

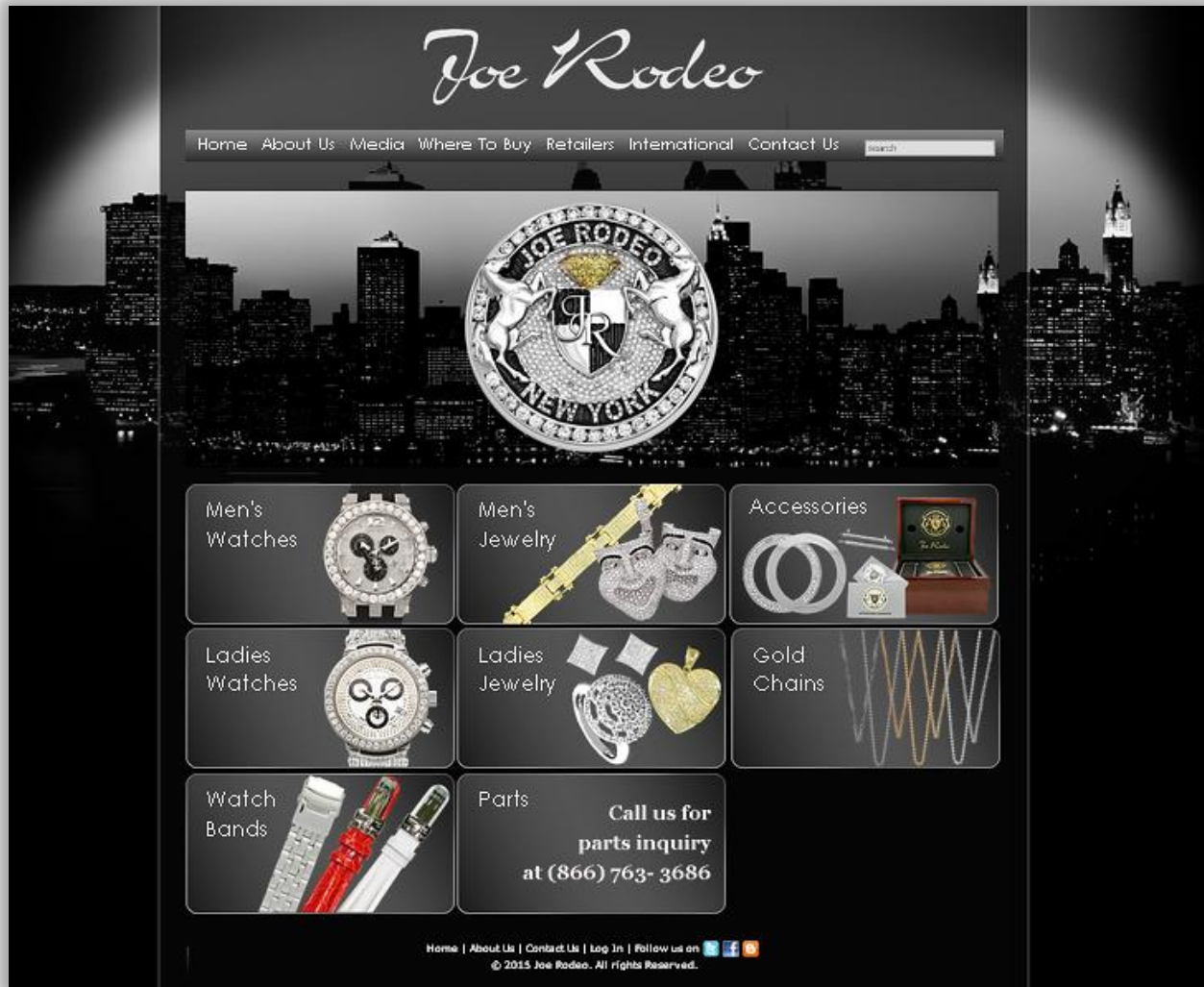


Fullestop Case study for
Joe Rodeo

Scalable, Usable Application
@Fullestop.com

CASE STUDY

Joe Rodeo – Online Fashionable Jewelry Outlet



URL: <http://www.joerodeo.com/>

Category: E-commerce



DOCUMENT OVERVIEW

This document details the case study for the Joe Rodeo, an e-commerce platform for selling unique fashionable jewelry. Drafted case study will subject to detailed investigation by the Fullestop sales team. Case study for Joe rodeo 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. Joe Rodeo website.

OBJECTIVE

The objective was to present an honest and unbiased ecommerce portal which offers unique , trendy and stylish jewelry according to taste of reigning period and fashion concerns of people. The system would showcase the wide collection of magnificent jewelry items having styles varies from classic and sophisticated to hip and modern. The system would depict the each product as a must have accessory and acclaimed to provide top class lifestyle jewelry at affordable price.

The website would incorporate the large amount of content without making it look cluttered. The theme of the system would be customized in a way that it reflects the premium splendid products and creatively engaging experience for visitors.

The main emphasize will be placed on creating a stronger relationship with customers by implementing an e-commerce system and provide them the products of renowned brand.

It would act as a platform for dealers to sell their product on this platform according to availability and provide information about their store.

SYNOPSIS

Joe Rodeo is a system designed and developed by Fullestop which will facilitate users by providing them the splendid jewelry of the renowned brand online. Eventually both the dealers as well as the buyers will



be benefited by this system. Users would have the facility to create their profile and follow the procedure .The process of buying magnificent jewelry is as follows:

- Registration for account
- Search for the product
 - ✓ Keyword
 - ✓ Category
 - ✓ Advanced Search
- Listing according to search Criteria
 - ✓ Image
 - ✓ Title
 - ✓ Description
- Select Product and view following details:
 - ✓ Image
 - ✓ Title
 - ✓ Description/Details
 - ✓ Price
 - ✓ Size
- Add to Cart
- Buy Online: It will show the dealer's store at which the product is available.
- Buy at a Store: Shows the location of store according to Country.
- Checkout or Continue Shopping
- Payment through Secure Payment Gateway

Other e-commerce features which are firmly integrated into the website are as follows:

- Integration of Social Networking media like Facebook, twitter etc. to make site renowned in social circuits.
- Developing an Eye catching look and more intuitive Navigation
- Open Architecture to support integration.
- Integration of Newsletter.
- Integration of Google Map for showing the exact location of the store.

Joe Rodeo is a website dedicated to providing users a platform for availing fashionable jewelry of famous brand online.



CHALLENGES

Fullestop 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 solutions. Following are the challenges Fullestop faced while developing Joe Rodeo website:

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

TECHNOLOGIES USED

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

- **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 an e-commerce platform that is:

- Simple, fast, and quick e-commerce solution with structured representation of information.
- Offering a user friendly & organized product catalogue
- Efficient shopping cart and wish list system
- Easy to navigate and having visually appealing artistic theme
- Quick in operation with fluid transitions
- Intuitive and minimal

A case study by Fullestop

