![Brainvire - Shaping Ideas]

Case Study for Magento Ecommerce Rugs eStore

Brainvire Infotech Pvt. Ltd
www.brainvire.com

http://www.brainvire.com

Client Requirement

Client wanted a Magento based ecommerce website

Buying Antique Rugs ecommerce website provides dynamic functionalities

Customized platform includes a database driven shopping cart system

Key Objective of the Site is to import product data & Images

Choose from the various options available for each product

Shopping Cart System that allows suppliers to sell their products

Functionalities added to the system:

Integration of a payment gateway (Authorize.Net)

Free shipping system

Order management system

Inventory management system

Integration with the Microsoft C5 ERP system

User-friendly design

Project Challenges

Developing an active shopping portal capable of handling millions of user

Incorporating web usability principles in the website design

ERP integration and data synchronization with the ecommerce shopping

Ensuring safe and secure transfer of data.

Technologies Used

Operating System & Server Management	Red Hat Linux OS, Multi-Server Architecture with Staging & Production Environment through Version Controlling releases, Server Optimization, Security & SSL Implementation, Scheduler for Back-ups, Alert Monitoring System Integration, Server Performance Tuning at regular intervals, Software Firewall Configuration & Maintenance
Development Tools & Environments	PHP5+, Magento, Apache Web Server, AJAX, HTML, CSS etc.
Database	MYSQL Database Server, DB Clustering, DB Optimization, Master Slave Replication, Query Optimization, Scheduler for Backups

Manpower

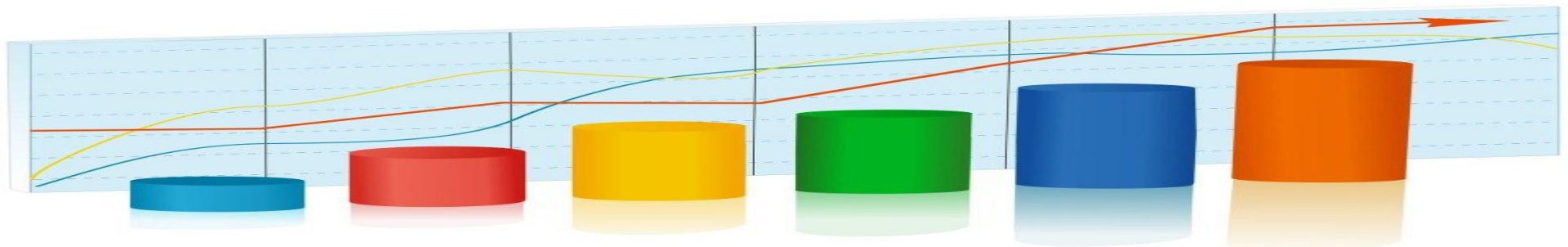|	
Project Leader	1
Developers	2
Designers	2
Quality Assurance Testers	1

Planning

The Database layer containing MYSQL Server Database, Tables, Stored Procedures and so on.

The Data Access layer containing the libraries responsible for accessing data from the database.

The Business Logic layer consisting of all the business logic procedures for modules like Shipping, Payment Gateway, Order Management, Check out etc.

The User Interface layer which forms the Graphical User Interface of the website.

Architecture

PHP and MYSQL Server formed the basis of development

PHP files consisted of all the business logics used for respective modules

Data Access layer contained the libraries responsible

Business layer components were coded to use this library for data accessing process

Stored Procedures were used only for complex retrieval of data

The UI layer was kept free of any business logic

Development Highlights

Website with a Gamut of online activities successfully

Extensive pre-development research was carried out to create a robust application

Web usability guidelines were strictly followed during development

The Interface was made easily navigable through judicious

The site was developed and fully functional within a span of 6 months

Sources :

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