

## A Fashion Company launches online presence – Case Study

How **Direction Software LLP** merge two existing frameworks into one for better customer experience & created a **stable Newsletter module**



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**DIRECTION**  
Software LLP

## Executive Summary

### The Client

A Fashion Art LLC

### Industry

Ecommerce

### The Need

- Merging two existing frameworks to manage data better
- A separate Mobile Website
- Creating a stable Newsletter module

### Business Solution

- Direction Software LLP created a Website and Administrative areas that used the same database.
- Different template was designed for mobile.
- For sending newsletters to large amount of users, Direction Software LLP designed a Message Queue system

### Technology Used

HTML, CSS, Cake PHP framework & My SQL database

### Benefits

- Better customer experience
- Easy website management
- Common Administrative section
- Integrated Newsletter section
- A separate Mobile Website
- Rapid turnaround times
- A stable system

## The Client

This Fashion Company is an E-Commerce portal in business of selling limited edition apparel, featuring artworks from the world's leading photographers.

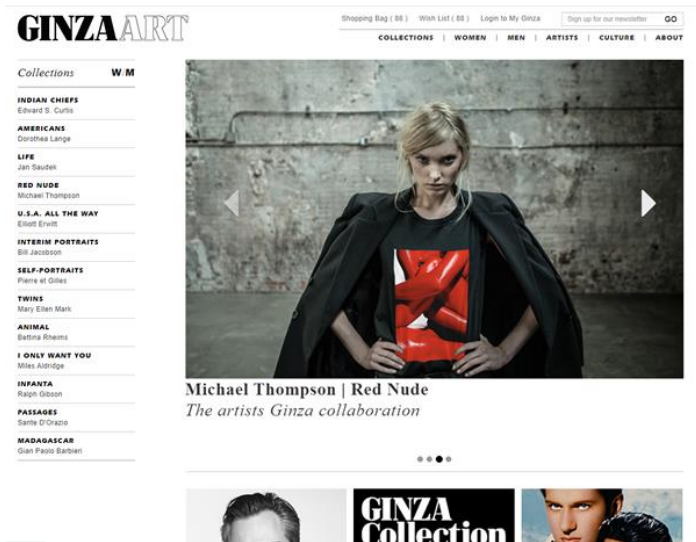
## Summary

Direction Software LLP created a website for them – Frontend as well as Administration section for managing the Products, Designs, Artists information, Orders & Newsletters. Also different template was created for Mobile devices.

## Business Requirement: Merging two existing frameworks, having a separate mobile specific website and creating a stable Newsletter module

Here's what the client wanted from the system:

- Merge two existing frameworks into one for better customer experience. Client had initially sourced the project to local company for Development. But they integrated two frameworks – one for Administration section and other for website. Due to separate systems, system was riddled with issues and management of system was difficult.
- Also Client was also looking for a separate mobile specific website
- And client was also looking for a stable Newsletter module for sending weekly emails to large number of users which could handle the following features:
  - Creation of new templates
  - Management of members
  - View Reports of newsletters sent



## How Direction Software LLP created a single framework for easier management of data, created a separate Mobile specific website and designed a newsletter module

Direction Software LLP created the website from ground-up with CakePHP as the framework. Administrative areas as well as the frontend were designed to use the same database.

Also different template was designed for mobile devices.

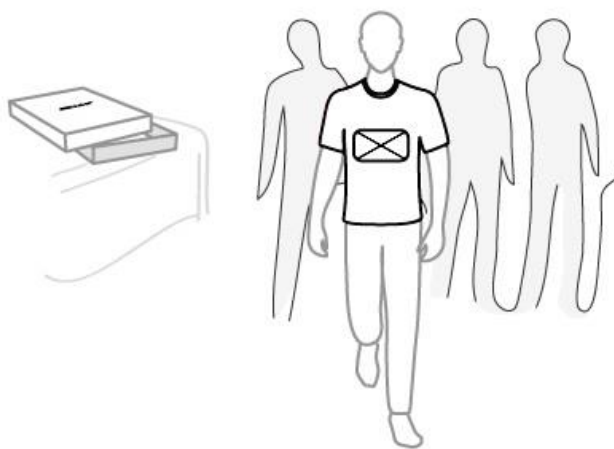
For sending newsletters to large amount of users, Direction Software LLP designed a module using Beanstalkd – a Message Queue system which enabled sending thousands of emails quickly and without putting too much load on the server.

Following modules were created in Administrative area:

- Manage Products
- Manage Artists – Shows
- T-Shirt designing module
- Manage Members
- Manage Orders – Specify tracking details
- Manage Newsletters
  - Manage Templates
  - Send Newsletter
  - View Reports

## The Resulting Benefits: Ease of use in managing the website

- Common Administrative section which has resulted in ease of use
- Integrated Newsletter section
- Implemented partial and complete registrations, better customer experience
- Using an MVC framework has resulted in rapid turnaround times and a stable system
- Launched a separate Mobile Website



### About Direction Software LLP

We are a software services firm, with expertise on working of wide range of frameworks. In fact we are constantly looking for latest offerings on the web, be it open source or enterprise frameworks.

Our flexible engagement terms, be it fixed price projects, outsourcing of work on T & M basis, enhancements, maintenance or even Back-office support your operations, we give the customer the best solution for their requirements.

With 17,000 sq. ft. of space in a modern building in central Mumbai the hub of all business activities in Mumbai, Direction Software LLP is fully equipped with state-of-the-art infrastructure and networked with redundant 6 redundant high speed, dedicated internet access from different providers.

Our vision is to be a trusted IT partner, leveraging our knowledge of tools and technologies to provide simple, integrated and innovative solutions that result in maximum customer satisfaction.