

Hersey

E-commerce Case Study



Hersey Case Study

Live Project:

<http://hersey.co.uk/>

"We have been working with iFlair since 2008 and have found them to be technically very competent and very reliable. It is a pleasure working with the firm. We have no hesitation in recommending iFlair."

~ Frederick Habbe

Executive Summary

The client is a provider of Silver Gifts, Jewellery and Wedding Presents. They are passionate about keeping the art & crafts of silversmithing alive. Their team is using many time tested techniques along with the latest cutting edge technology to create high quality and well-designed art pieces which can be cherish for generation to come. They offer gift engrave and customization service on gift purchase which turns the gift into something special. Gifts can be engraved with a special name, date or message which can be treasure forever. The client is using our Magento Development service since last 3+ years.

Key Challenges

- Data Migration from Magento1 to Magento2 is bit complicated process as it consist several stages. Magento offers a Special Data Migration to tool through which we can migrate store, customer data and orders data. However any theme or customizations (including third party extension) are non-transferable as technological aspects and directory structure in Magento 2 is completely revamped.
- The Client has customized product engrave option and price calculation in Magento 1.7.so quick and easy data migration is not possible. We have to grasp existing flow and coding in order to write new code.
- The Client has purchased an extension for custom product option which was not compatible with Magento 2. So we need to reconstruct that extension in order to make it compatible with Magento 2.
- Client also purchased Sage Pay payment module and also one page check out, but sag pay extension from ebizmarts not compatible with one page check out extension, we have override payment section html render block and resolved this payment processing issue.

Application Features

- **Responsive Layout:** Our top notch designers have designed clean, minimalist website with fully responsive layout which provides engaging shopping experience to the end users on any device.

- **Product Customization:** Website offers variety of product customization options on product selection. User can engrave product with a name, initials and a special message using different font style depend on product selection.
- **Price Calculation:** Product price will be calculated automatically based on engraves characters.
- **Multiple Currencies:** Website has multiple currencies feature which supports GBP, AUD, USD and EUR.
- **Segway Payment Gateway:** For online transaction, SegPay payment gateway is used. When Users place any order they are redirected to fill all details of SegPay forms and users can make payment using their credit or debit cards.

System Requirement

- Client's requirement was to upgrade current Magento website 1. 7.0.2 to upgrade with Magento2, in mean time of development Magento 2 launched new versions 2.1.1 so we did upgrade 2.0.1 to 2.1.1.

The screenshot displays the Magento 2 Admin Dashboard for the website www.hersheys.com. The interface includes a sidebar with navigation options like Dashboard, Sales, Products, Customers, Marketing, Content, Reports, Stores, and System. The main content area shows a 'Dashboard' overview with a 'Store View' dropdown and a 'Reload Data' button. Key performance indicators are listed: Lifetime Sales at £1,210,218.92, Average Order at £83.06, Revenue at £0.00, Tax at £0.00, Shipping at £0.00, and Quantity at 0. Below these are sections for 'Last Orders' and 'Last Search Terms'. The 'Last Orders' table lists customer orders with columns for Customer, Items, and Total. The 'Last Search Terms' table lists search terms with columns for Search Term, Results, and Uses. A 'Bestsellers' section is also visible, listing products like 'Expanding Child's Christening Bracelet' and 'Silver Collar Stiffeners - Heavy Quality' with their respective prices and quantities.

Customer	Items	Total
Guest	2	£290.00
Sahim Guda	1	£145.00
test Test	10	£5,669.00
test Test	9	£1,480.00
Guest	2	£643.05

Search Term	Results	Uses
Silver Oval Monogram Keyring	489	1
silver-dog tags	487	1
Leather Little Dog Tag Pendant	154	2
a	0	2
yellow	7	2

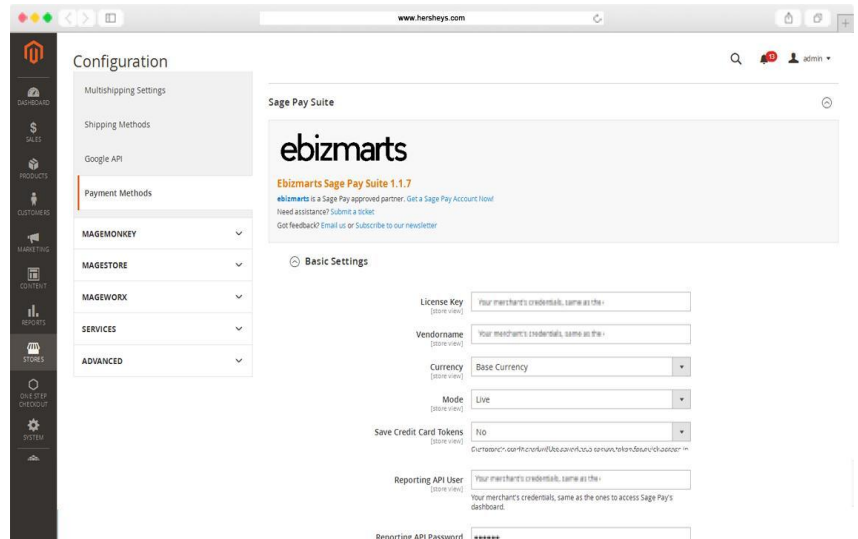
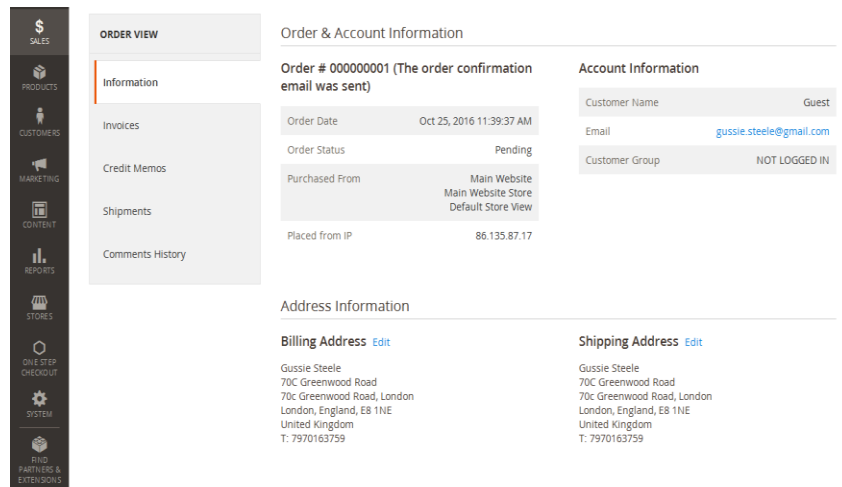
Search Term	Results	Uses
Silver Marmite Lid	488	5
silver:	485	3
bangles	17	3
yellow	7	2
a	0	2

Upgraded Solution

- Data integrity holds utmost importance in data migration process. Our main goal was to make sure that there would be no impact on customer data.
- We have prepared excellent migration plan which covers any potential hurdles with aim to make migration process smooth.
- At the later stag of migration process client request to import custom options, so we had write our custom script and import all products custom options.
 - Define Migration data migration roadmap
 - Prepare Magneto1 separate setup of live site latest backup
 - On other side setup Magento 2 fresh installation
 - On Magento 2 we have install Magento data migration tool
 - With help of this Magento standard data import process we have successfully imported 650+ of configurable products and 8000+customers and 10000+ orders
 - Client provided PSD of complex custom layout, our team of designer and developer Construct new theme with full responsive.
 - Set Magento 2 Modules and do verification
 - Refactor custom code and Modules
 - Perform Testing
- We have constructed a new responsive theme and efficiently migrate following

data on Magento 2 Platform using third party data migration tool.

- Orders
- Customers
- URL rewrite Rules
- Website and stores
- Configuration settings



- **Product Data:**
 1. Product Set
 2. Product Catalogue
 3. Product Attributes
 4. Categories

- 5. Ratings and Reviews [client using third party solution]
- 6. Manufactures
- **Sales Data**
 - 1. Orders
 - 2. Payments
 - 3. Invoices
 - 4. CMS Content
- **Basic SEO Setup:**
 - 1. Titles
 - 2. Descriptions
 - 3. Meta Data
- Our Magento experts have put up the excellent effort to migrate custom functionality of Hersey. We have effortlessly produced product custom option extension as per Magento 2 Standards and directory structure.
- We have also performed meticulous analysis to verify price calculation on product engrave option.

produce efficient development. Migration process helps business to achieve superior site performance.

- **Engaging Shopping Experience:** Fully responsive layout provides better shopping experience to the end users on any device.
- **Image Compression:** Optimize image directly on server with in built Image Compression, which improve page load speed.
- **2 Step Checkout:** Simplified 2 steps checkout makes checkout process very quick and reliable.
- **Improve Page Load Speed:** Overall website performance upgrade - Page load speed improves significantly across product catalog and checkout pages which increase conversion rates.
- **User Friendly Admin Interface:** New User friendly Admin design interface reduce store management timings and increase productivity while managing products, order and customer data.
- **Easy Site Maintenance:** Site Maintenance and up gradation process become easy with inbuilt composer.

Development Environment

- Language: PHP – Magento 2.1.1
- Web Technology: jQuery
- Database: MySQL
- Architecture: MVC
- Operating System: Linux
- Extension: Third Party Data Migration Tool, Product Custom option

Business Benefits

- **Superior Site Performance:** Magento 2 platform stack is become very impressive with inclusion of latest technology which improves site performance and help to