



Fullestop Case study for
SXS Mobility

Scalable, Usable
Application
@Fullestop.com

CASE STUDY

SXS Mobility – Mobile Accessories Online Store

The screenshot shows the SXS Mobility website interface. At the top, there is a navigation bar with the SXS logo and menu items: SHOP BY CATEGORY, SHOP BY HANDSET, AUDIO, ABOUT US, FAQ'S, CONTACT US, and 0 item in cart. The main banner features a red background with the text "SLIM LEATHER CASE" in large white letters. Below this, there are six product images of leather cases in red, blue, and black, arranged in two rows of three. To the right of the cases, the text reads "for 6S and NOTE5" and "NOW IN STOCK" in large white letters. Below the banner, there are two promotional sections. The first section is titled "Now Available For" and features two smartphone models: "LG Optimus L70 WHITE" and "Alcatel ONETOUCH Evolve II". Below these images is an orange "BROWSE NOW" button. The second section is titled "Fast Pace Charger" and features several colorful USB chargers. Below these images is a purple "BROWSE NOW" button. The text "Aenean in fringilla metus. semper volutpat dolor. Vestibulum dignissim commodo odio non sagittis." is displayed above the charger images.

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

Category: E-Commerce

DOCUMENT OVERVIEW

This document details the case study for the SXS Mobility, an e-commerce platform which offers various high quality mobile accessories to both the business sector and the consumer sector. Drafted case study will subject to detailed investigation by the Fullstop sales team. Case study for SXS Mobility 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. SXS Mobility Website.

OBJECTIVE

SXS Mobility wants to launch the website which provides high quality technology electronics mobile accessories to the people to fit their everyday and professional needs. The main objective of launching this website is to showcase the highly advanced mobile accessories from the world's top brands which make life easy for the people. To obtain this goal, Fullstop decided to develop the proposed system which will be a means to sell the mobile accessories for improving people's life through the use of advanced technology and a commitment to quality. The website should be visually appealing so that it captures the viewer's attention

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 order the product. In this way, the system should provide the high performance mobile accessories to customers worldwide.

SYNOPSIS

SXS Mobility focuses on presenting an efficient e-commerce platform to the site-visitors who seek to order high quality mobile accessories of top brand online to make their life easy and comfortable. The eye catching imagery and attractive UI compliments the technology of the products.

Fullstop 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.
- Providing an Advanced Search Process
- Providing Wish list option
- Integration of Deal and Discount Section for better User Experience
- Providing the Newsletter Section to interact with users directly through the Email

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 mobile accessories of top brands.

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 SXS Mobility:

- 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.
- Managing the Product Catalogue.

TECHNOLOGIES USED

Following are the technologies, which Fullestop used in the development of SXS Mobility:

- **HTML 5/ CSS/ Bootstrap:** For development of a responsive 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 mobile 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