

Case Study: Plush Addict

Plush Addict is a retail seller of a large range of fabric, haberdashery, and sewing items with a whopping inventory of over a thousand items. Digital Aptech designed a well-organized website that could cater to a fluid and attractive display of items, updated backend inventory management and, of course, easy order processing, shipment and returns tracking.

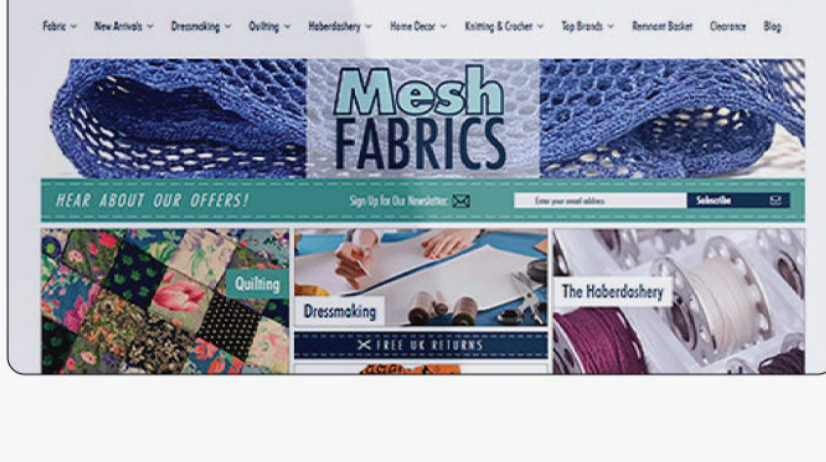
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Project Overview

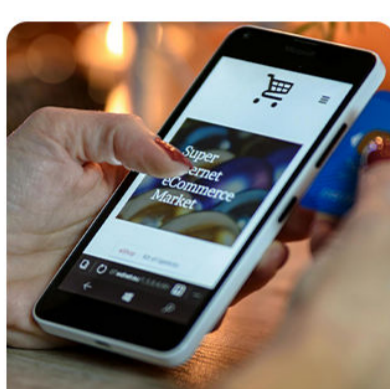
- Digital Aptech planned to design and develop a new Magento-powered E-commerce website for the business
- Our team also used PHP and MySQL for the project
- We were tasked to build an online store that would be visually aesthetic and also capable of offering a superior buying experience

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Client Background

- Plush Addict is a UK-based online business selling a wide inventory of fabric items
- The brand wanted to target and reach out to a larger customer base
- It wanted to access the new and updated features and functionalities of Magento2 for better customer experience and retention



Challenges

- Installed extensions were not displayed properly on the front end.
- Repeated admin notifications were disturbing normal operations.
- Mails going out from Magento 1 were being termed as spam despite the fact that any business SEO demands e-mail marketing.
- Codes were behaving strangely despite no third-party extension being used for the website/e-store.
- Slow loading time and other issues reduced the website's Google page ranking

Technology Stack used



PHP version 7.2.2



Magento 2.3.5-p1



MySQL version 14.14



Cloudflare for CDN



Varnish Cache

The Solution Provided

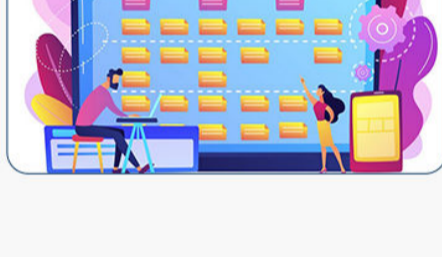
Solution #1

We upgraded the existing Magento 1 website to the advanced and feature-rich Magento 2, platform



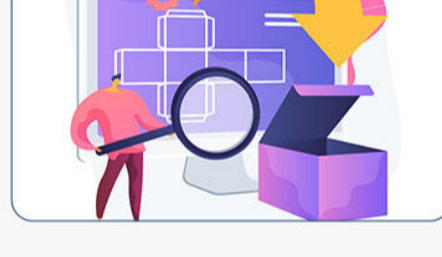
Solution #2

Our team recreated a well-organized business website neatly listing inventories under clear categories and sub-categories.



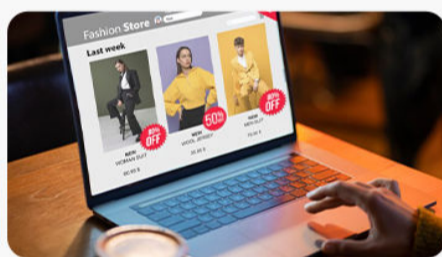
Solution #3

We redesigned a website that will display all information about product availability, shipping, and delivery speed



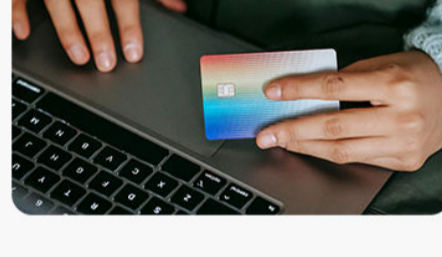
Solution #4

We recreated an attractive, user-friendly and responsive e-commerce website



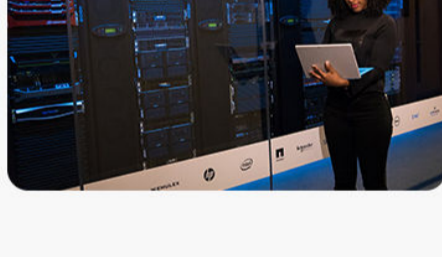
Solution #5

DAPL provided a secure e-commerce transaction portal with easy checkout and global clientele-oriented multiple currency options.



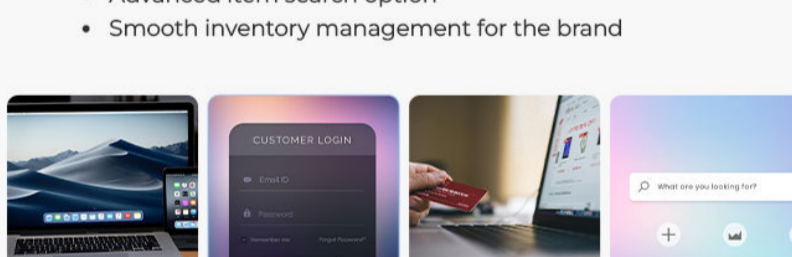
Solution #4

We restructured, organized and merged all existing databases with newer ones for full inventories display, easy backend management, and order and inventory processing.



Key Features and Benefits

- Compatibility with all devices, screen sizes and OS
- Inclusion of newly advanced features with Magento2.0
- Faster log-in and check-out
- Secure e-payment with any online payment mode
- Advanced item search option
- Smooth inventory management for the brand

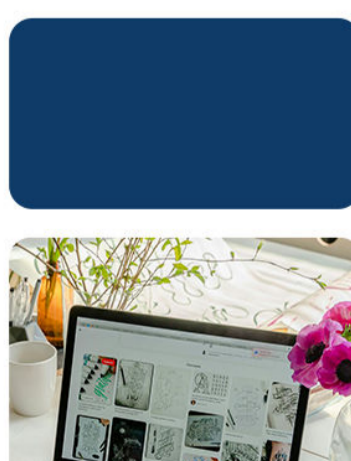


The results

- An attractive and user-friendly, displaying all products and their information prominently
- Details and specifications of each item are listed clearly
- Multiple currency conversion tools for clients from different regions
- Users can access it from the business's huge inventory with only a couple of clicks
- Secure e-payment gateway with conversions

Conclusion

- Plush Addict e-store is catering to its wide base of local customers in the UK and international clientele
- Customers of Plush Addict are highly satisfied with the well-designed website that comes with an easy user interface
- Streamlining operations with a smooth backend and faster processing has led to total overhead cost reduction as the company is serving more clients
- A well-functioning, attractive and intuitive e-commerce website has led to increased customer satisfaction and customer engagement
- Easier backend operations, inventory management, and order processing mean swift business management and increased business



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