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Fullestop Case study for *JCandy*

CASE STUDY

JCandy – Online Retail Store

URL: http://jcandy.net/
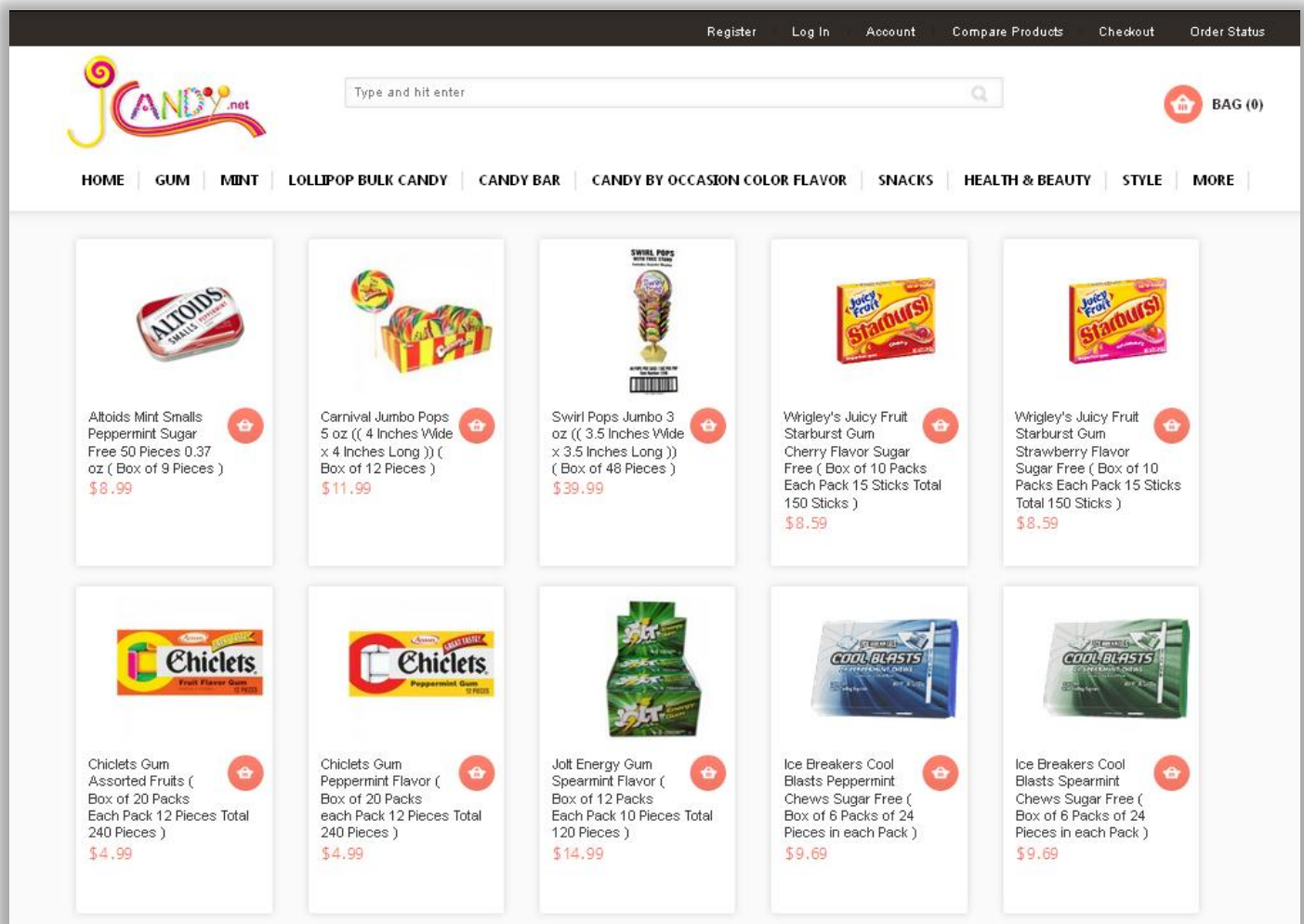
Category: E-commerce

DOCUMENT SUMMARY

This document encapsulates the analysis of the implementation of an e-commerce website: JCandy; a marketplace for different type of products. Drafted case study will subject to detailed investigation by the Fullestop sales team. Case study of JCandy is intended to supply sufficient and holistic information of the business model. It aims to capture all the details relevant to the ecommerce website projects. The document emphasizes on detailed contextual analysis to understand and add strength to the related project i.e. JCandy website.

OBJECTIVE

The objective was to develop an ecommerce solution which enables business by selling the different kinds of goods in different categories for the consumer sector to fit their everyday and professional needs. The system would be developed keeping in view the modern consumer's busy life style, reducing their efforts, saving time and making their life comfortable.

The main emphasize will be placed on creating a stronger relationship with customers by implementing an e-commerce system, capture business by publicizing the products and increase the brand awareness.

The system will allow the user to browse the product and view their details. It also assists the users to select the product, add them to the cart and pay for them by different means. In this way, the system should provide the advanced solutions to customers worldwide.

SYNOPSIS

JCandy is a system designed and developed by the Fullestop which facilitates the users to buy different kinds of products online with ease and comfort. Users would have the facility to create their profile by registration process for tracking order, review product etc. or remain as a gust user without creating profile. The process of buying different products is as follows:

- Search for the product
  - ✓ Keyword
  - ✓ Category

- ✓ Advanced Search
- Listing according to search Criteria
  - ✓ Image
  - ✓ Title
  - ✓ Description
- Select Product and proceed to following details:
  - ✓ Title
  - ✓ Description
  - ✓ Price
  - ✓ Availability
  - ✓ Quantity
- Add products to Cart
- Compare the Products
- Email it to friend
- Checkout or Continue Shopping
- Registration or Guest User
- Checkout
- Payment through Secure Payment Gateway

Following e-commerce features are firmly integrated into the website:

- Integration of Payment Gateway to make transactions easy and secure.

- Providing the Newsletter Section to interact with users directly through the Email

- Integration of Social Networking media like Facebook, twitter etc. to make site renowned in social circuits.

- Developing an Eye catching look

- Providing the Review functionality to the user to know his experience about product.

- Layered and Faceted Navigation to search by product characteristics.

- Providing an Advanced Search Process

- Integrating Zoom in feature for better view of products.

- Integration of Deal and Discount Section for better User Experience.

- Multiple Images of the product so that system can show off the product from all angles.

- Open Architecture to support integration

- Providing a better marketplace place to capture much more business by publicizing the products on internet.

- Increasing the Brand awareness and visibility worldwide.

CHALLENGES

Fullestop's task was to research best of breed solutions that would meet the client's needs, determine the best fit solutions and present them with recommended options.

Following are the challenges Fullestop faced while developing JCandy website:

- Creating an UI which seek attention of the visitors and provide the attractive look to the website.
- Working with the architecture of Magento and its management system
- Using Magento extensions for better functioning in a proper way.
- Managing the Product Catalogue.
- Developing a robust e-commerce platform.
- Developing a fully customized bespoke e-commerce platform.

TECHNOLOGIES USED

Following are the technologies, which Fullestop used in the development of JCandy website:

- **HTML 5/ CSS/ Bootstrap:** For development of responsive 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 website that offered unusual, high quality products around the globe with following characteristics:

- Simple, fast, and quick e-commerce solution.

- Layered and Faceted Navigation

- Offering a user friendly & organized product catalogue

- Easy Payment Processing Network

- Quick in operation with fluid transitions

- Intuitive and minimal

A case study by- Fullestop