



Case Study

E-Commerce Website - OpenCart

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Preface:

One of our Switzerland based clients wants us to develop the business site for his PowerPoint presentation layouts. Drawpack is a new and promising internet solution provider for students and PowerPoint users around the globe. The company was established in Switzerland. The goal is to bring ready to use business diagrams to the PowerPoint community for a fair price.

Objective:

The objective was to offers PowerPoint sliders (business diagrams, charts and graphics) for direct download. Customers can choose between different management topics and download directly or sign up for one of the different membership offers.

Solution:

- To cater the business need of the client we have offered him two E-commerce platforms, Magento and OpenCart, from which we they have selected OpenCart.
- System having basic modules provided by OpenCart like Content management system, User management, Product management, Order and Payments management Etc.
- Dynamic banner display on the home page, modules such like Featured product, Special of the month.
- Language option. English, German, Spanish, French. Currency: EUR, CHF (Swiss Franc), USD.
- User registration process - 2 member process - free and Business - Discount coupon.
- User profile section, where they can manage their profile.
- User option to purchase free and paid products.
- Payment options: Here we have used two types of payment options so that user can purchase single PPT slide or the whole PPT presentation.



Challenges

- Very strict timeline attached to the development.
- Lots of customization done to most of the modules.
- Credit system for users.
- Download PowerPoint (virtual product) by single and group.

Technology Used:

Open Source: OpenCart 1.5.2

Programming Language: PHP

Scripting Language: JQuery

Database: MySQL