Case Study

Design, development and integration of an E-commerce Portal based on the Volusion Framework

Elegant MicroWeb
Delivering the Value of Technology

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Client

A US based superstore of casual clothing and footwear products.

The Company

The US-based client of Elegant MicroWeb is a well-established, reputed chain of value-oriented, casual clothing and footwear superstores operating across USA. Their stores target the moderate- to upper-middle income customers and offer casual, family apparel and footwear, workwear, activewear, and licensed team apparel.

The Objective

The client desired to develop an E-Commerce Portal that would showcase the wide range of apparel, clothing accessories, swimwear and footwear for men, women, teenagers and kids and allow customers to browse, view, select and make online purchases of their desired products. In addition, client wished to offer customers the option of redeeming coupons, discounts, and gift certificates on their purchases. Finally, they required a tool that would calculate tax dynamically based on state, category and products.

In short, client wanted to offer their customers a convenient, immensely pleasurable, hassle-free shopping experience that would make them want to come back for more.

The Solution

Client desired to have a portal based on the Volusion framework. However, since the Volusion framework is tightly controlled with limited customisation options, the challenge was to effectively address all issues involving integration and development within the constraints of Volusion framework. Elegant MicroWeb took up the challenge and successfully implemented all necessary customisation and integration including that of a Third party tax calculation tool. This is perhaps, a unique, first-of-its-kind development for Volusion undertaken by any vendor worldwide.

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After understanding client requirements, Elegant MicroWeb conducted a features mapping exercise, and developed an E-Commerce portal with well defined templates and easy-to-navigate layouts for the Home Page, Product Listing Page, and Product Detail Page.

The Elegant MicroWeb team developed product related APIs to import products (Add/Update/Delete), and order related APIs to export orders as well as custom order XML for Sales Audit as required by the client.
Complex XML based integration of the Volusion framework for Product managment, Product category, Product options with the sales and order fulfillment systems – Pro-Mail and Carhartt was also carried out. One unique feature of the portal is incorporation of a third party Tax Calculation tool that computes taxes based on state, category and products.

Finally, the team implemented a Reward Coupon Module, with APIs to invalidate coupons stored at a physical location, generate an audit log of invalid coupons, and an added functionality that allows one-time use of reward coupons. CSV based Integration for Reward Coupon Management as well as the Online Payment gateway –SkipJack for credit card payments was also successfully implemented.

Major features:

- User Management
- Product related API's to import product (Add/Update/Delete)
- XML based integration with Sales and Order fulfilment systems
- XML based integration for Product Management
- XML based integration for Product Category
- XML based integration for Product Options
- Integration of third party tool for sales and order fulfilment (ProMail)
- Integration of third party tax calculation tool (AvaTax)
- Online Payment gateway integration for online or credit card payments
- CSV based integration for Reward Coupon Management
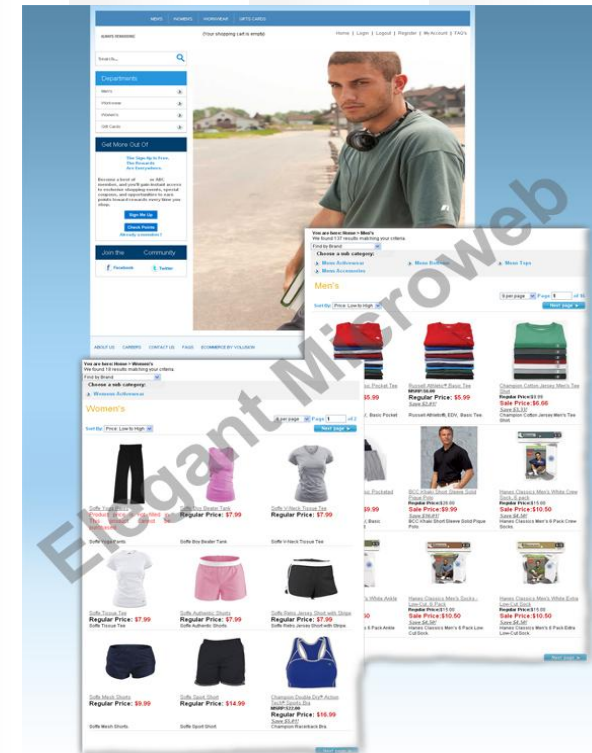- Option to redeem coupons, discounts and gift certificates

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The Technology

Operating System   : Windows (Any)
Framework   : PHP and Volusion Framework
Other Tools   : ASP, XML, CSV, AvaTax, ProMail, jQuery/JavaScript

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Elegant MicroWeb Role

Elegant MicroWeb was involved with the client throughout the life cycle of application development including:

- Requirements and Feasibility study
- Architecture and technical framework design
- Design, development and integration
- Deployment
- Tool Maintenance and Support
- Implementation for customers
- Enhancements
- Documentation

Conclusion

Elegant MicroWeb worked closely with the client right from defining requirements, feasibility, features mapping, prototyping the architecture etc. and collaborated with the client team to devise the right approach for customisation and integration, keeping in view constraints for Volusion framework. Elegant MicroWeb successfully faced the challenge of implementing complex customisation and integration of other applications and APIs with the Volusion framework. Integration of tax calculation tool within the Volusion framework is perhaps a unique, first-of-its-kind development for Volusion undertaken by any vendor worldwide. Close co-ordination of the Elegant MicroWeb team ensured successful and satisfactory implementation of project within budgeted cost and timelines.

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Contact Us

Elegant MicroWeb Technologies Pvt. Ltd.

A-305, Shapath - IV, Opp. Karnavati Club,
SG Highway, Ahmedabad-380051 India
Email: info@ElegantMicroWeb.com
URL: www.ElegantMicroWeb.com