

Case Study

E-Commerce Portal - OSS Development



BUSINESS REQUIREMENTS

The customer, wanted to develop an e-commerce portal for selling and delivering; fresh, organic produce to end-customer's locally. Additionally, the portal would also need to generate weekly reports for orders to be processed for delivery, generate invoices with order edits and finally, generate a report on the stock levels – product wise.

The system would also need to be integrated with a Payment gateway and a SMS gateway for near real-time communications, apart from sending traditional emails via an SMTP server.



OUR SOLUTIONS

AFL's solution included architecting, designing, developing and maintaining the web portal for the customer using Open Source Technologies and customizing a ready-to-use e-Commerce portal framework called OpenCart.

AFL's service mix included:

- ✓ User-friendly website with efficient UI and UX design (opens in a mobile, tab and regular web browser with minimal degradation).
- ✓ CMS based functionality to update static content areas, apart from customization of Open Cart framework - extensively for the e-Commerce aspect of the solution.
- ✓ Multiple payment options, including a custom built wallet solution - integrated with the payment gateway.
- ✓ Back-end customized reports and real-time stock details (including upload from excel)
- ✓ Optimized for deployment on the AWS cloud.
- ✓ On-going AWS based hosting and managed services too.

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|-----------|---------------|
| Industry | Retail (Food) |
| End users | Consumers |
| Team size | 3 people |
| Duration | 6 Months |



TOOLS & TECHNOLOGIES

- Front-end technologies - HTML 5/CSS, JavaScript, jQuery
- Back-end technologies – PHP, MySQL
- Frameworks – OpenCart v2.0.1
- Security – SSL implementation with Comodo



BENEFITS

- ✓ Cross device compatibility – Mobile, Tab and Web (with multiple resolution –from lowest to the highest).

- ✓ Use of existing e-Commerce (OpenCart) framework reduced time to market significantly.
- ✓ Combination of Hosting / Managed Services with Development ensured that development optimizations went hand-in-hand with hosting optimization.
- ✓ Reduced costs using smaller cloud servers.
- ✓ Better TCO with minimal impact for customer
- ✓ Significant improvement in online sales (increase of more than 100% in total orders processed, from time of release).