

E-Commerce Store for Luxury Goods

Overview

It is the ultimate luxury fashion destination for the distribution and retail of Italian, French and German luxury brands. A haven for high fashion, website sole responsibility is to cater to the affluent extravagance of the high fashion industry with an unsurpassed level of both quality and service.

Since its inception in 1999, company has assembled a wide portfolio featuring some of the most sought-after brands in UAE. Armed with a plan to bring some of the most high-quality brands to the region, They houses some of the world's finest luxury brands of handbags, leather goods, shoes, and women's ready-to-wear apparel. Each brand is custom selected to meet the savvy customer's aspiration for modern fashion and style.

Client Requirements

The Client Require Us to Develop a new website to replace existing portal to serve as their corporate site. This site will have informational pages as well as details of designers which will be linked to online store. This portal will have a link for "Online Store" which will link to the ecommerce portal on a subdomain like <http://store.domain.com>. The corporate site will also have the functionality for managing the content related to print advertisements, Press Releases and TV Ads. This content should be filterable based on Year, Month and category. Some of the features are:

- Homepage: Image slider, news, information content
- Brands: list of all the brands associated with store
- Brand Details: content page describing the brand, configurable image and up to 5 featured products for the brand
- Advertising: gallery to showcase the images for the advertisements for the brands
- Events: gallery to showcase the information for the events related to the brands
- TV Ads: gallery to showcase the you tube videos for the TV ads related to brands
- Stores: content pages describing each of the stores with image slideshow and the address of the store and 360-degree view of each store (3rd party Software)
- Contact US: contact us page with Google location map
- Blog: Like <http://blog.neimanmarcus.com/> - fashion based
- Chat: Like <http://www.saksfifthavenue.com/>
- News-Letters: HTML News-letter creation and Archive storage

Challenges Faced

- Maintaining the communication between the third-party source and completing the client's requirement well before time.
- Maintaining the effective Graphical User Interface optimizing the speed and accuracy in all the browsers.
- Maintaining and Displaying the new Images and News Immediately on Live server without having any harmful effect on the already running things.
- The quality of product data limited merchandising initiatives for instance guided/faceted navigation

Solutions & Execution

- A dedicated team was set up to provide timely reporting by an account manager, project manager, senior designer, HTML developer, senior developer, and a testing analyst.
- We deployed a team of 2 Software Developer specialists to work on the project, sort items and assign correct attributes to each product, thus helping the client eliminate data redundancy and increase accuracy in matching products across the store. Rich internet applications such as HTML5, Ajax and JavaScript were used to build a usable application flow. Our experts worked with cross-functional teams to optimize product attribution process and complete the project in quick turnaround time.

We offered the following solutions

- A software development life cycle was followed from the first step through to the testing and launch.
- A clear road map was created, and small sprints process was followed to keep delivering pieces of the project to the client for review
- We streamlined the product attribution process by first analyzing discrepancies and cleansing the database
- Proper care has been taken by using data matching techniques to handle issues in content related to spellings and variations.
- Every module developed was first tested by the developer, the in-house testing team.
- Quality assurance and software testing was an integral part of the success of this application and hence it was always included in our daily task.

- Image management has been taken care for Speed Optimization.

Scalability and Maintenance

The website design and development were done keeping in mind future scalability and the addition of further modules. We envisioned the website to have a good mix of high performance and visual appeal. The website was built with an SEO compliant structure for better visibility over major search engines.

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