Fullestop Case Study for Health Pavilion

Scalable, Usable Application @ Fullestop.com

CASE STUDY

Healthpavilion.com- Exclusive Herbal and Therapeutic Products Online

URL: http://www.healthpavilion.com/
Category: **E-commerce**

Document Overview

This document details the case study for the Health pavilion website, an e-commerce platform for herbal formulas. Drafted case study will subject to detailed investigation by the Fullestop sales team. Case study for Healthpavilion.com (Marketplace for herbal therapeutic formulas) 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. Health Pavilion website.

Objective

The main purpose was to provide Bio-Essence International a platform to sell their range of quality herbal products. There is a unique line-up of herbal formulas and therapeutic products, and they want to reach a large amount of their customers, in a much more accessible way. This could be a platform through which Bio-Essence International could provide some exclusive products, especially to the customers here.

The solution should be an ecommerce platform, showcasing the unique range of the products Bio-Essence International has to offer. The platform should let the customers browse and view the products, compare them with other ones, add them to cart, buy and pay for them. Hence, the solution would represent the brand in a beneficial way.

Synopsis

A perfectly formulated ecommerce website is created by Fullestop, by analysing the unique product range and coming up with a fresh green look, which complements the showcased products.

Following features are integrated in the website:

- Keyword and category searching options
- Grid and List-type views for product catalogue display
- Rich display of product related information with useful widgets like zooming.
- Options like adding products to wishlist and compare them with other products on the website
- Review options, and user assistance for adding the product to cart, and finally pay for them.

Collectively, the whole ecommerce platform serves as a product catalogue and let the users buy the exclusive products by paying for them online.

Challenges

Following are the challenges Fullestop faced while developing Health Pavilion:

- Creating an interactive UI for the aesthetic approach that Healthpavilion.com needs.
- Providing a rich user experience without compromising the theme of the website.
- Working with the architecture of Magento and its management system.

- Development of an interactive UX that helps users to complete their journey of viewing, fixing and finally buying the product through integrated payment systems.
- Developing a robust e-commerce platform.

Technologies Used

Following are the technologies, which Fullestop used in the development of Healthpavilion.com:

- **HTML 5/ CSS:** For development of the user interface.
- **JavaScript/ JQuery/ AJAX:** Client side scripting for incorporating additional features like validations, carousel 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 for herbal therapeutic products
- Provide easy viewing of the product with capturing their essence in the UI of the website
- Helping Bio-Essence International to get to a large number of customers regarding sales.
- Quick in operation with fluid transitions
- Robust and minimal

A Case Study by- Fullestop