



Imagine^{and}Print.com

Case study

Imagine and Print

THE CLIENT

ImagineandPrint.com deals in the manufacture of personalised items for corporate gifting. The company has state-of-art equipment and a valuable list of corporate customers to serve all over India.

THE BUSINESS CHALLENGE

The client required a website where site users could design their own gifts online. For this unique web development project, the client briefed Pro-more to develop a solution where a site user could manage the following on a range of products:

- 1) Upload image
- 2) Upload text
- 3) Change the font style and color of text.
- 4) Change the position of upload image and text.
- 5) Make payments online.

The system needed to be extremely user friendly while providing for the complete life cycle of an online order.

THE SOLUTION

This project required a skill base overlapping many programming disciplines. Pro-more was able to provide this in the form of highly experienced developers involved in an end-to-end process.

The applications were developed and delivered in a phased manner. The system implemented was developed on PHP, JAVACRIPT, and MYSQL. The key functionalities of the system were – Online Orders, Invoice Generation, and Reporting.

In addition, Pro-more provided the client with an easy to use Admin Interface where the client has control over all orders placed on the site.

Features

Front End

- Secure Shopping Cart and Online Ordering Facilities 24x7.
- Controlled real-time email confirmation of orders.
- Credit card or direct debit purchasing options all over the world.
- High level security with industry standard 128 bit encryption.
- Simple navigation structure to maximise sales for first time users and one off buyers.
- Ability to add multiple personalised products to single cart order

- Ability to view, change or cancel order.

Back End

- Website administration made easy with updatable features via the easy to use Admin Interface.
- Dynamic product list with add, delete and modify options and ability to categorise and sub categorise products.
- Automatic calculation of shipping costs based on quantity of products.
- Automation of administrative duties such as processing and tracking orders.

THE BENEFITS

- 1) The application fulfils the primary function of order placing and tracking of personalised gifts. Order processing is organised through the use of order status.
- 2) Site administrator can monitor order status in real time, and is kept informed through automatic email notifications. At any given moment, the whole history of the order status and parameters is available through Admin Interface.
- 3) For effective communication with the site users, the administrator can email the users who did not complete the order for some reasons. The site user will receive the email and does not need to go through the whole order process again.
- 4) Quick and easy ability to add, modify or change product information and graphics.
- 5) Efficient usage of equipment and manpower.

Technical Environment

Software - PHP, HTML, DHTML, JAVASCRIPT, MYSQL

Hardware Environment - Linux

Visit Website

<http://www.imagineandprint.com>