

## CASE STUDY



Getting the most out of built-in  
Magento powers for an online wine store  
and meet the client's business goals



**magecom**

A family business with offline Italian restaurants and online store with a wide selection of wines.

The product assortment of the client's store includes 10+ categories and 1K+ items.

## Region

Switzerland

## Industry

Food & Beverages

## Client in figures

## Website

NDA

1909

Date of  
establishment

40

Restaurants

7K+

FB Followers

The client came to us with a goal to develop a conversion-friendly and up-to-date webstore design on the basis of Magento Commerce Cloud 2.3.1 and implement a range of customizations and integrations to upgrade the store and improve the user experience. One of the main challenges we faced was the timeline, as we had only three months in total to release the whole project.

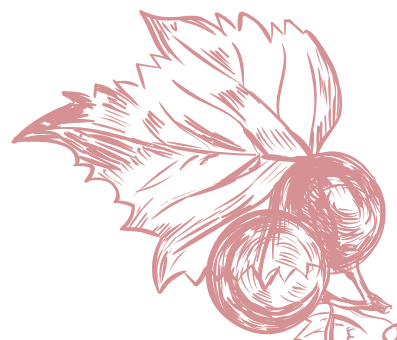
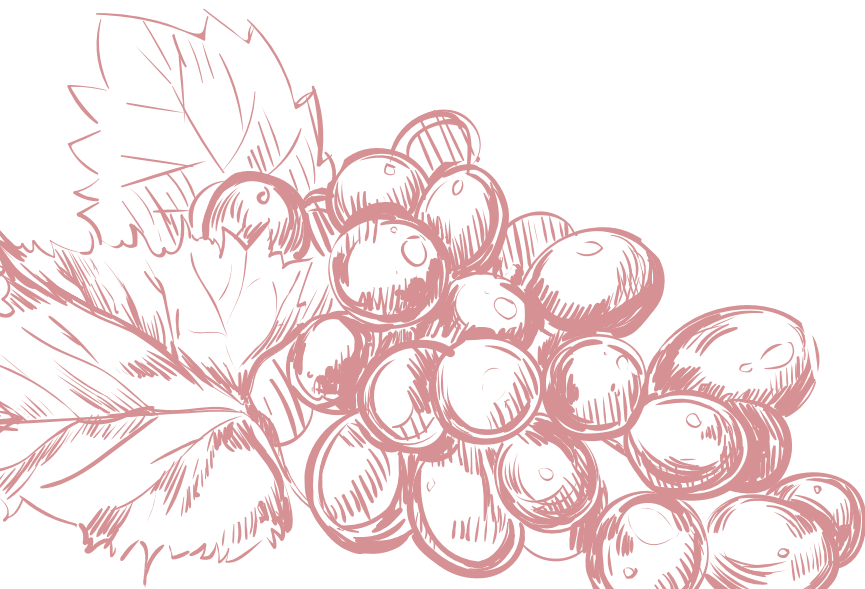
While working we also discovered that for the purpose of implementing some features, we needed to extend the native Magento logic to tailor it to the client's business needs.

## Tools

- Magento Commerce Cloud 2.3.1
- Microsoft Dynamics NAV
- DreamFactory
- Bisnode

## Team

- Project Manager
- DevOps Engineer
- 4 Backend Developers
- 3 Frontend Developers
- 2 QA Engineers



Working on the project began with an extensive and detailed study of the client's business and requirements elicitation. To get that done, our Technical Lead and Project Manager went for a business trip to meet face to face with the client's management team (operations and sales managers) and technical specialists. We performed a range of in-depth on-site interviews with the key stakeholders to delve into their business specifics, explore the existing architecture and internal processes from the inside. We also analyzed the competitive landscape, target audience characteristics, internal business operations, marketing and sales processes, and industry as a whole, which allowed us to build the initial vision.

The project involved our close collaboration with a partner (**WeAreAgent**), a digital agency that had initially recommended us to the client and contributed heavily to further development and implementing features with SEO specialists, designers, and engineers.

Our teamwork with SEO specialists resulted in building a **sitemap**<sup>1</sup> for the website and outlining a high-level features list, which allowed us to set up the initial estimate and help the client see the project scope.

1 - **Sitemap** is a visual diagram of the hierarchy of pages within a website. Typically, sitemapping is one of the first tasks to be completed in any web design and development project.

After getting the client's feedback, we went along with researching conversion rate optimization techniques and web design practices to apply them while working on a detailed vision of the project.

Before reaching out to us, the client decided to entrust the work on building prototypes and designs to an off-site design agency. It meant we were working in collaboration with them and were mostly responsible for web development. We gathered and handed over all the insights to make the final designs meet the client's vision and technical requirements.

Almost all the website templates were unique, such as homepage, category page, checkout, personal account, etc. As a result of our collaboration with the agency, we clearly saw how the website looks.

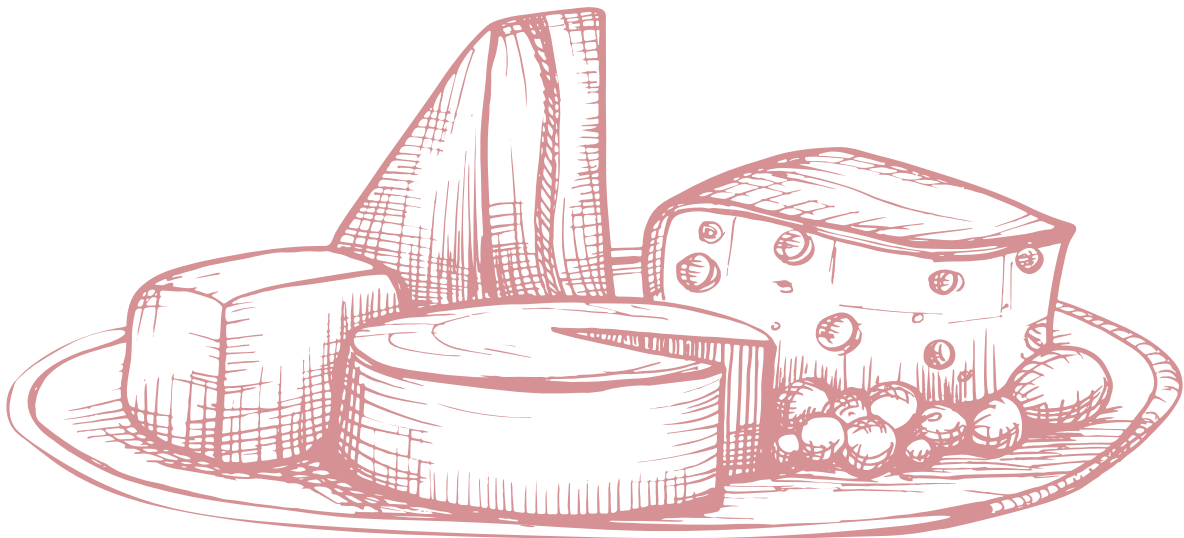
A range of artifacts and practices we worked on allowed developing the **project specification document**<sup>2</sup>. It contains a list of all web pages with features, logic and architecture requirements, prototypes demanded for a development team. The artifact synchronizes and records the project vision for both the client and the whole team that works on the project, which minimizes the risks of improvements and changes. We presented the results to the client to outline the full project scope and deadlines to receive their feedback.

2 - **Project specification document** is a comprehensive description of objectives for a development project. It contains all the goals, functionality, and details required for a development team to fulfill the vision of the client.

After understanding the whole project scope and taking into account the fact that we had only three months for entire website development, we needed to find a way to make it happen. We extended our development team and started working on organising the website architecture and laying its fundamentals while designs were on the way, which saved time and allowed the delivery of the project within the deadline.

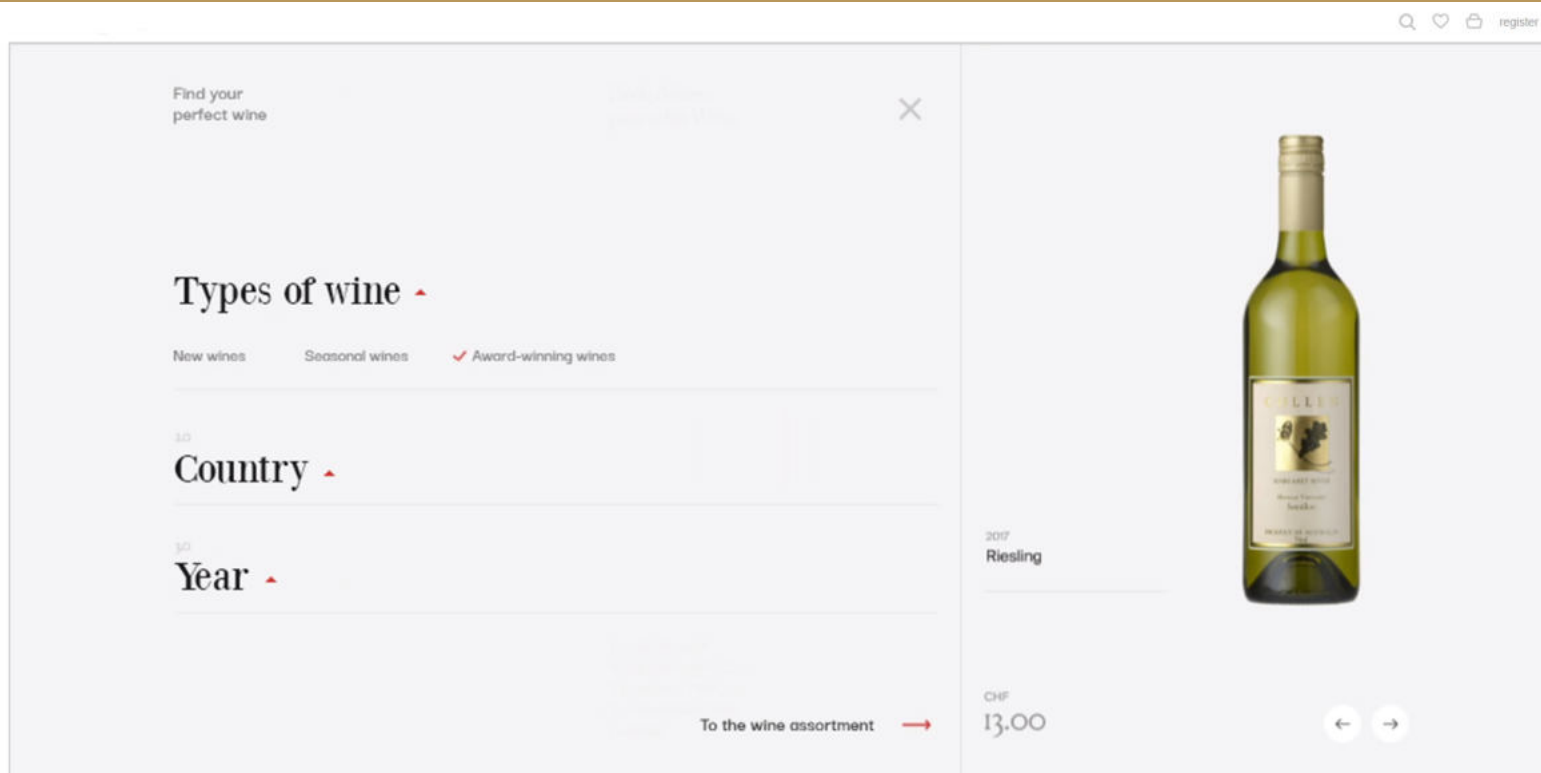
We made use of our collaboration with the off-site design agency to operate the development stage in parallel with preparing website designs. It meant that we were simultaneously working on organising the website architecture and laying its fundamentals, while designs were on the way, which saved us time and allowed the delivery of the project within the deadline.

The final website design turned out to be catching and engaging, full of complex interactions and visual effects that generate lasting impressions on users and provide them with a seamless and personalized experience.

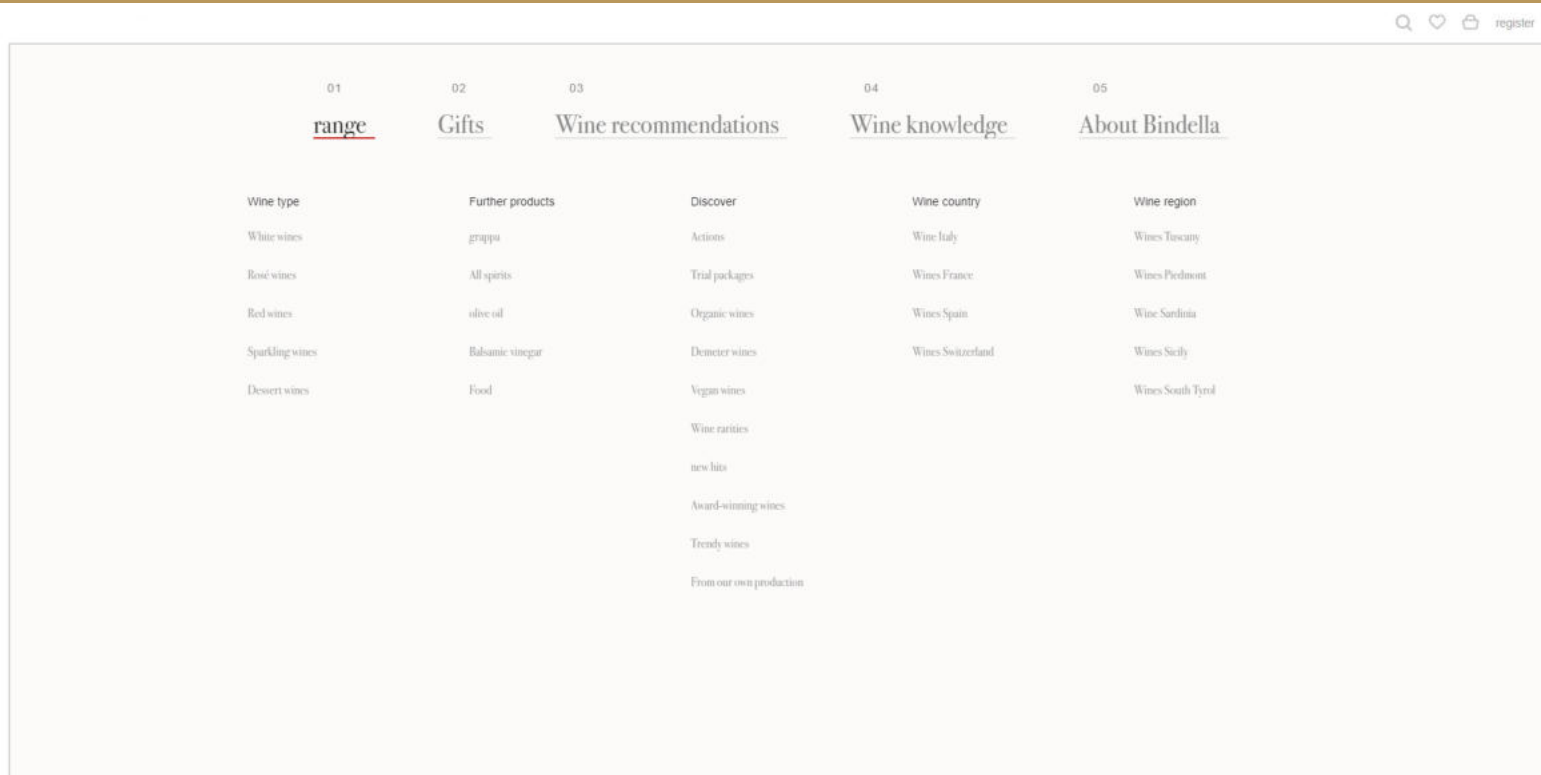


A list of specific design features (product filters, layered navigation, parallax scrolling effects) resulted in several challenging parts, which caused quite significant customizations of the Magento layouts. Such features sometimes can also negatively affect the website performance and make web pages work slowly. As we maintain high coding standards, our Frontend team implemented a variety of animation effects to make them work smoothly and keep a website performance high.

One of the uncommon implementations was adding a specific set of product filters on the homepage and adjusting their Frontend logic entirely to the designs to make them user-friendly and work seamlessly:



Customers can select filtering parameters, click the Search button, and get redirected to a search results page with the filters opted on the homepage. In addition to filters, we also developed layered navigation to make it easy to find products based on a category, price range, or any other attribute:



We also implemented parallax scrolling effects that make the background image move at a different speed than the foreground content, which creates a pleasant shopping experience for users and provides an engaging and sophisticated element of depth that results in a differential and memorable website.



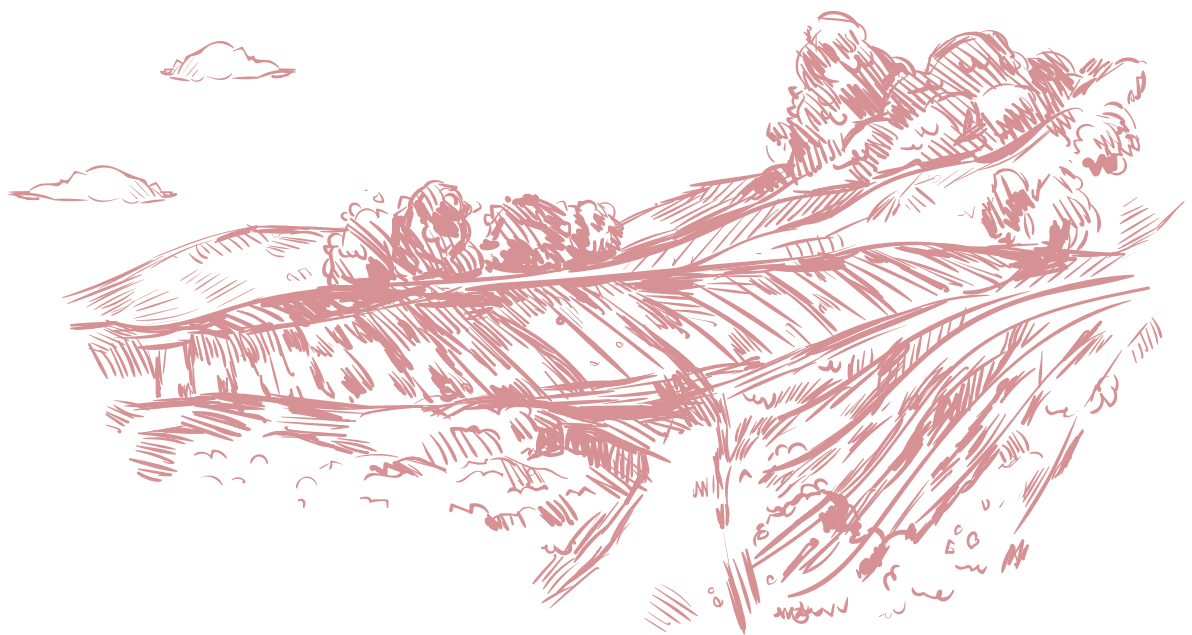
A further extensive part of the project development was a two-way API integration with the client's **ERP system<sup>3</sup> Microsoft Dynamics<sup>4</sup>** for data exchange.

The website exchanges information with it by using **DreamFactory<sup>5</sup>**, which offers many benefits and usually performs as an effective intermediary in such chains. The system receives all the product information from the ERP system, while it transfers all the customer data to it. When an order is created on the Magento side, it's also automatically delivered to Microsoft Dynamics.

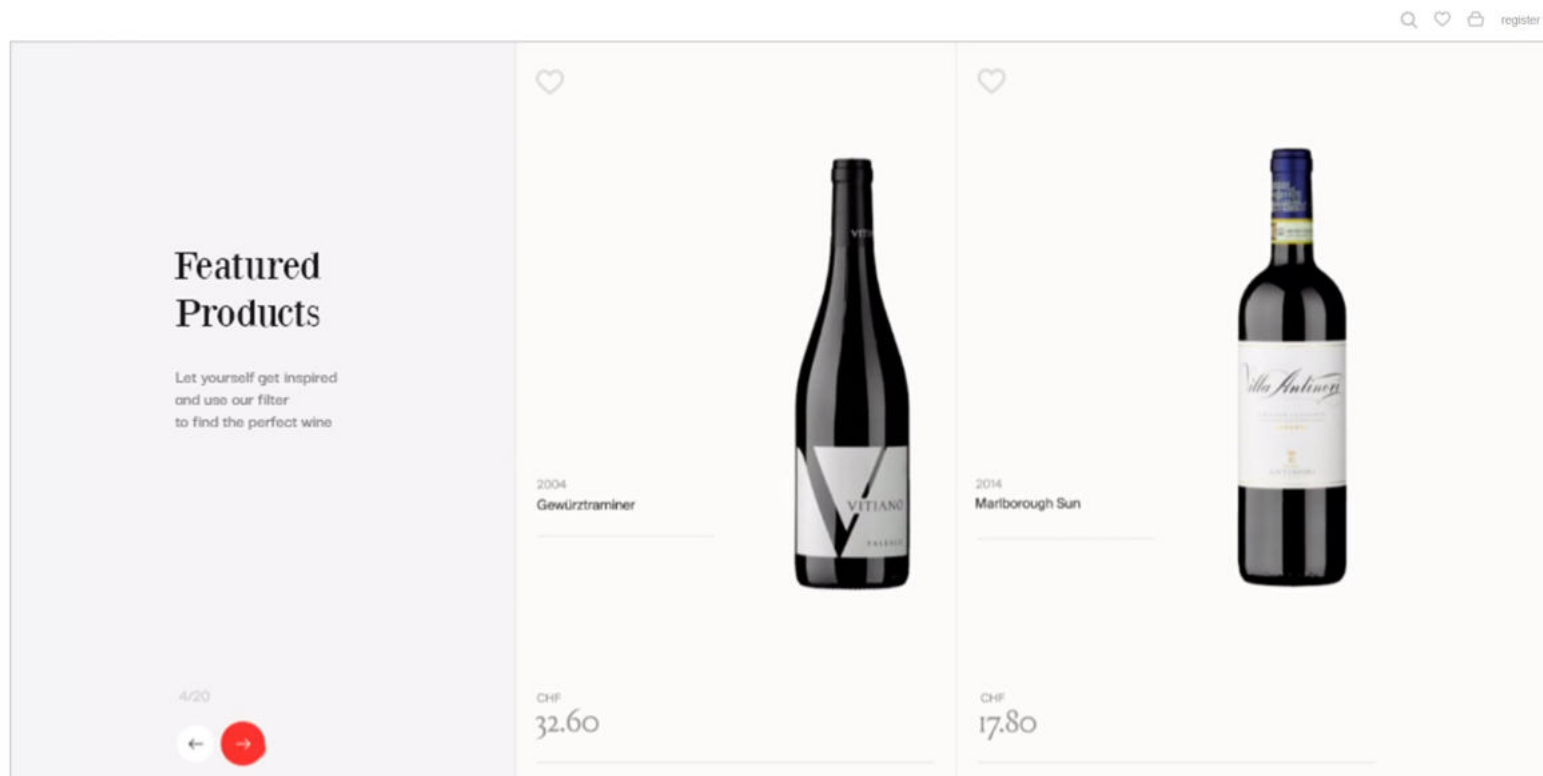
- 3 - **ERP (Enterprise resource planning) system** is business process management software that allows an organization to use a system of integrated applications to manage the business and automate many back office functions related to technology, services and human resources.
- 4 - **Microsoft Dynamics** is an enterprise information system designed to manage key processes within the company. It allows users to get a more detailed overview of what is happening in the company through a wide range of reports, automates processes related to finance, sales and marketing, production, warehousing and supply, and a lot more. It is designed for medium-sized companies that are looking for a software solution that excels in its simplicity, flexibility and intuitive user interface.
- 5 - **DreamFactory** is a free, open source software package that provides a complete REST API for mobile, web, and IoT applications. It can be installed on any server, connected to any SQL or NoSQL database, and used for developing HTML5 or native mobile applications. The technology enables developers to build modern applications for the phone, tablet, or desktop without having to manage server side code and complexity.

The ERP system allows managing prices, discounts & taxes, which are entirely adapted to the business operations and goals. Despite the fact that the Magento platform has powerful out-of-the-box functionality, it doesn't meet all the needs of the client's business and its operations, as well as the uniqueness and complexity of the web designs. We framed a well-managed plan and tuned implementation to fully customize the Magento prices, discounts & taxes logic to tailor it to the client's business needs.

Prices, discounts & taxes are displayed for various groups of customers and even individual users in completely different ways depending on the scenarios dictated by the client's business. For instance, a particular group of customers sees discounted prices, while another views non-discounted.



Besides product pages, users can also see personalized prices in carousels right in product grids on the homepage:

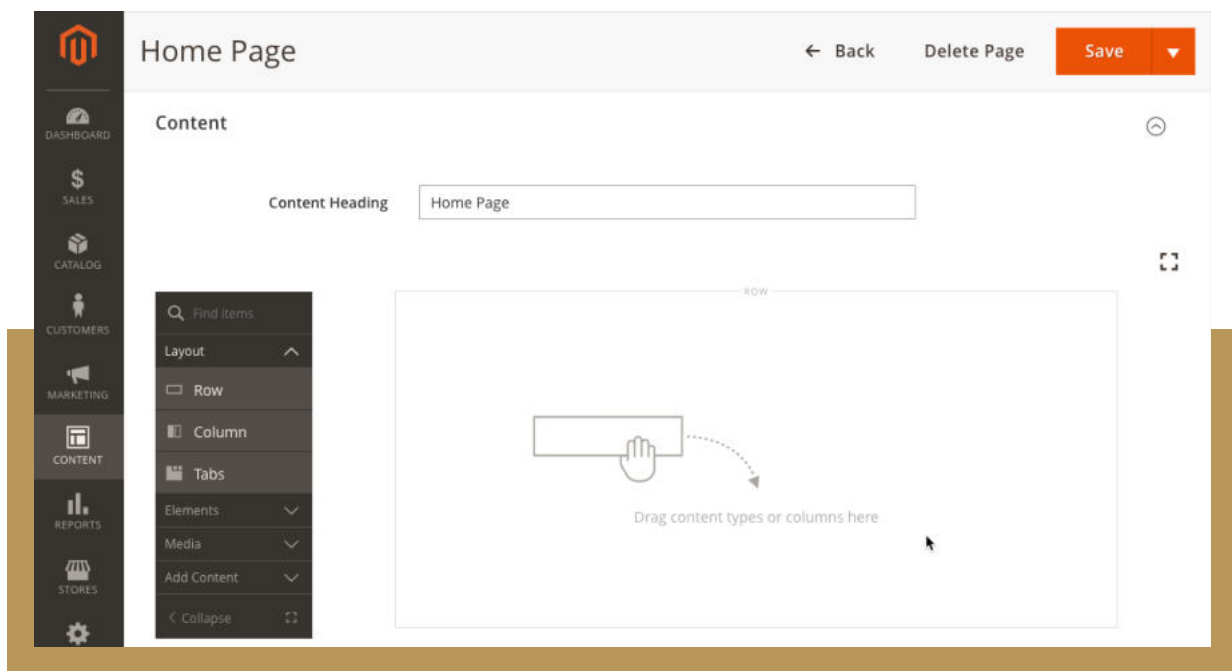


In the shopping cart and checkout pages, custom totals are displayed and divided into categories — customers can see their personal discounts and taxes separately.

Users also have a 'take away' option, and if a customer takes away ordered items from the offline store, the system includes and displays an additional discount in totals.

- **Page Builder website development**

One of the major features was the client's request to deliver the website in **Page Builder**<sup>6</sup> in its intuitive drag-and-drop interface:



Creating a website entirely in Page Builder takes more time for a development team and as a result costs more as well, but it significantly reduces the client's costs in the long run. The client doesn't need to spend extra on developer's work in perspective to change a more complex content on the website. The skills of their admins are enough to place and fill in blocks, duplicate and delete web pages quickly.

6 - **Page Builder** is a Magento extension for creating content by dragging-and-dropping pre-built controls. These content types provide several key features, including drag-and-drop functionality for content creation, live previews of how the content will look on the storefront, form editors for entering and customizing the content.

- **Creditworthiness check**

The online store provides customers with a 'pay by invoice' option, which is related to potential financial risks for the client as customers sometimes don't pay offline for their purchases. For minimizing these increased risks, we integrated the client's website with the third-party service **Bisnode**<sup>7</sup> that checks the creditworthiness history of a customer who is trying to purchase by invoice. The service determines creditworthiness of potential customers in line with a range of various characteristics. If a user is creditworthy according to the system for more than 75%, a client has an option 'pay by invoice' active. Otherwise, it's not available.

- **Changing the invoices flow**

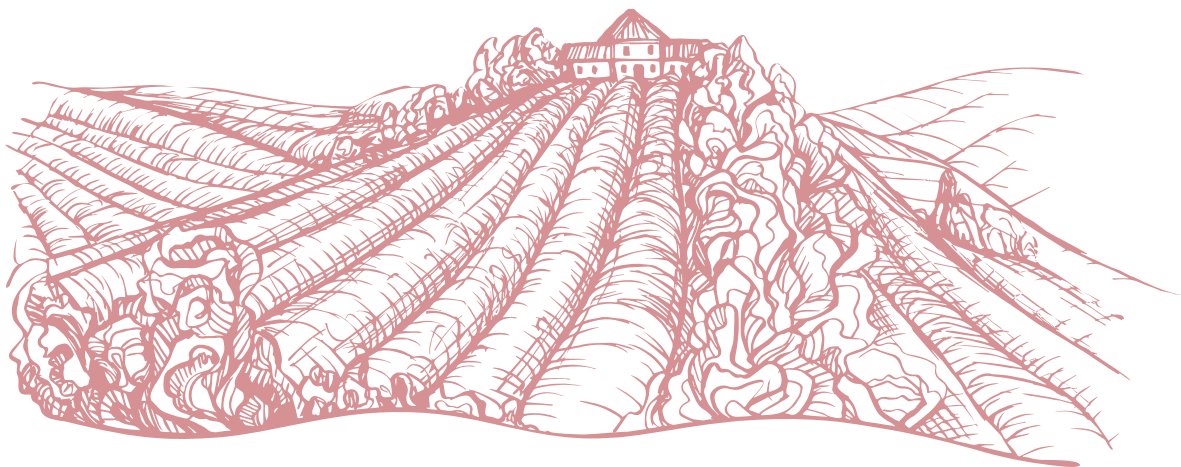
According to the client's operations, we adapted the invoices flow to make it easier for both internal business processes and customers. As soon as an order is placed on the website, it's automatically sent to the client's ERP system. An invoice is afterwards generated not on the Magento side as it's done by default, but on the side of Microsoft Dynamics. Once it's done, it's sent in the PDF format and attaches to the order in the personal customer account.

7 - **Bisnode** is a data & analytics company that offers decision support in the form of digital business, marketing and credit information. One of the Bisnode solutions is Bisnode CreditCheck that gives the decisive information, updated on a daily basis, on the payment capacities of the customers in Germany, Austria and Switzerland.

- **SEO customizations**

For better website pages optimization, higher website ranking, and more organic traffic attraction, we efficiently and closely worked with the SEO specialist on the client's side. Together we delivered deeply customized headings and titles that needed to be created on a case-by-case basis and can't be covered by out-of-the-box Magento functionality, that's why needed particular customizations.

Our teamwork also resulted in building a tailor-made sitemap, which contains more than 80,000 links, including standard ones that lead to categories and product pages, and even custom ones with direct links to filters. It considerably improved the SEO optimization of the website by making it easier for web crawlers to get to these pages and find necessary content, which ensures the attraction of more traffic to these landing pages.



1

Delivered the project from start to finish within 3 months as we set up website development simultaneously with designs

2

Developed the website in Page Builder from scratch to save resources and reduce the client's costs in the long run

3

Executed a challenging API integration with Microsoft Dynamics and the custom-built prices, discounts & taxes logic

4

Reduced the bounce rate by half as a result of introducing a set of engaging visual effects and animations

5

Increased organic traffic by 18.5% by implementing a range of SEO customizations and optimizing content for web crawlers

## Let's have a chat

Choose the most convenient way of communication for you — write an email or contact us in one of the messengers. We'll discuss your project — provide individual calculations and offer our suggestions on how to upgrade your business.

### Email:

info@magecom.net

### Phone:

+44 7491 43 5563

### Office:

United Kingdom  
102 Wornington Road  
London W10 5QP

### Messenger:

SKYPE  
FB MESSENGER  
WHATSAPP  
TELEGRAM

**mage**com

Your  Global  
Ecommerce  
Partner