

eCommerce Website for Beauty Products

Client: U.S. Based Client

Client Vertical: FMCG/Consumer Durables

Project Type: Online eCommerce Store

Technology Used: Magento, PHP, MySQL

Client Overview

About Client: Client is based in U.S. and providing business in top-quality luxuries beauty items. Client is also working with world-class companies who need an extra channel for selling some of their products. Client has physical stores in various states of the US. Client has an effective and wide distribution channel for selling products.

The major products of client are beauty related products so it is useful to women. The products include perfumes, lipsticks, eye-liner and creams etc. Client has been striving to give people the opportunity to enjoy and benefit from lifestyle, using his knowledge and experience to guide customers through the process from start to finish.

Proposed Solution:

Silver Touch has proposed developing the website using Magento open source platform as Magento provides many default functionalities for e-commerce website.

We have proposed custom java script for product image slider on description page and CMS functionality for static pages, managed by the administrator. Silver Touch has proposed Backorder button extension for displaying customers about backorder products.

Site visitor has to register to access the product

details. It will decrease the abandoned users on the website. Website is integrated with payment gateway Paymentech orbital provided by client for secure online payment.

Requirement Overview:

The client required to develop multiple websites for selling beauty products online. Client also required integrating the shopping cart and online payment functionalities for each website with separate admin interface. Website should exhibit the features of product image slider and display the offers & discounts for specific or selected products for all the websites.

Following were the major requirements of the client:

1. Product Category listing on home page
2. Registration and Login functionalities for end users
3. Recently viewed product list
4. Category wise product list / sort and paging functionality
5. Display current backorder list for customers
6. Email integration functionality for end users to share the product description and wish list information with friends
7. Admin interface should provide the following features:
 - a. Order Management
 - b. Stock Management
 - c. Product Management
 - d. Category Management
 - e. User Management
 - f. Content Management

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Following were the general requirements of the client:

1. Wish list functionality for future purchase
2. Newsletter functionality
3. Product comparison features to compare more than two products
4. Product image slide show on product description page
5. Review and rating functionality for users

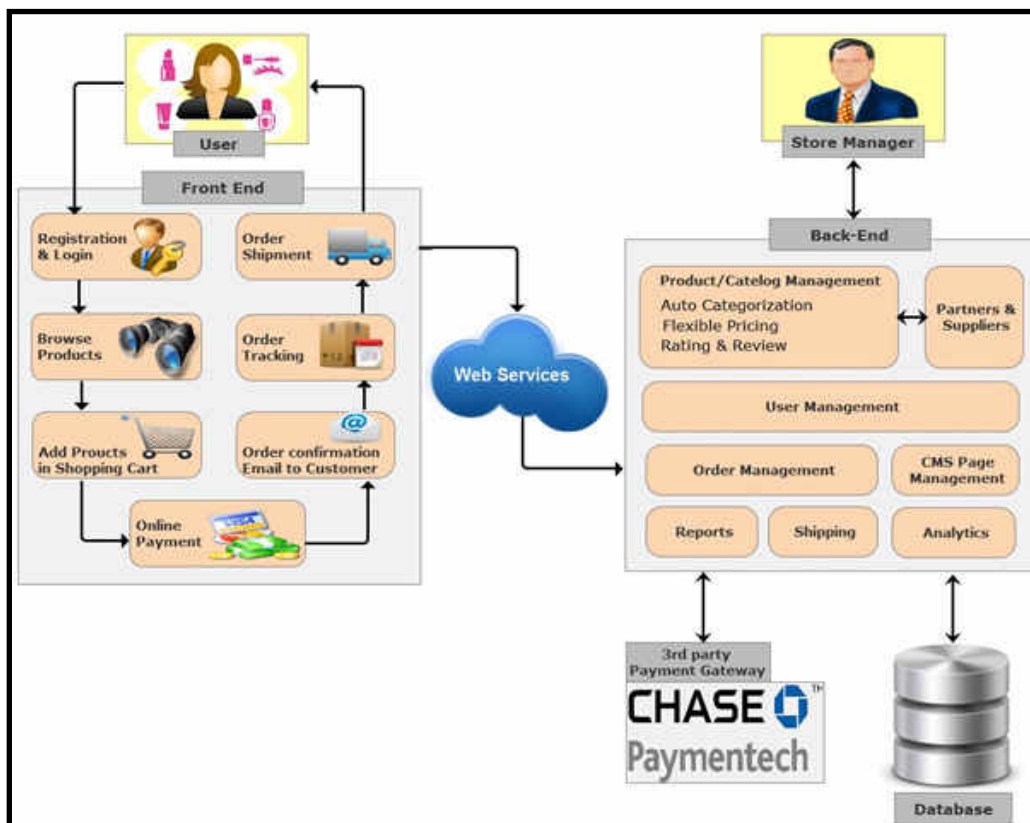
Benefits

Application Specific Benefits

1. Administrators can easily manage all database operations of website via single interface
2. Roles and privileges are managed easily
3. Secure online payment facility through credit card
4. Easy to import / export the orders and stocks
5. Users can easily compare more than two similar products
6. User gets email notification when "out of stock" product is back in stock

Project Description & Workflow

Project Workflow



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Project Description

Two websites were developed to sell beauty products online. Websites are developed using Magento open source platform with MySQL as backend. In this web websites backend is managed by store manager.

User needs to get registered with the website in order to browse or purchase the products. After product selection users can add the products to cart. User can also update product quantity or remove products from the cart. Once the shopping is completed the user has to checkout by confirming the order. After confirmation, website asks the user to make the payment. Paymentech Orbital Payment Gateway was integrated as per client's suggestion for online payment. After making the payment end users receive the confirmation mail with unique order number that helps user to track order.

Administrator can manage the orders, stocks, products and its categories, out-of-stock products, end users' accounts and static content pages of the website.

With the help of Backorder extension, website notifies the users whenever "Out of Stock" products are back "In Stock".

The websites include following functionality:

1. Various shipping options such as UPS, FedEx and USPS
2. Wish list features includes following functionality:
 - a. User will be able to move shopping cart items to wish list
 - b. Share wish list items to friends via email
 - c. Shift the wish list products to shopping cart
3. Send product details to friends via email
4. Newsletter functionality
5. Administrator can add multiple images of single product from backend and those images will be displayed as image slider on front end
6. Users will be able to compare more than two products on the website and also able to view recently added products in the cart
7. Product review and rating features

Objectives

1. To develop multiple websites with different domains managed by different administrators
2. To customize Magento default functionality as per client's requirement
3. To develop secure online payment processing on website through client provided SSL
4. To integrate Backorder extension for out of stock product notifications
5. To integrate static content pages with e-commerce website as per client requirement

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Project Approaches / Activities

The Project was divided into various phases to achieve the best results in less time with optimal utilization of available features, capabilities and new enhancements.

Phase I: System requirement Study document and re-estimation

Phase II: Extension checking for compatibility (Payment Gateway)

Phase III: Preparation of Wireframes of the entire site

Phase IV: Designing

Phase V: Development & Design Integration

Phase VI: Testing

Phase VII: Deployment and provide documentation

Technology

Development Platform

Technology	Specifications
Technology & Framework	Magento 1.7.0.2
Languages	PHP 5.x
Database	My SQL 4x/5x Server Database
Web Server/Hosting Platform	Apache
Operating System (Development)	Windows XP

Deployment Platform

Technology	Specifications
Technology & Framework	Magento 1.7.0.2
Languages	PHP 5.x
Database	My SQL 4x/5x Server Database
Web Server/Hosting Platform	Apache
Operating System	Linux

Duration

1. Project Man Hours: 740 hours
2. Project Life Cycle: 18 Months

Key Challenges

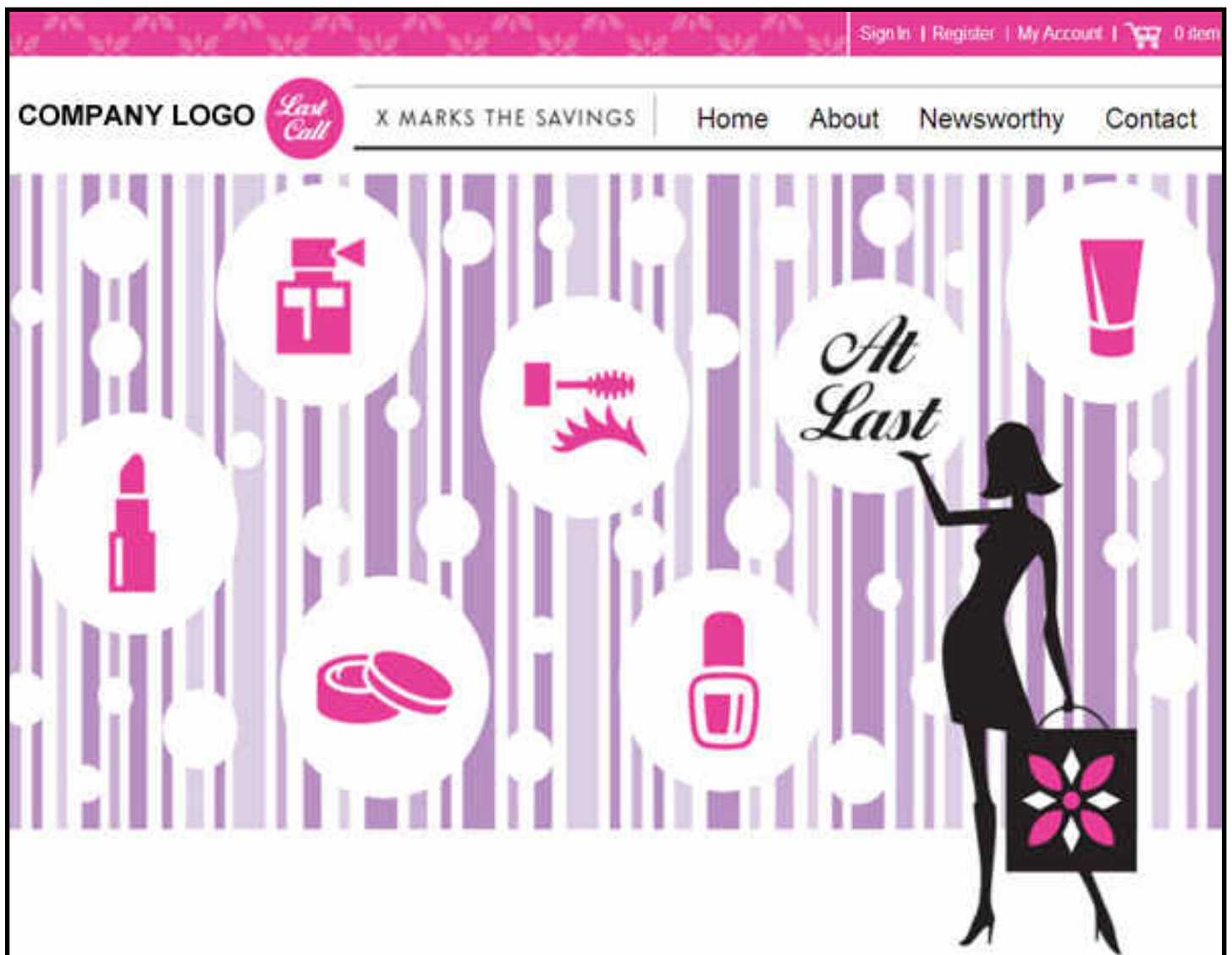
1. Client didn't provided clear functional / requirement specification so we need to discuss with the client on day-to-day basis together and understand project requirements
2. Integration with Backorder extension & customized it as per client's requirements
3. Implement given Paymentech Orbital payment gateway

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Results Achieved

1. Shopping cart based e-commerce website with secure online payment
2. Orders and Payments are managed by individual administrators on each site
3. Easy and quick CMS page management by administrators
4. Site users can post the review / rating about products
5. Authorized users can send product details to their friends via email
6. With the help of multiple websites, client gets large number of customers across US
7. Administrator easily manage the products & stocks

Screenshots




eCommerce Website for Beauty Products

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Cat-2

1 Item(s) Show 10 per page

View as: [List](#) [Grid](#) Sort By: Position



RetinoSyn-45
★★★★★ [1 Review](#) | [Add Your Review](#)
\$49.95 [Add to Cart](#)

A three-phase treatment that titrates concentrations of a patent-pending Retinol Complex and Growth Factor Stimulant from low to high over a 45-day period. This exclusive offer includes **TWO** 45-day courses of treatment.


The regular retail on a single 45-day treatment is \$175. Beauty Bioscience priced this package at \$250, almost 30% savings. LXLC is selling the package for \$125-- nearly 65% off the regular price!


[Learn More](#)

[Add to Wishlist](#) | [Add to Compare](#)


1 Item(s) Show 10 per page


View as: [List](#) [Grid](#) Sort By: Position

Welcome, temp temp! | [Logout](#) | [My Account](#) |  1 Item

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Shopping Cart [Proceed to Checkout](#)



Product Name	Move to Wishlist	Unit Price	Qty	Subtotal
 RetinoSyn-45	Edit Move	\$49.95	1	\$49.95


[Update Shopping Cart](#) [Clear Shopping Cart](#)

Subtotal \$49.95
Grand Total \$49.95
[Proceed to Checkout](#)


COMPANY LOGO

Last Call

X MARKS THE SAVINGS

Welcome, temp temp! | Logout | My Account |  0 item

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RetinoSyn-45

Bi-Layer Titration Therapy™

Voted 2012 Anti-Aging Product of the Year by over 50,000 consumers, RetinoSyn-45 by Beauty Bioscience is clinically shown to reduce wrinkles by an average 49%. Product treatment lasts for 45 days and is to be used twice yearly to stimulate collagen production and make skin look dramatically younger. This configuration contains enough product for two 45-day treatments and retails for \$250. LXLC price is 40% off retail.

[Email to a Friend](#)
[Add to Wishlist](#)
[Add to Compare](#)

★★★★★ 3 Reviews | [Add Your Review](#)

\$49.95

LXLC

Quantity

ADD TO CART

\$250.00-Retail Price

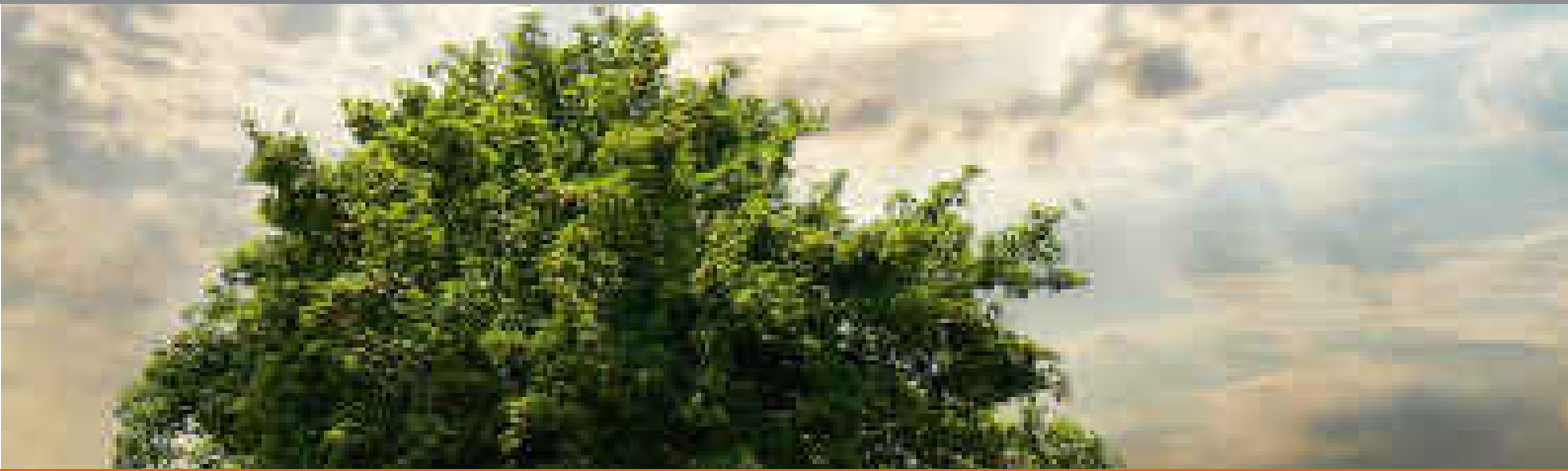
Product Description

Additional Information

Product's Review

RetinoSyn-45 features medical-grade retinol specially formulated for at-home use. Retinol, considered the most powerful anti-aging ingredient, is the only drug prescribed for and shown to reduce wrinkles. Until now, it was only available by prescription. But Beauty Bioscience created a breakthrough concept of Titration Therapy® a three-phase treatment that measures out precise concentrations of retinol for daily doses, gradually increasing the concentration. The skin is able to adjust to each level and the traditional side effects associated with retinol are reduced. Maximum results are achieved in just 45 days.

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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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