcare and wellness products. It had a reputation for being highly adaptable and responsive to changing market needs and environmental considerations. They wanted a solution which would not only enable them to become a front-runner in the online space but also possess high degree of nimbleness to meet the evolving market needs. Given the requirements, the team at Mindfire felt that developing the required solution using Magento, an open-source ecommerce platform, would serve the purpose best. There was a wellness blog run by the company which had gained a lot of positive response owing to the relevant and informative content it offered. The blog was linked to the website in order to draw the attention of interested visitors and prompt them to make purchases.



ECommerce Site for Health Products

The development of the solution involved a thorough understanding of the requirements of the client. The intent was to build a comprehensive solution with features to address the existing needs and the ability to allow it to scale up effortlessly whenever needed. Find below elaboration of some of the salient features built into the system and the causes which affected those.

- One of the primary intentions was to get a site which loads fast and has good user interface. Faster Page load feature was achieved through a number of performance optimization measures done on the front-end and customizations done to extensions. Among things done were customizing one page checkout, reducing number of steps in checkout, customizing product listing page and customizing product details page. Overall the site makes it possible for the company to achieve effective merchandizing aided by up-selling capabilities, enhanced Web 2.0 features, layered navigation, auto-filling of addresses in one page checkout and rich customer facing functionalities.
- The marketing team used to spend most of the day entering online orders into Fishbowl Inventory. In the process, they used to spend hours manually adding products or shipment tracking information into the website. To address this, integration to fishbowl was done in order to synchronize sales and inventory data between Magento and Fishbowl Inventory. Separate extensions were created to measure demand for out-of-stock products and send low stock notification emails to site administrators.
- The client required the ability to auto-complete addresses while customer was in one page checkout. This was achieved with the creation of an extension that used Canada post API for auto filling billing and shipping address.
- While typing keywords in the search box, customers were not able to see the images, prices and product names corresponding to any of the search keywords. This often led to search results which did not accurately show what the users are really looking for. In order to address this, Sphinx Search was integrated for building a search feature which enabled showing a variety of information with a quick response time.
- Being a high-traffic eCommerce site, there was a need to keep the server load as low as possible, increase speed and avoid downtime during periods of high traffic. As a solution, full-page caching was implemented leading to storage of a full output of a



ECommerce Site for Health Products

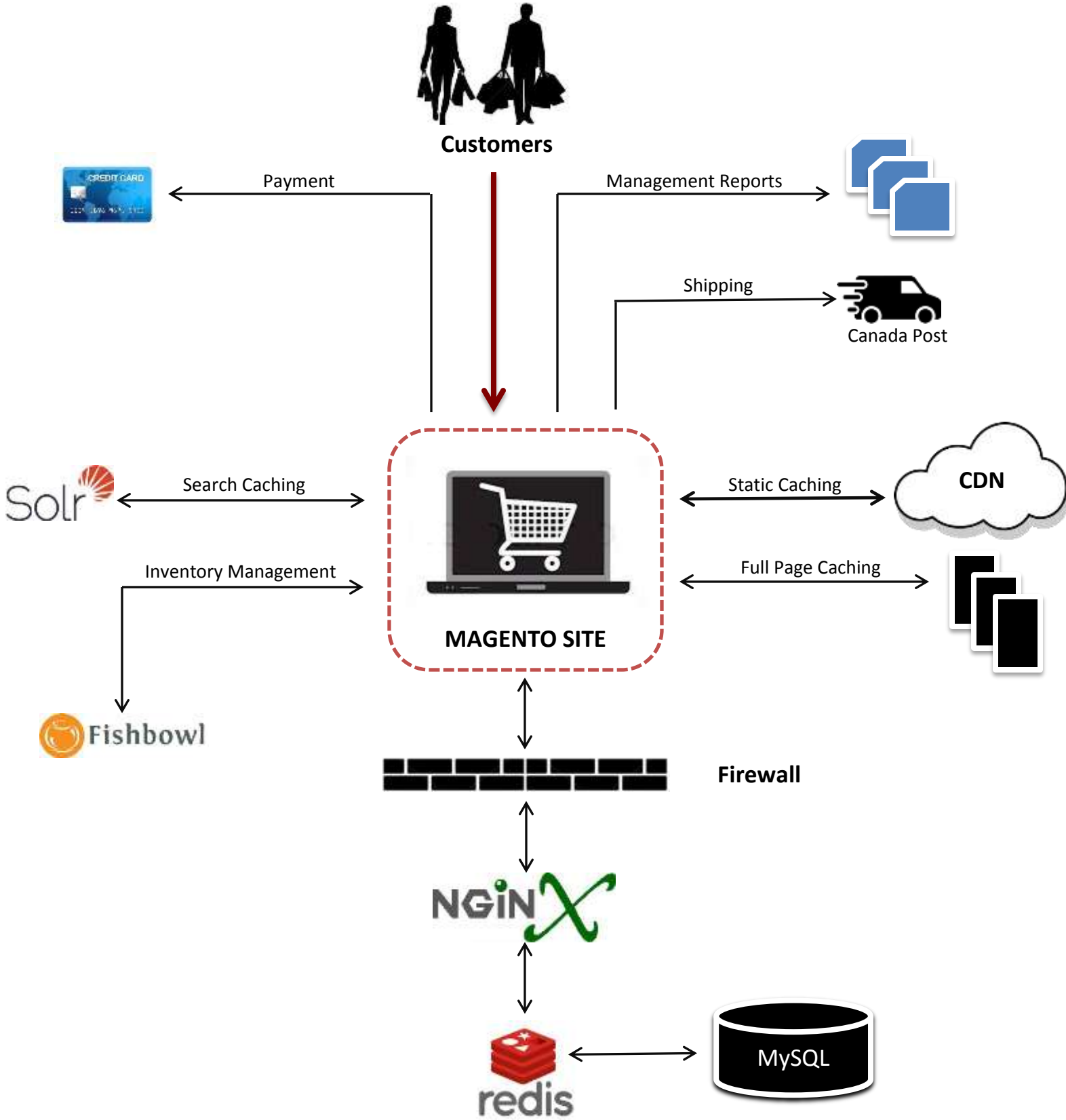
page in a cache. This ensured that any subsequent page loads did not require much server load.

- There was need to have different banners to get displayed across various categories/subcategories in the site. The site administrator was given an interface to upload banners based on need and get them displayed based on their preferences.
- Product listing page had to provide a better user experience by removing intermediate steps like cart summary and product details page. This was achieved by customizing the product listing page to auto-select the first option of configurable products and sending them directly to the one-page checkout.
- The site administrators needed to have the ability to add start and end-dates for events during which they wanted to offer discounts. Items with special price/already discounted price had to be excluded from being selected for discount coupons. This was implemented through customization to the existing discount coupon module.

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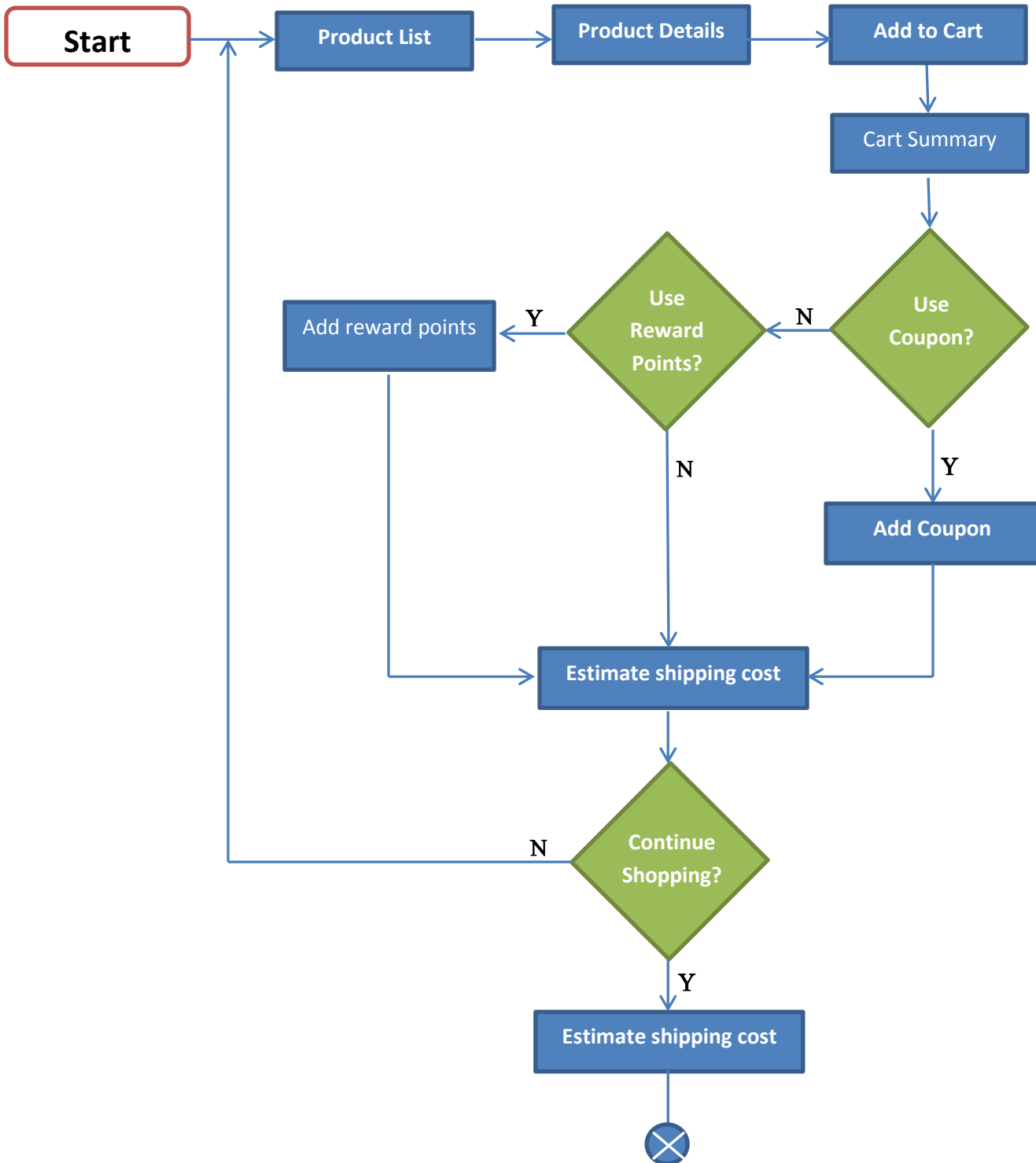


Architecture Design:

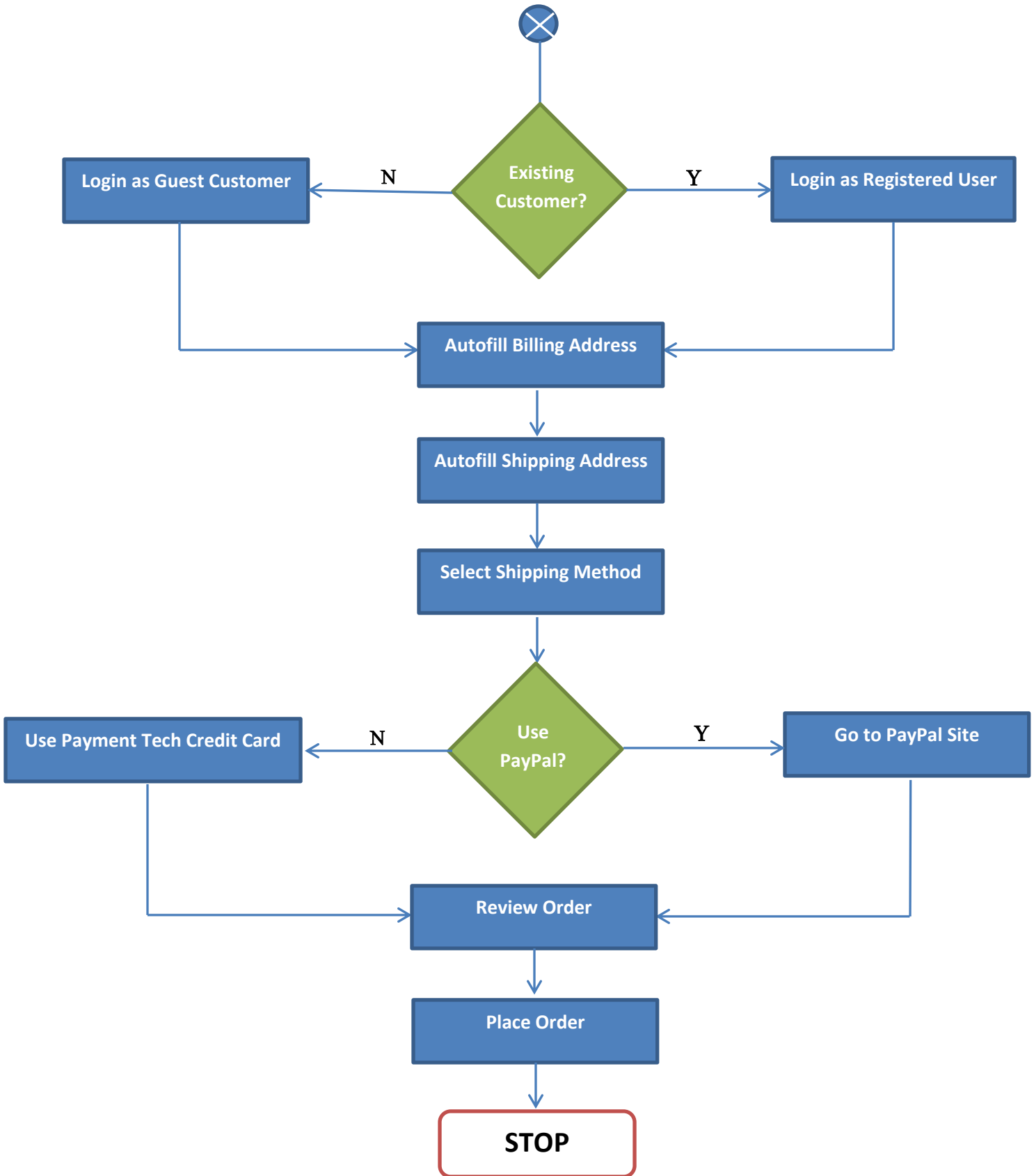




Flow Diagram:



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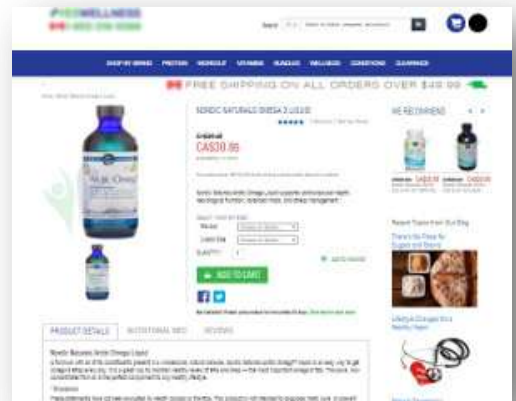
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Screen Shots:



Screen 1: Product List



Screen 2: Product List



Screen 3: Shopping Cart



Screen 4: Coupon Code



Screen 5: Checkout

ECommerce Site for Health Products



CHECKOUT

- 1 Checkout Method
- 2 Billing Information

Billing Information

First Name Last Name
Company (Optional) Email/Phone (Optional)
City/State/Zip
Address
Office State
Country Currency
Tax/VAT GST
Invoice
Your store customer is required to use the mail to contact us regarding your order.
- Ship to this address
- Ship to different address

PROCEED

Screen 6: Billing Information

CHECKOUT

- 1 Checkout Method
- 2 Billing Information
- 3 Shipping Information

Shipping Information

City State
Company
City/State/Zip
Address
Office Country
City/State/Zip Currency
Invoice
- Use Billing Address
- Ship

CONTINUE

Shipping Method
Payment Information
Order Review

Screen 7: Shipping Information

CHECKOUT

- 1 Checkout Method
- 2 Billing Information
- 3 Shipping Information
- 4 Shipping Method

Shipping Method

Carriers Plan
Standard - 0 (5 Business Days) \$0.00
- Return to Post Office Your Postal Code **PROCEED**

PROCEED

Payment Information
Order Review

Screen 8: Shipping Method

CHECKOUT

- 1 Checkout Method
- 2 Billing Information
- 3 Shipping Information
- 4 Payment Information

Payment Information

Credit Card (VISA/DEBIT)
 Net (Bill in the Future)

payment options
MasterCard VISA VISA
PayPal American Express

PROCEED

Shipping Method
Order Review

Screen 4: Payment Information