

Fullestop case Studies

Harmony Medical

Scalable, Usable application @
Fullestop

CASE STUDY

Harmony Medical- An Online Medical Store to cover your health needs



URL: <https://www.harmonymedical.co.uk/>

Category: E-commerce

Document Overview

This document intends to draw a word picture of the study of Harmony Medical. The document starts its journey with the basic purpose of the website and develops a background for the understanding of the main reason for the development of this website.

This journey proceeds with the overview of the system and takes on the challenges and main hurdles came across our team in the development procedure of the website. There is a brief description of the technologies used for making the website happen. We finally get on with the results we achieved after the system development.

Objective

The idea was to create an E-commerce solution for all the medical goods, equipments and instruments. There should be a platform where users could find and view quality medical products which they could trust and buy. Every e-commerce website makes its way out of the crowd by its display efficiency. So, a better product display which let users easily identify what they are looking for, in a vast product inventory display is a mandatory feature. So, there was a prime goal to provide a clear display in spite of having a vast inventory.

The solution should integrate two currencies: Dollar & Euros, to serve big market of USA and Europe , from where the most sales is expected. The other requirements includes modern e-commerce experience and showcase a vast market of the products like Acupuncture, Therapies, Health and beauty products, and Books too.

Synopsis

Fullestop developed a platform for the sale of various medical products, in a user friendly e-commerce interface. The system is intended for the sale of various products like: Acupuncture ne edles & cupping, Physiotherapy instruments, various medical instruments and devices, Hygiene related supplies, Beauty and Health Books, etc. The system included numerous extensions to provide the users an interactive buying experience. Harmony Medical is a robust platform which also includes following features:

- Promotion offers and codes for a specific time limit
- Sending filtered mails for promotions, offers and discount
- EBay & Amazon integrations to carry forward the sale to the respective websites
- Solid back-end which provides smooth transitions, safe payment feature, etc
- Various tags for the products carrying some offer.
- Updating prices and stocks via CSV
- Support for the colour change, and quick view features, to provide a better e-commerce experience to the users

Challenges

Following are the challenges Fullestop faced while developing Harmony Medical:

- Creating an interactive UI for the unique approach Harmony Medical needs.

- Working with the architecture of Magento and its management system
- Solving Magento extension conflicts, like zoom and colour select
- Fixing simultaneous working of conflicting widgets and extensions
- Stock and price updates via CSV
- Adding time limitations in promotion codes (expiry of the codes)
- Developing a robust e-commerce platform

Technologies Used

Following are the technologies, which Fullestop used in the development of Harmony Medical :

- **HTML 5/ CSS:** For development of user interface.
- **JavaScript/ JQuery/ AJAX:** Client side scripting for incorporating additional features like validations, carousal and page transitions.
- **Magento:** CMS for e-commerce websites
- **Apache:** Web server
- **MySQL:** Database server for storing and fetching website data.

Result

Fullestop has developed a Pharmacy based e-commerce platform that is:

- Simple, fast, and quick health care e-commerce solution
- Offering a user friendly & organized product display
- Successfully implementing mail blocking for specific users
- Integrated Amazon & EBay extensions
- Quick in operation with fluid transitions
- Robust and minimal

A Case Study by- Fullestop