

Case Study: Tummy Calm

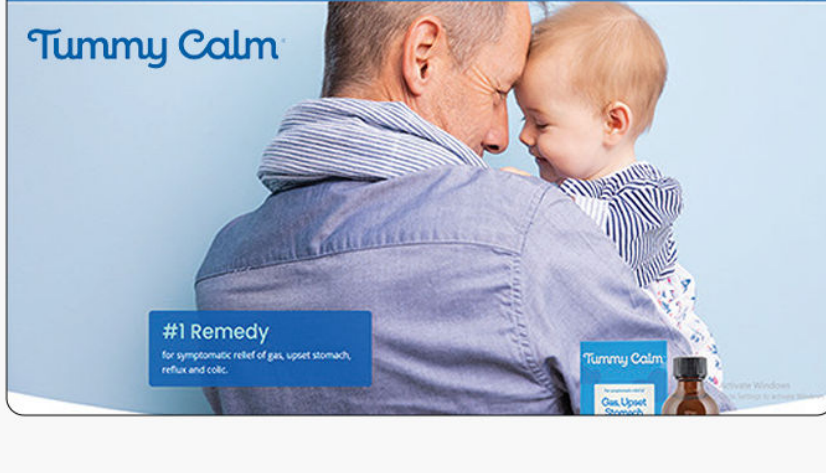
Tummy Calm is an online platform that sells homeopathic medicines for children to relieve bloating, gas, or upset stomach. The business approached Digital Aptech to create an easy-to-use, simple, and attractive e-commerce website for users to order medicines directly from the website.

Avg. reading time: 2 min

Project Overview

- The business wanted to expand its customer base with a tailor-made online store.
- Our team understood the business goals, the specific requirements and the functionalities to be added. We developed a Magento-powered E-commerce website for the business

[Read more](#)



Client Background

- Tummy Calm is a US-based homeopathic medicines manufacturer for kids and infants
- The business collaborated with Digital Aptech to develop a world-class E-commerce website for medicines targeted to reduce stomach-related ailments in kids.

The website that we developed is integrated with several medical e-commerce stores for quick access and availability of medicines.



Challenges

- Integration of an online order portal with features like add to cart, buy now, payment option and more
- Integration of multiple payment options
- Inclusion of secure online payment procedures to support smooth payment of products via any online gateway or bank cards
- Adding a feature that would display the availability of medicines at different partnering stores located near the customer

Services used



Magento



PHP



MySQL



Javascript



KnockoutJS

The Solution Provided

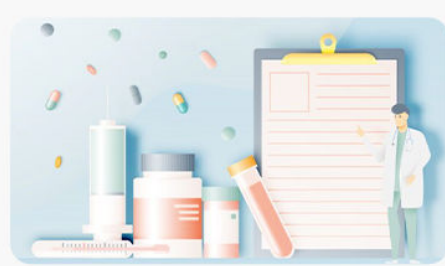
Solution #1

We designed an interactive website meant for the purpose of selling homeopathic medicines, particularly for kids and infants



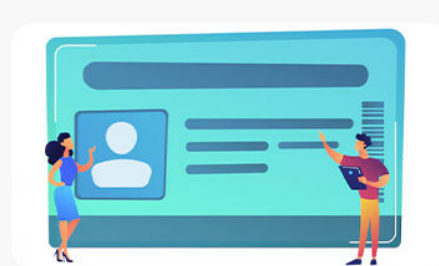
Solution #2

DAPL created an attractive design with names, images, benefits and price tags of medicines



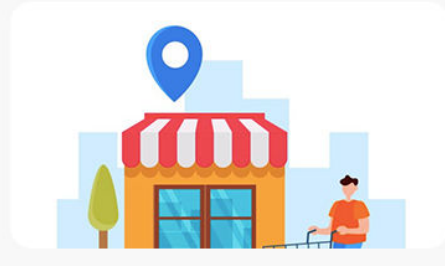
Solution #3

Our team also integrated a registration page for users to let them create a profile



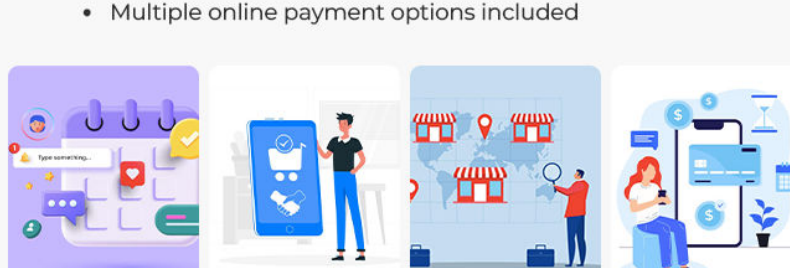
Solution #4

The website also integrated all nearby store locations and details where the preferred medicine is currently available



Key Features and Benefits

- Option to book immediate medical assistance for kids through the website
- Product integration with medical E-commerce stores for quick order placement and purchase
- Option to add the product directly from category pages
- Products are classified into multiple category pages for easy navigability
- Multiple online payment options included



The results

- An attractive, easy-to-use e-commerce website with top-notch features and navigation
- A website with multiple payment modes integrated
- Option to create an account and log in with email
- The website comes with an attractive design with multiple categories where users can search for different medicines easily
- The E-commerce platform lists the medicines available at different nearby stores to help users make an informed choice of purchase

Conclusion

- One can check medicines across multiple categories, add products to cart, and make e-payments. This improved customer satisfaction and experience
- Business of the nearby stores listed on the platform grew as online orders increased
- A satisfied customer base helped the platform to expand itself and add new users. This helped the platform's revenue and growth to increase
- Customers can use the website on different devices like smartphones, tablets, laptops, etc., without any compatibility issues or technical glitches and have the same level of experience
- The brand's online awareness grew as more customers began to avail the platform for online medicine purchase



Ready to take your business to new heights?

Book a meeting with us to understand how we can Digitally Transform your brand

[Schedule a Meeting](#)

[Visit our website](#)

India

En-34 (9th Floor), Block-EN, Sector - V, Salt Lake City, Kolkata - 700091, West Bengal

USA

1904 Canyon Edge Dr. Austin, Texas 78733

UK

10 Milton Cres, Ravenshead, Nottingham NG15 9BD