

Case Study: Motorcorner

Motorcorner is an online business that sells a massive range of accessories, top-quality parts, luggage, batteries, cables, etc., from renowned manufacturers. The business approached Digital Aptech with the requirement to design and develop a functional e-commerce website

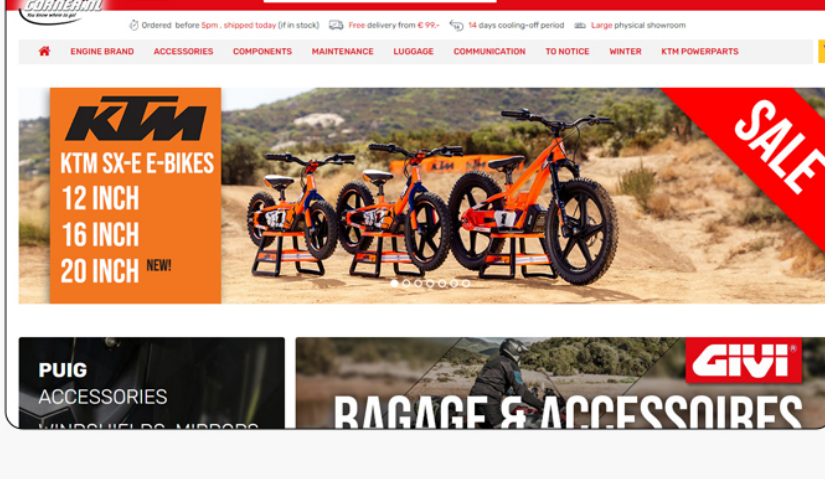
Avg. reading time: 2 min



Project Overview

- The company wanted an E-commerce website that had to be visually appealing with an attractive design and UI/UX
- It should list various auto parts and accessories with a categorized menu to help users purchase their products online in a hassle-free way

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Client Background

- Motorcorner is an online platform providing high-quality accessories for the maintenance and styling of bikes, scooters and mopeds.
- Motorcorner has accumulated a great deal of experience and know-how in Germany and the Benelux for over 40 years in the field of engines, engine parts and motorcycle accessories. Basically they are selling bike accessories and parts.
- We understood the client's specific requirements and business model to develop an online store customized as per the brand's needs



Challenges

- Integrating an attractive user interface to promote user experience and generate online sales
- Integration with Unishop APIs
- Developing a website that would allow the brand to upgrade or modify its online inventory as and when fresh products are added
- Incorporating an option for real-time tracking of an order shipment along with a scalable solution for smooth order management
- Adding a payment gateway that would support multiple online payment options to let customers across the globe pay securely and smoothly
- The website content had to be available in both Dutch and English languages

Technology Stack used



Magento



PHP



MySQL



JavaScript

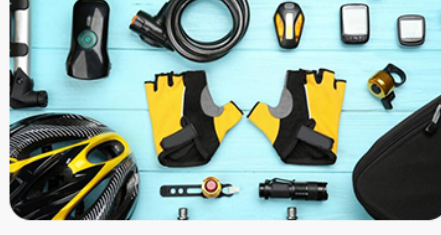


KnockoutJS

The Solution Provided

Solution #1

An E-commerce website that is highly attractive, easy to use, responsive and attractive with stunning design



Solution #2

An updated inventory of the products offered by the business



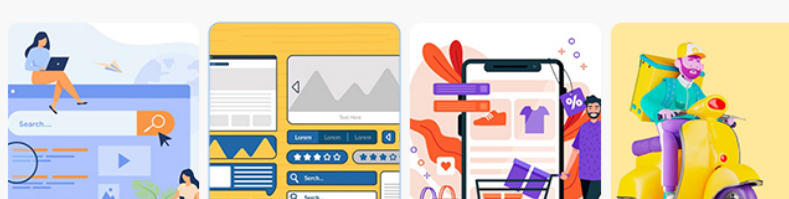
Solution #3

Integrating a safe and efficient online payment module that supports multiple payment options and channels



Key Features and Benefits

- Search accessories and products as per your bike's requirements
- Elaborate Navigation menu for easy accessibility and use
- Find your preferred brand and shop as per your choice
- Easy shipping options for hassle-free delivery

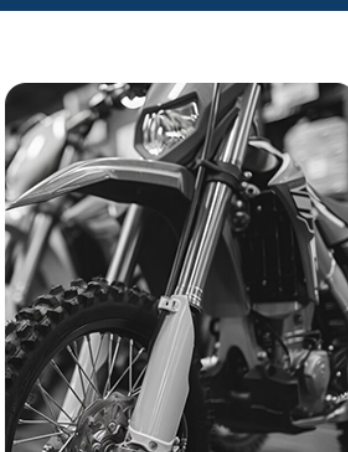


The results

- A well-organized, visually attractive, intuitive, and smooth website that let customers book auto parts from the comfort of home
- A secure and smooth online payment gateway with which users can buy products online in a safe way
- Increased brand awareness among the potential customer base
- Superior user interface and designs promoting customer experience
- An e-commerce website that is supported in two languages (English and Dutch) with options to track online orders

Conclusion

- The business saw much improvement in its operational efficiency since the full-fledged e-commerce website allowed buyers to easily place an order for auto parts and pay for them from the convenience of home
- The attractive and responsive website loaded with user-friendly features helped to improve customer satisfaction and engagement
- The site's ranking and the brand's credibility went up
- Motorcorner managed to improve its overall business and profit with reliable and cost-effective staff augmentation services from DAPL
- Buyers were able to use the website and place an order through various devices without any compatibility issues or technical glitch



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