E-Commerce Web Solution
For
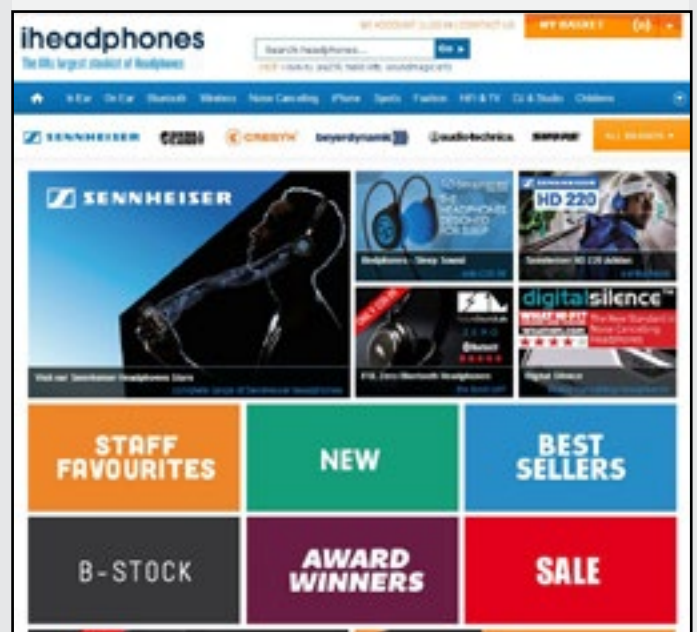# UK's Largest Headphone Stockiest

CONSUMER DURABLE – ECOMMERCE WEBSITE – MAGENTO

Client Overview

About Client: Client has setup his company in 2006 to become the UK's biggest and best dedicated headphones store. Over the years client has gone from strength to strength, building up a huge product range, possibly the biggest in Europe when it comes to headphones. They have built up great relationships with the world's biggest brands in headphones such as Sennheiser, AKG, Shure, Beyerdynamic as well as the new breed of headphone brands such as Skullcandy, Aerial7, WeSC and Coloud.

Requirement Overview: This project was developed by someone else and awarded to Silver Touch for improving website performance and do further development enhancement.

Proposed Solution: This website has been developed in Magento Open Source Code Base - Version-1.4.1.0 with MySQL 4x database. Client has already chosen Magento as a proposed solution for this project prior to contact with Silver Touch.

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Project Description

This project was started with work for Magento website performance optimization. We have used different client side techniques and server side configuration (which was provided by Magento team itself) for optimum performance optimization. We have successfully improved website performance and later client has given following enhancement requirement for his website:

1. Website Performance: Silver Touch has improved website performance by applying techniques like Image Sprite, CSS & JS Minify, Server Side Setting, APC (Alternative PHP Cache) Installation, Log Clearance and Image Resizing. Initially page load time was 15+ seconds and we get it reduced to 5 to 7 seconds.

2. Website Redesigning: Silver Touch has redesign entire website with new color scheme.

3. CBA Integration: Client requested us to integrated "Checkout By Amazon" payment method for placing an order on his website. Silver Touch has integrated it successfully.

4. Multi Website Set up: Client has also asked for multi website set up on the same Magento set up with complete new design.

5. One Step Checkout Integration: For quick order placement, we have suggested client to integrate One Step Checkout extension. Client agreed to it and we have integrated it with customization for coupon and voucher code.

6. PayPal Integration: There were also issues in online payment processing on this website through PayPal. Silver Touch team had worked on to solve.

7. Warehouse Integration: Client had been using this warehouse system http://www.profulfilment.com. To integrate this warehouse, client had been using this extension (http://ampersandcommerce.com/warehouse-management-magento-module-realtime-despatch/). Silver Touch team had done complete customization and replaced it with custom integration solution.

8. SSL Installation & Integration: Silver Touch has been asked to integrate Global Sign SSL and we did for secure online payment processing.

9. M2E – EBay Integration: This website has also been integrated with ebay, American multinational internet consumer-to-consumer. Silver Touch has done it using this M2E extension as suggested by Silver Touch.

Types of users: This website has following types of users:

1. Front End Users: At front end website, there will be following types of users.

    1.1. Site Visitor: This type of user will be able to browse all the CMS managed pages and products on the website. Website will have Register, Forgot Password and Login functionality as well.

    1.2. Guest Checkout: Site visitors will NOT need to get registered with the site for making purchases. Guest Checkout is allowed.

    1.3. Registered Customers: This type of users will have their personal login information in order to login in the website. This type of user will be able to interact with the website in different manners like, make a purchase, view past orders, re-order, manage address book, changes password and access My Account section.

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2. Back End Users: At back end website, there will be following type of user.

    2.1. Super Admin: This type of user will ONLY be one user. This admin user will have full access to all features and functionalities of the website. This user will be able to manage the websites with all different modules mentioned in this scope of document.

Objectives

1. To improve website performance because Magento CE runs slowly.

2. To redesign entire website with new color scheme for all pages of website.

3. To do further enhancement in website as and when requested by client.

Project Approach / Activities

The Project was divided into various phases to achieve the best results in less time with optimal utilization of available resources.

1. Phase I: Feasibility Study

2. Phase II: System Requirement Study + SRS Preparation

3. Phase III: Design Integration (Graphics to HTML)

4. Phase IV: Magento Implementation + Customization + API Integration.

5. Phase V: Testing all features and making deployment plan.

Technology

Development Environment

Technology & Framework	Magento-1.4.x
Languages	PHP 5+
Operating System	Windows XP / 7
Database	MySQL 4x
Web Server	Linux Server
Web Server	Linux Server

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Technology

Deployment Environment

Technology	Specifications
Technology & Framework	Magento-1.4.x
Languages	PHP 5+
Operating System	Linux
Database	MySQL 4x
Web Server	Linux Server

Duration

1. Project Actual Efforts: 840 Man Hours

2. Project Life Cycle: 312 Days

Results Achieved

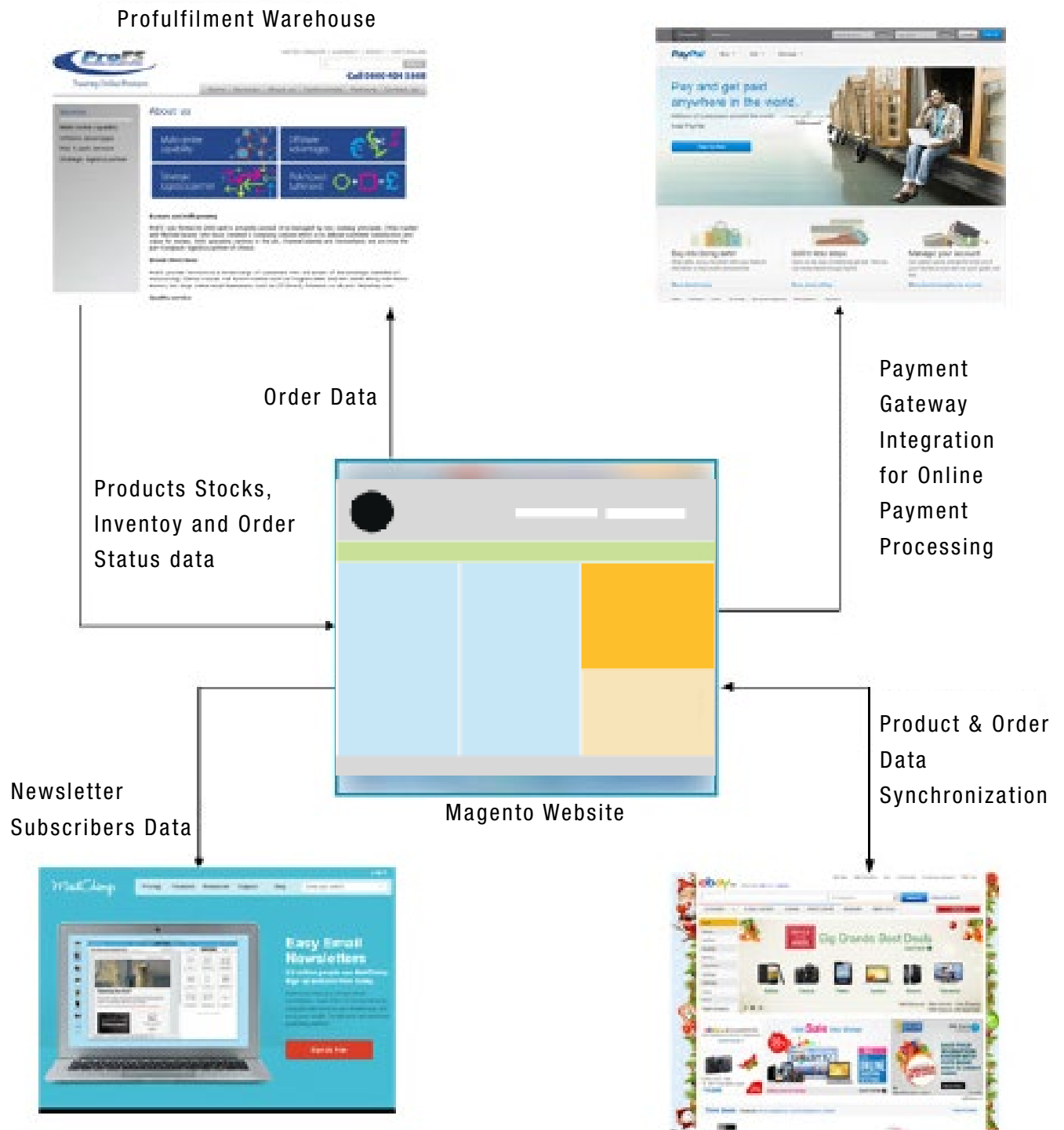1. Client is now making good business from the live website.

Key Challenges

1. Website Performance Optimization

2. Website Redesigning

3. Warehouse Integration

4. Further enhancement

iheadphones
The UKs largest stockist of Headphones

Project Flowchart

Profulfilment Warehouse

Order Data

Payment
Gateway
Integration
for Online
Payment
Processing

Products Stocks,
Inventoy and Order
Status data

Product & Order
Data
Synchronization

Newsletter
Subscribers Data

Magento Website

Deliver best products, software solutions and services, on time with quality, and as per customer expectations

About SilverTouch

SilverTouch, a company established in 1992 is widely accepted for its IT solutions with a huge customer base in more than 20 countries across the world.

SilverTouch is actively engaged in Enterprise software development, enterprise content management, document management and IT consulting services such as Business process optimization, process consulting, implementation and customization of ERP. SilverTouch leads brilliantly in new technical developments such as: Mobile Application development services on iPhone, iPad, Blackberry, Android, J2ME and Windows mobile platforms. Even now, SilverTouch helps its global clients for major developments, deployments and managements of their mobility solutions and enterprise application development programs.

SilverTouch has alliance with several industry leaders such as Microsoft, Apple, Cisco, IBM, Oracle, SAP, Java, Dell, VM ware, Symantec, Sonic Wall which provides a competitive edge over other industry peers and targets to understand and cater to all types of requirements that concern our clients, thereby, leading to serve them precisely to their satisfaction.

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