

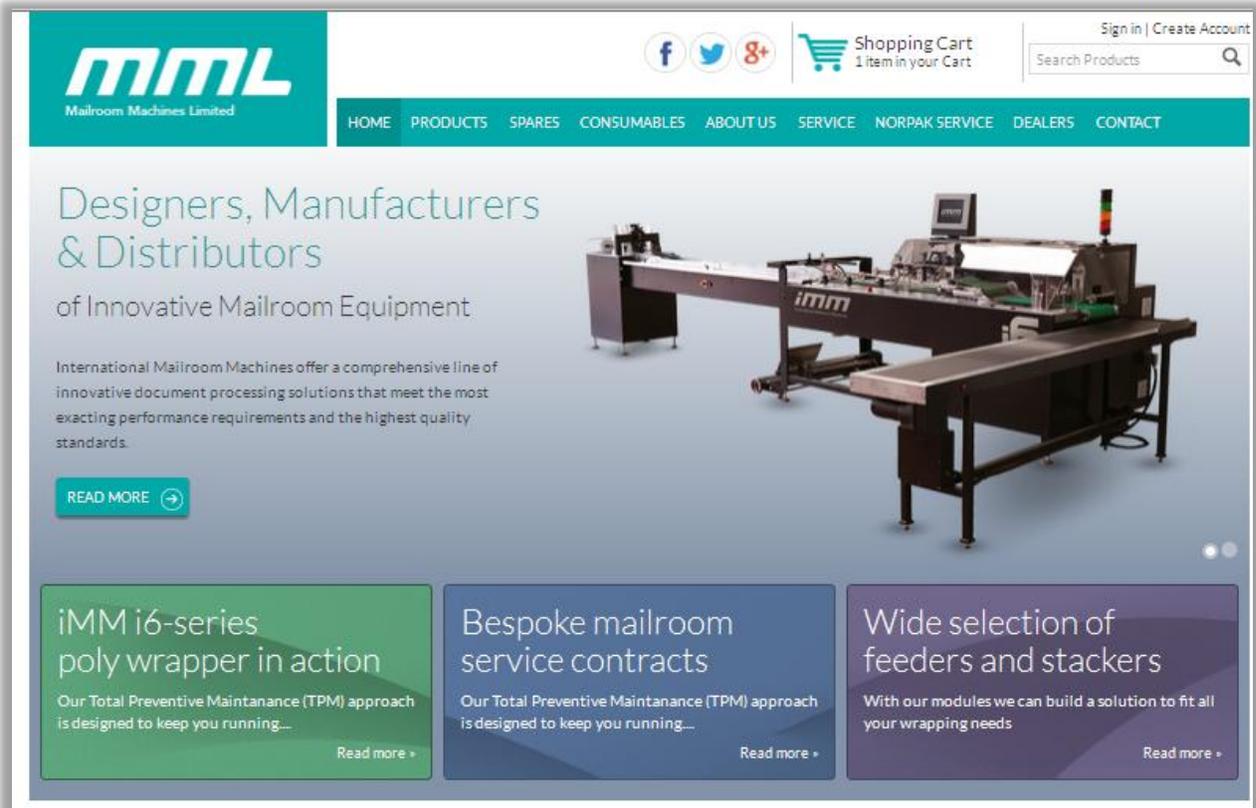


Fullestop Case study for MML Website

Scalable, Usable
Application
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CASE STUDY

Mailroom Machines Limited – Online Mailroom Equipment Retail Store



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

Category: E-commerce

Document Overview

This document details the case study for the Mailroom Machines Limited (MML), an e-commerce platform which design, manufacture and distribute various mailroom equipment that meet the most exacting project requirements and the higher quality standards. Drafted case study will subject to detailed investigation by the Fullestop sales team. Case study for Mailroom Machines Limited 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. Mailroom Machines Limited website.

Objective

Mailroom Machines Limited wants to launch the website which showcase the design, manufactured Mailroom Equipment to make mailroom work more efficiently and effectively.

To obtain this goal, Fullestop decided to develop the proposed system which will be a means to sell the new and innovative poly wrapping solutions to the changing mailing industry. The website should be visually appealing so that it captures the viewer's attention and people can see the uniqueness of the products.

The system will allow the user to browse the product and view their details. It also assists the users to select the product, add them to the cart and pay for them by different means. In this way, the system should provide the advanced solutions in the field of document processing to customers worldwide.

Synopsis

Mailroom Machines Limited focuses on presenting an efficient e-commerce platform to the site-visitors who seek to buy document processing products online to enable businesses to capitalise on the preferred communication in a fast and efficient way. The eye catching imagery and attractive UI compliments the look of the products. The website also provides the information about the charity programs with different organisations for the pets.

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, like:

- Integration of Social Networking media like Facebook, twitter etc to make site renowned in social circuits.

- Developing an Eye catching look and more intuitive Navigation
- Open Architecture to support integration.
- Making Easy navigation with advanced search process
- Integration of Deal and Discount Section for better User Experience
- Providing the option of grid and list view of the products.
- Comparison and reviews of the products with wish list
- Providing Newsletter facility for interaction.

These features add up to the unique mission and purpose of the website. Ultimately it is a marketplace where users could find the high quality advanced technology mailroom equipment.

Challenges

Fullestop task was to research best of breed solutions that would meet the client's needs, determine the best fit solutions and present them with recommended solutions.

Following are the challenges Fullestop faced while developing Mailroom Machines Limited:

- Creating an UI which develop visual flair and interactive features 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.

Technologies Used

Following are the technologies, which Fullestop used in the development of Mailroom Machines Limited:

- **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 Mailroom Equipment.
- 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
- Intuitive and minimal

A case study by Fullestop