

Case Study: PHP based e-commerce platform for Baby's Den

Client

Based in New York, Baby's Den is an online retail store offering baby products across the country.

Challenges

The client was using the Magento platform for its e-commerce website and had installed more than 50 extensions for added functionalities. However, there were several major configuration issues, bugs and performance issues with their website. They sought a quick resolution for all the issues with their website before an upcoming sales promotion.

Some of the challenges have been captured below:

- There was no dedicated development server, therefore testing real time behavior of paid extensions was an issue
- Standard search solution of Magento had limitation like inability to find products if they were misspelled by the user or suggest synonyms to the user. Filtering and sorting product categories (by most popular or most viewed item) was not possible
- The existing application was not able to perform single page checkout, thus adding to more time and complexity for the customers
- Secure transactions were a concern
- There were more than 50 extensions that were creating conflict with each other and had lot of bugs
- There were issues such as random logouts, delayed e-mail confirmations, mismanagement of order cancellations and improper updating business rules and validations

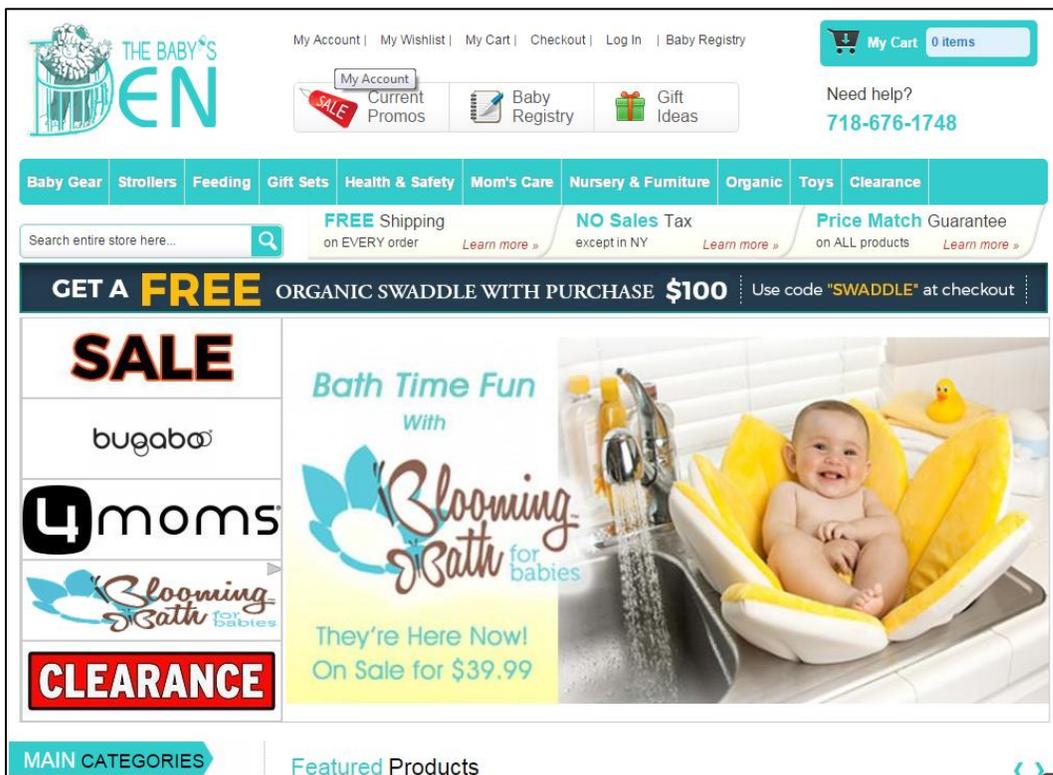
Solution

Given the stringent timelines to run the sales promotion, ISHIR team developed a strategy to address the issues of the client within the shortest time.

- Resolved all configuration issues and fixed bugs before client's sales promotion and also designed a special homepage banner and online marketing for new product launches
- Integrated credit card transaction fraud scoring system that required in-depth study and resulted into making the website more robust against any credit card fraud by scoring all transaction based on a series of checks and cross checks
- Programmatically managed and updated Google Merchant Center product information
- Improved social span of website by letting people to comment on each product and share with friends via email and/or social media
- Reduced initial learning time by quickly grasping issues and testing product time to time in real environment
- Created staging development server replicating real time environment for testing paid extensions on local machine
- Optimized performance by making load times under one second
- Enabled the right extension among many alternatives that were available in market and integrated with current website resulting in advanced search functionality that included:
 - Spell correction
 - Partial term matching
 - Error-tolerant fuzzy matching
 - 'Sounds like' matching
 - Singular and plural variations
 - Filtering and sorting of search results by most popular or most viewed item

- Price, brand and color rating
- Automatically uploads product listings to Google by Google cron job (It is an automated script, which fetches the products from a feed file hosted on the server. This feed file is scheduled to be updated on weekly or monthly basis, using Magento third party extension). With this feature, the client does not need to upload the products manually on the Google Merchant Center. It is done automatically using Google cron, which saves lot of time and effort of the client
- Seamless single page checkout leading to quicker payments and user-friendly experience
- Foolproof security by a separate Order History web page tracking orders based on email id, phone, IP address and other orders placed by customer all at one place giving a complete picture of the online customer and reducing the scope of defaulters
- Maintained a smooth workflow and conducted testing for multiple times in real time environment to fix all kinds of bugs
- Extended support for inter-vendor communication and interaction with any third parties

Some of the screenshots of the website are below:



The screenshot shows the top section of the ISHIR website. At the top left is the logo for 'THE BABY'S DEN'. To the right are navigation links: 'My Account | My Wishlist | My Cart | Checkout | Log In | Baby Registry'. Further right is a 'My Cart' button showing '0 Items'. Below these are buttons for 'My Account', 'Current Promos', 'Baby Registry', and 'Gift Ideas'. A 'Need help?' section displays the phone number '718-676-1748'. A horizontal menu lists categories: 'Baby Gear', 'Strollers', 'Feeding', 'Gift Sets', 'Health & Safety', 'Mom's Care', 'Nursery & Furniture', 'Organic', 'Toys', and 'Clearance'. Below the menu is a search bar and three promotional banners: 'FREE Shipping on EVERY order', 'NO Sales Tax except in NY', and 'Price Match Guarantee on ALL products'. A large banner advertises 'GET A FREE ORGANIC SWADDLE WITH PURCHASE \$100' with code 'SWADDLE'. Below this is a 'SALE' section featuring 'bugabø' and '4moms' brands, and a 'Bathing Time Fun With Blooming Bath for babies' promotion, which includes an image of a baby in a yellow flower-shaped bath seat and text stating 'They're Here Now! On Sale for \$39.99'. At the bottom left are 'MAIN CATEGORIES' and 'Featured Products' sections.



[My Account](#) | [My Wishlist](#) | [My Cart](#) | [Checkout](#) | [Log In](#) | [Baby Registry](#)

 **My Cart** 0 Items

 **Current Promos**

 **Baby Registry**

 **Gift Ideas**

Need help?
718-676-1748

Baby Gear
Strollers
Feeding
Gift Sets
Health & Safety
Mom's Care
Nursery & Furniture
Organic
Toys
Clearance

FREE Shipping
on EVERY order [Learn more »](#)

NO Sales Tax
except in NY [Learn more »](#)

Price Match Guarantee
on ALL products [Learn more »](#)

GET A FREE ORGANIC SWADDLE WITH PURCHASE \$100 Use code "SWADDLE" at checkout

[Home](#) / [Strollers](#)

MAIN CATEGORIES

CATEGORY

- Strollers (930)
- Stroller Bassinets (103)
- Stroller Liners (54)
- Stroller Accessories (809)

NEWS LETTER

Sign Up for Our Newsletter:

Subscribe

Strollers

Items 1 to 20 of 1578 total
Page: 1 2 3 4 5 6 7 8 ▶
Show 20 per page

View as: Grid [List](#)
Sort By: Name ▼ ↑

			
<p>Stokke Xplory Stroller 3-in-1 Kit - Orange Melange</p> <p>★★★★★ 2 Review(s)</p> <p>Sale! \$4,399.99</p> <p>\$1,199.99</p> <p>FREE SHIPPING!</p> <p>Add to Cart</p>	<p>2012 BumbleBride Indie Jet</p> <p>★★★★★ 1 Review(s)</p> <p>Sale! \$519.99</p> <p>\$429.95</p> <p>FREE SHIPPING!</p> <p>Out of stock</p> <p>Add to Wishlist</p>	<p>2012 UppaBaby Vista Stroller and Bassinet Travel System - Ca</p> <p>★★★★★ 2 Review(s)</p> <p>Sale! \$749.99</p> <p>\$679.00</p> <p>FREE SHIPPING!</p> <p>Out of stock</p>	<p>2012 UppaBaby Vista Stroller and Bassinet Travel System - Co</p> <p>★★★★★ 2 Review(s)</p> <p>Sale! \$749.99</p> <p>\$679.00</p> <p>FREE SHIPPING!</p> <p>Out of stock</p>

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[My Account](#) | [My Wishlist](#) | [My Cart](#) | [Checkout](#) | [Log In](#) | [Baby Registry](#)

 **My Cart** 0 items

 **Current Promos**

 **Baby Registry**

 **Gift Ideas**

Need help?
718-676-1748

Baby Gear
Strollers
Feeding
Gift Sets
Health & Safety
Mom's Care
Nursery & Furniture
Organic
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Clearance

FREE Shipping
on EVERY order [Learn more »](#)

NO Sales Tax
except in NY [Learn more »](#)

Price Match Guarantee
on ALL products [Learn more »](#)

GET A FREE ORGANIC SWADDLE WITH PURCHASE \$100 Use code "SWADDLE" at checkout

[Home](#) / [Strollers](#) / 2013 Baby Jogger City Mini Four Wheel Lightweight Easy Fold Stroller - Black



Double click on above image to view full picture

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MORE VIEWS




2013 Baby Jogger City Mini Four Wheel Lightweight Easy Fold Stroller - Black

[Add Your Review](#)

 Like
 Share

Sale! ~~\$279.99~~
\$219.99

In Stock

Qty:

ADD TO CART

FREE SHIPPING!

[Email to a Friend](#) | [Pricematch Guarantee](#) | [Add to Registry](#) | [Add to Wishlist](#)

Quick Overview

- * Smooth pushing and steering in a mid-weight, super compact folding stroller
- * Very comfortable, roomy seat (one-inch deeper than the standard 3-wheel City Mini), and increased maximum weight

RELATED PRODUCTS

Check items to add to the cart or [select all](#)

[Baby Jogger City Mini & City Mini GT Rain Canopy](#)

Sale! ~~\$59.95~~
\$49.99

[Add to Wishlist](#)

[Baby Jogger City Mini & City Mini GT Single Car Seat Adaptor](#)

Sale! ~~\$69.95~~
\$59.95

[Add to Wishlist](#)

[Baby Jogger City Mini & City Mini GT Child Tray](#)

\$24.95

[Add to Wishlist](#)

Technologies: PHP, MYSQL and Magento