

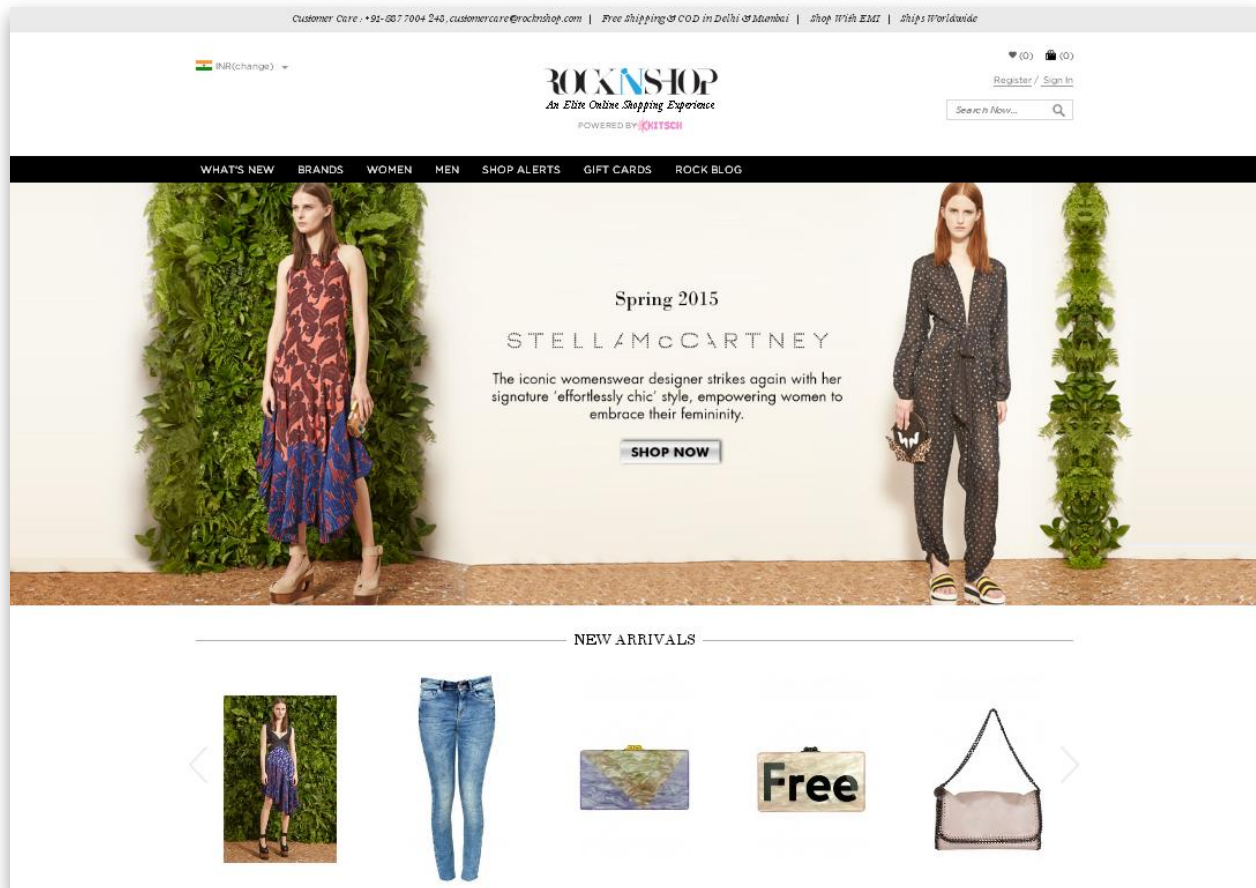


Fullestop Case study for Rock N Shop

Scalable, Usable Application
[@Fullestop.com](https://fullestop.com)

CASE STUDY

Rock N Shop- An Elite Online Shopping Experience



URL: <http://www.rocknshop.com/>

Category: E-commerce

Document Overview

This document details the case study for the Rock N Shop website, an e-commerce platform which offers exclusive designer apparel and accessories for men and women from the world's top fashion houses as well as online e-magazine which keeps the readers updated on the rocking fashion trends from across the world.. Drafted case study will subject to detailed investigation by the Full e stop sales team. Case study for Rock N Shop is intended to supply sufficient and holistic information of the



business model. It aims to capture all the details relevant to the ecommerce website projects. The document emphasizes on detailed contextual analysis to understand and add strength to the related project i.e. Rock N Shop website.

Objective

Rock N Shop web solution strive to achieve the highest level of Customer Satisfaction possible. To get the cutting edge e-commerce platform provides customer with:

- Broader selection of products
- Superior buying experience
- On-time delivery of products by integrating well suited shipping module

The system should let the users easily browse the showcased products and accessories and also provide users a glamorous shopping experience. Main emphases on customers can shop in the comfort of their space and possess the luxury of time. It should also assist the users to view the products, select the appropriate items from them, add them to cart, and then pay for them. Collectively in this way, the system should provide the reliable Shopping Solution to potential customers.

Synopsis

Rocknshop.com focuses on presenting an efficient e-commerce platform and online e-magazine to the site-visitors who seek to buy high quality clothes and accessories online to keep themselves updated according to the fashion. EMI facility and Payment gateway is integrated in the website to make the transactions easy. To make the site more lively and renowned in social circuits, the social networking media links were integrated at the most visible places. Finally, the website was designed in such a way that offers an eye-catching look and feel along with easy user navigation throughout.

Fullestop designed and developed a brand new website with the most practical and vivid e-commerce technology outstanding to the needs of the customers. The objective was achieved by giving attention to most granular details, understanding and realizing the key areas to work on, deploying new technologies to support the idea and committed efforts.



All the basic e-commerce features are firmly integrated into the website. The website is multilingual and multicurrency in nature, i.e., it supports more than one language and currency. It provided an advanced search process by providing a large no. Of Filters which provided the only products that the user wants to view.

Wish List is provided to collect, organize and keep track of the things which you wish to buy. Multiple Images of the product are available. User can select the colour, size and quantity of the product.

Deals and Discount section is integrated in the website so that users could be able to avail them & get additional benefits. User can track his order and view his order history.

The website is integrated with modern means of communication, i.e., social media like Facebook, Twitter, Instagram etc. Newsletter Section is provided to interact with users directly through the email.

Blogging Functionality is provided to share the views, ideas and interaction. Online Chat facility is integrated for instant response and immediate assistance so that user will get solution to their problem immediately.

These features add up to the unique mission and purpose of the website. Ultimately it is a marketplace where users could find the rare and authentic clothing and accessories which will make their appearance more beautiful and elegant.

Challenges

Following are the challenges Fullestop faced while developing Rock N Shop:

- Creating an UI which develop visual flair and interactive features to match the goal and vision
- Working with the architecture of Magento and its management system
- Using Magento extensions for better functioning in a proper way.
- Developing a robust e-commerce platform.
- Providing a secure method for transaction.
- Integration of multilingual and multicurrency feature.
- Providing Live chat option to users for immediate response.



Technologies Used

Following are the technologies, which Fullestop used in the development of Rock N Shop:

- **HTML 5/ CSS:** For development of user interface.
- **JavaScript/ JQuery/ AJAX:** Client side scripting for incorporating additional features like validations, carousal and page transitions.
- **Magento:** CMS for e-commerce websites
- **Apache:** Web server
- **MySQL:** Database server for storing and fetching website data.

Result

Fullestop has developed an e-commerce platform that is:

- Simple, fast, and quick e-commerce solution for Clothing and Accessories.
- Efficient shopping cart and wish list system
- Offering a user friendly & organized product display
- Providing the appropriate UI elements for the specific need which the website needed.
- Quick in operation with fluid transitions
- Robust and minimal

A Case Study by- Fullestop

