

# Shoppiday

## Web Application Case Study

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*"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

**Shoppiday** – is an accumulate platform that offers the user a smart way to monetize & enhance their shopping experience around the globe with different networks such as **eBay, Amazon, TradeDoubler, Zanox, Linkshare TradeDoublerIntegral, CommissionJunction, WebGains**, etc. We have built user friendly navigations and easy to find information for **cash back, vouchers & offers**. The system keeps track of all transactions made by the user to determine amount to be reimbursed.

## Application Features

- **Data Migration:**

- We built a custom data migration **Console Command to migrate database from existing CakePHP platform to Symfony2 platform.**
- System will load CakePHP source code using secondary connection manager.
- Command will initially records the number of data from CakePHP platform and on next execution, data migration will begin to process in bunch.
- On CLI, progress bar will be displayed showing how many percentile records migrated with different section names including shops, shop history, transactions, network transactions, users by keeping index matching with CakePHP database.

- **Load initial data:**

- With the help of Doctrine Fixtures, we imported initially required data to setup entire platform including networks, Companies, Currencies, Languages, different configurations, etc.

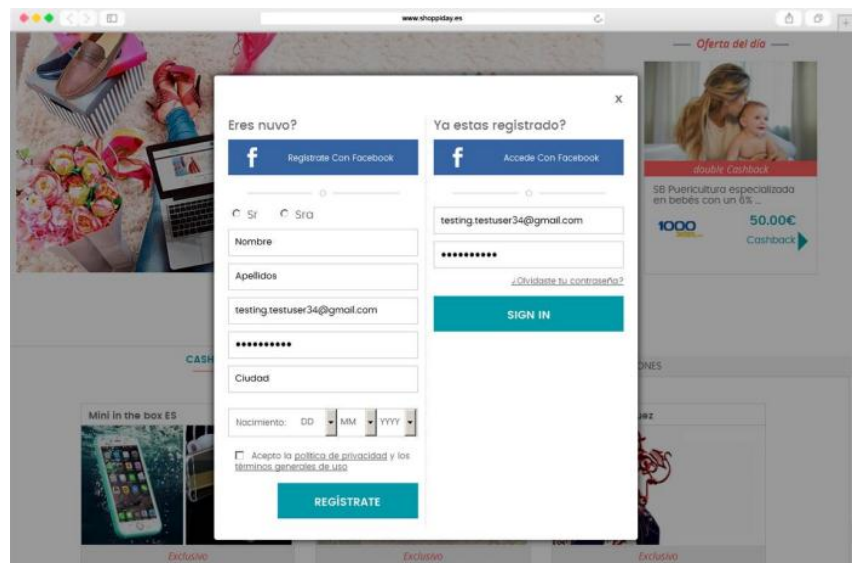
- **Console Commands:**

- We built different Console Commands to store transactions for each different network specific to different network credentials.
- We also built commands to fetch the voucher & offer from different networks and automatically expires them according to retrieved data.

Retrieved vouchers will be assigned to different shops based on brands.

- **Sonata Admin & ACL:**

- We integrated Sonata Admin bundle with HWI to provide administrative management.
- We built custom bundles to provide easy to manage different sections of the website based on different roles (Super Admin, Admin, etc.)



Id	Nprogram	Program Name	Logo Path	Network	Image	Banner	Action
1	9,556	Asos.com DE	http://ul.zanox.com/images/programs/7408/7408_lgo_asos.com_de.gif	1			Show, Edit, Delete
2	9,698	Sarenza	http://ad.zanox.com/ppv/738348081C1518477922	2			Show, Edit, Delete
3	265,945	1000 Bebes ES	http://hst.tradedoubler.com/file/265945/1000Bebes100.jpg	1			Show, Edit, Delete
4	15,407	eDreams ES	http://hst.tradedoubler.com/file/15407/foagos/logo_edreams_100.gif	1			Show, Edit, Delete

- A user with administrative rights can manage different sections such as Shop, Shop History, Vouchers, Brands, Transactions, Frontend Users, Collections, Categories, and Variations in cash back, etc.
  - SEO friendly slugs will be generated based on title/name of different sections such as categories, shops, brands, CMS pages, etc.
  - Admin can update cash back double/triple easily and history will be maintained in the system.
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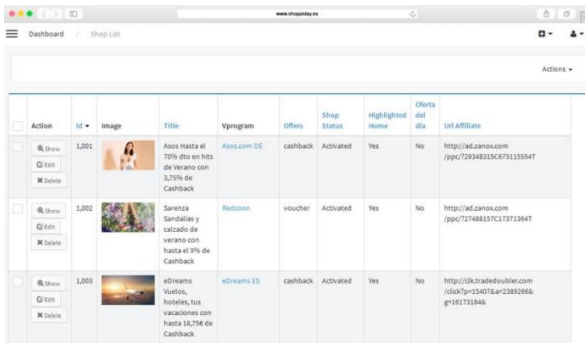
- **Newsletter Tool:**




- We built newsletter tool in the Sonata Admin to send newsletter using Selligent at predefined date & time.
- Admin can view the newsletters in Calendars and be able to manage banners, segments, newsletter templates, cash back, vouchers, offers, etc.

- **User Zone:**

- Users can have seamless experience of accessing user zone.
- User can easily generate a request from My Activity to transfer money to his/her own account.
- User can manage favorite cash back/ offers/vouchers, Reviews & Ratings, Bank Account to connect with SEPA, newsletter subscriptions, etc.
- User can keep track of different transactions recorded in networks.
- Social media authentication

Id	Adv Name	Image	Adv Type	Status	Created	Modified	Action
10	cada		Middle Content	live	2016-07-16 02:31:26	2016-07-16 02:31:26	Show Edit Delete
9	apuntate		Middle Content	live	2016-07-16 02:30:18	2016-07-16 02:30:18	Show Edit Delete
8	bosques		Footer	live	2016-07-16 02:28:58	2016-07-16 02:28:58	Show Edit Delete
7	prueba 1		Header	live	2016-06-22 08:27:54	2016-06-22 08:27:54	Show Edit Delete
3	¡No pongas límite a tu ahorro!		Footer	live	2016-06-15 11:16:22	2016-06-15 11:16:22	Show Edit Delete



Action	ID	Image	Title	Vprogram	Offers	Ship Status	highlighted	Oferta del día	URL/State
<input type="checkbox"/> Show <input type="checkbox"/> Edit <input type="checkbox"/> Delete	1,001		Aos Hasta el 70% dto en hds de Verano con 3,75% de Cashback	Asus.com DE	cashback	Activated	Yes	No	<a href="http://ad.zanox.com/ppc/72934821506793155547">http://ad.zanox.com/ppc/72934821506793155547</a>
<input type="checkbox"/> Show <input type="checkbox"/> Edit <input type="checkbox"/> Delete	1,002		Sareta Sandalias y calzado de verano con hasta el 9% de Cashback	Rabooon	voucher	Activated	Yes	No	<a href="http://ad.zanox.com/ppc/727488157C173713647">http://ad.zanox.com/ppc/727488157C173713647</a>
<input type="checkbox"/> Show <input type="checkbox"/> Edit <input type="checkbox"/> Delete	1,003		eDreams vuelos, hoteles, sus vacaciones con hasta 18,75% de Cashback	eDreams ES	cashback	Activated	Yes	No	<a href="http://clktradedoubler.com/clk?r=134078a*2392066g*18171346">http://clktradedoubler.com/clk?r=134078a*2392066g*18171346</a>

- **Additional/Frontend:**

- User clicks on different cash back, vouchers & offers will be recorded in the system automatically.
- Banners, advertisements, shops, today's offer, etc. sections will be updated automatically between defined time interval on the frontend.
- User friendly navigation with deployed menu.
- Contact form integration with Salesforce.
- Powerful searcher built using Sphinx.
- Images will be resized at different areas in the website with custom resize library.
- Attractive transactional emails

- **Translation:**

- We extended Lexik Translation Bundle to load different languages according to requirement by overriding configuration.

## Development Environment

- **Symfony2**
- **Doctrine**

- **Sphinx**
- **Development Tool Used:**
  - Vagrant
- **Deployment Tool Used:**
  - Magallanes
- **Version Control System/Platform Used:**
  - Git
  - GitHub
- **External Libraries Used:**
  - Doctrine Fixtures
  - Sonata Admin
  - Sonata Media
  - Symfony Assetic
  - Symfony ACL
  - SwiftMailer
  - AWS
  - HWI
  - Digtik SEPA
  - Lexik Translation
- **Marketing Tools/Platform Used:**
  - Selligent

## Team Size

- Project Manager - 1
- Project Leader - 1
- Project Coordinator - 1
- Developers - 5
- Designers - 2
- Quality Check Analyst - 2