E-Commerce Web Solution
For
Watercraft Rental Service
US Based Company

TRANSPORTATION (TRAVEL) – ECOMMERCE WEBSITE – MAGENTO

Client Overview

About Client: Client is a privately held company providing water sports sales, rentals and services to the public. Client maintains several service / rental websites as well as ecommerce sites. These web sites were developed in-house. Client is specializes in water sports fun.

Requirement Overview: To design and develop a new website for client who is providing watercraft rental service for Tubes (Kids tubes, Steerable Tubes, Multi rider tubes, single rider tube) and Tube accessories as well as Life Vests. All work would be done on **Magento** Open source **Version 1.3.2.4** with **English Language** and **USD Currency** only.

Note: Client had original website in OsCommerce and we have moved entire website into Magento CE.

Proposed Solution: Silver Touch has proposed to develop this website in Magento Open Source Code Base- **Version-1.3.2.4** with MySQL 4x database. The proposed solution will allow the client to manage the catalog, categories, products, orders,

product reviews & rating, newsletters, reports, and customers within single administration panel of the Magento. Client will be able to manage the products with categories or sub categories. Client will be able to manage CMS-informative pages with the Metadata (Title, Keyword and Description & URL). There will be integration with the PayPal payment gateway for handling the e-transaction. Shipping method will be UPS which is part of the Magento. Website will also have features and functionalities of mouse hover product zooming option plus light box, product video, ShareThis, Gift certificate, point & reward functionality, gift wrapping, shipping insurance, refer a friend, On sale banner, Blog, AJAX based cart, Help desk functionality, auto suggest search, recommended products and advanced reports using Magento extensions available in the market.

CMMi Level RATED 5

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Benefits

1. Client can now access their website and manage products contents + CMS page content.
2. Using the website, customers can place orders in secure environment & client is getting good business.

Project Description

Based on client request, we have covered following modules in entire project scope. Some modules are achieved through Magento extensions integration and rest through Magento customizations.

1. PayPal Integration: Based on client request, we have integrated PayPal in website for payment integration. This is Magento out of the box payment gateway.

2. PayPal Express Checkout Integration: This is also one of payment method active on website which allows existing PayPal Account holder to make payment through PayPal Express Checkout, their account.

3. International Checkout: This website is integrated with www.internationalcheckout.com as one of the checkout payment method.

4. Shipping Customization: We have developed a complete Custom shipping module based on client requirement for which calculate shipping rate for products ordered by client.

5. SSL Installation & Integration: Silver Touch & client have collectively installed and integrated SSL supplied by VeriSign, Inc.

6. Magento Extensions Integrations: We have integrated following extensions in this website based on agree scope of work.

      6.1. Gallery Images (with JQuery zoom)

      6.2. Mxperts - jQuery-Tools and Flowplayer + FFMPEG s/w installation with library

      6.3. Magento Easy Lightbox

      6.4. Magento Easytab

      6.5. Gift Wrapping

      6.6. Shipping Insurance

      6.7. Share This

      6.8. Online Gift Certificates

      6.9. J2T Points & Rewards

      6.10. MasterPassword – Frontend

      6.11. WYSIWYG Editor

      6.12. Exploded Menu

      6.13. Ahead Works Extensions Integration

      6.13.1. Checkout Promo

      6.13.2. Refer A Friend

      6.13.3. On Sale

      6.13.4. Ajax Cart Pro

      6.13.5. Frequently Bought Together

      6.13.6. Blog

6.13.7. Advanced Reviews + Customization

6.13.8. Product questions (FAQ)

6.13.9. Help Desk Ultimate

6.13.10. Customer Purchases

6.13.11. Search Suggest

6.13.12. Product Recommendations

6.13.13. Advanced Reports

7. Magento Customization: Based on client requirement, following customization was part of this project scope.

7.1. Other website link display

7.2. Checkbox for Compare link

7.3. Percentage of saving for special price

7.4. Default Quantity to "1"

7.5. Estimate Shipping On Product Page

7.6. Daily Special

7.7. Order + Gift Certificate tracking

7.8. Print page option

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. Guest customer will be able to track order using order number without logged in.

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.

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.

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Objectives

1. To make **user friendly** website so user can stay longer time on website and purchase something.

2. To integrate different payment gateway and methods through in **secure environment** which make customers confident for placing orders on website. This website has been secured through **SSL + Norton Security** scan.

3. To make such website that client can **manage** their **business effectively** and provide better service to 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: System Requirement Study

2. Phase II: Design Preparation & Integration + Content Integration

3. Phase III: Magento Implementation + Customization + API Integration.

4. Phase IV: PayPal, PayPal Express Checkout, SSL Installation

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

6. Phase VI: Go Live.

*The website has been developed from the scratch.

Technology

Development Platform

Technology	Specifications
Technology & Framework	Magento-1.3.2.4
Languages	PHP 4+
Operating System	Windows XP / 7
Database	MS SQL 4+
Web Server	Linux Server

Deployment Platform

Technology	Specifications
Technology & Framework	Magento-1.3.2.4
Languages	PHP 4+
Operating System	Linux
Database	MS SQL 4+
Web Server	Linux Server

Duration

1. Project Actual Efforts: 2224 Man Hours

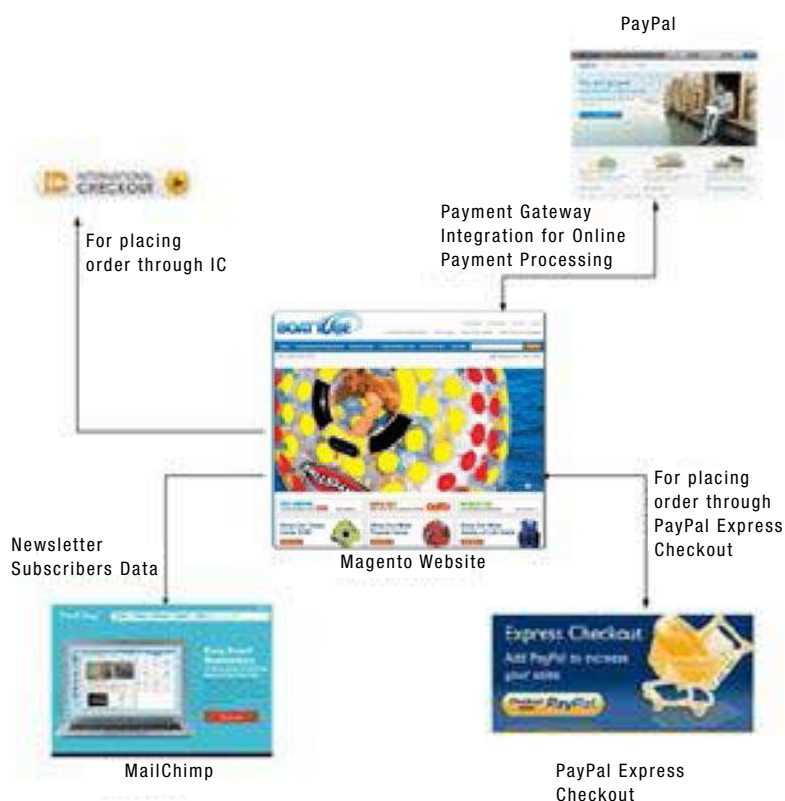2. Project Life Cycle: 278 Days

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Results Achieved

1. Client is now making good business and they are also able to manage all business effectively.
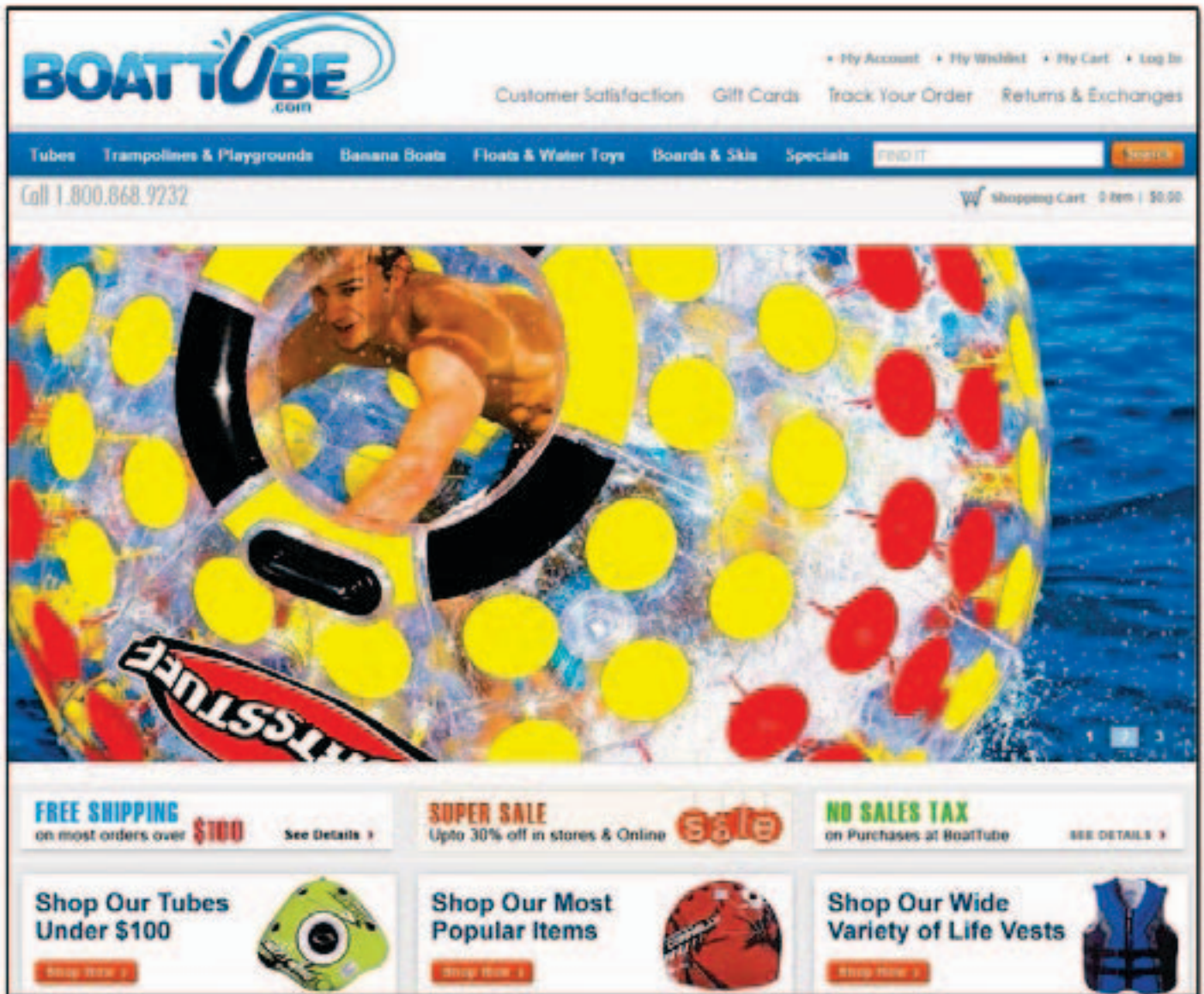
Key Challanges

1. Website Design Conceptualization: Client needed multiple revisions of designs and has taken hard work from our team for all page's concept finalization.

2. Data Migration: As this client had already running website, we have to cover Products, Orders & Customers. We have done data migration using cart-2-cart online cart data migration service for data migration from OsCommerce to Magento.

3. Checkout Page Customization with Flow of Payment Gateway: Client had requested change in how payment processed should be done for entire checkout process. Silver touch has done all that customization.

4. Multiple Extensions Integration: As stated above, there were multiple extensions to be integrated into this website. Whenever high numbers of extensions are integrated into website, we may find extension inter-compatibility issue. We had found it and worked to resolve all such issues.

5. Multiple Website Setup: We have also done set up of total two website on the same installation of Magento sharing some dynamic modules and static content.
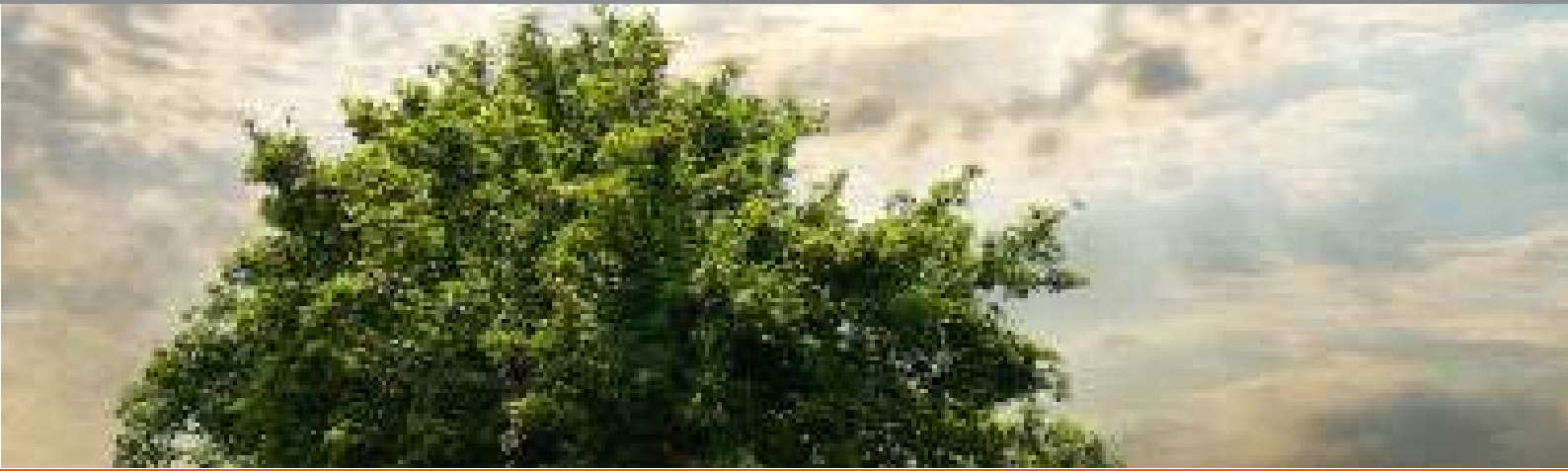
Project Flowchart

PayPal

Payment Gateway Integration for Online Payment Processing

For placing order through IC

For placing order through PayPal Express Checkout

Newsletter Subscribers Data

Magento Website

MailChimp

PayPal Express Checkout

E-Commerce Web Solution

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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