SKYNET TECHNOLOGIES

Aimeos Laravel Based Ecommerce Web Application with an Unbeatable Performance for a Mattresses Manufacturing Company!

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The Brief

Client's requirements to create the ecommerce web application

A Spanish mattress company was looking for an ecommerce web application to sell their mattresses of distinct varieties. Their target audience is vast, so they wanted a multilingual (i18) application with multiple currency features.

The client wanted to give their customers multiple payment options. They have used the payment gateway Redsys; so that their customers can easily buy the products from various categories. The web application required to have a customer dashboard, thereby, their customers can manage their orders and subscriptions. The client also asked for a Doofinder search in the ecommerce web application to make the product, category, price, etc. search seamless for their customers.

The requirement includes blog functionalities and customized store functionalities as well. Moreover, the client wanted us to create a web application with a location finder option for customers to find physical nearby store from the store section. We were supposed to create a responsive web application. And last but not the least, the Spanish company desired to manage every functionality of the application from Aimeos customized backoffice section.

Project Details

Please find following details about project type, size, used platform, and what kind of services we have served to them:

Industry
Mattress Manufacturer

Project Size
Small

Services
Ecommerce Web Application Development

Platform
Aimeos (Laravel PHP framework) for backend

MySQL for database storage

Bootstrap with SaaS (Software as a Service) for designing

JavaScript, jQuery, jQuery UI, Vue.js, GrapesJS

The Challenges

➡ The client wanted a pixel-to-pixel responsive design for the application using Aimeos own structure.

➡ Customization and integration of Aimeos default codes as per client requirements.

➡ Integration of Doofinder search with Aimeos.

➡ Customization of Aimeos backend which is based on Vue.js.

➡ Data migration from the client's existing website, of which data structure was entirely different.

➡ Translation of multiple languages because Aimeos has its .po extension.

➡ Minimizing the loading time of Web applications.

➡ Spain-based payment gateway Redsys' integration with Aimeos.

➡ Customizing comment sections wherever required.

➡ GrapesJS integration with Aimeos to maintain the CMS pages.

The Solution

To align with the company's strategy, in the initial phase we considered the application's flow and identification requirements and started accordingly. We followed the agile methodology for keeping the balance between changing requirements with time and rapid application deployment. We created a real-time collaboration with the internal teams and offered an amazing working environment using an effective tool Git.

➡ To create a responsive ecommerce web application, we used a CSS framework like Bootstrap and did testing on every device with different screen sizes and browsers to ensure the application's responsiveness.

➡ By understanding Aimeos default structure and using Laravel with Aimeos, we customized the application as per the client's requirements.

➡ Doofinder's APIs are generally used in core PHP, we tried to set them as per Aimeos search functionalities.

➡ We built the Aimeos backoffice with Vue.js using Aimeos custom codes. Our team checked all the codes and implemented them in the required sections. Also, developed a new section in Aimeos backend.

➡ Aimeos data migration is based on cron jobs and because we had to follow Aimeos documentation, we made a script to import data like the product, category, price, orders, etc. from the existing website. We also provided the option to import CSV data with sample download functionalities.

The Solution

➡ Aimeos uses the i18 translation method, but it does not have any backoffice section where the admin can translate the keywords. Thus, we developed a new translation section to manage the Aimeos default translation and where the admin can add new translation keywords. This translation section over-rights Aimeos' .po functionalities and generates its own translation keywords file, which helps understanding the customer's language by reading the keywords.

➡ For minimizing the loading time, we load one section at a time, wherein other sections wait at the backend, which ultimately reduces the loading time. Also, decreased the external js and CSS usage and they are allowed to load only if required.

➡ We have integrated with umpteen payment gateways like PayPal, Stripe, etc. because they have proper documentation, but Redsys was tough to integrate. To resolve this issue, we integrated it with the normal website in the first place and then converted it to Aimeos based integration.

➡ Aimeos CMS uses GrapesJS which is complicated for the client to use. Therefore, we integrated some dynamic sections using JavaScript customized codes from GrapesJS. This made it easier for the client to adjust the CMS pages as per their requirements by only using drag and drop.

➡ We have customized every section in a way that they can be integrated with all the modules.

Key Features of the Aimeos Ecommerce Web Application

➡ Customers can be able to sign up or login from the general ecommerce website.

➡ Products' browsing can be done from the home page, and product lists to get a detailed description of products.

➡ Category-based product listing with filter.

➡ Comment/ review option for customers to add reviews for the products they used or bought. Also, customer can ask any questions if they have about the products; and like/unlike the questions comment. If another customer has asked for a review on some product, they can answer as well.

➡ Ecommerce web application with easy order placement and checkout functionalities and multiple payment options including Redsys payment gateway.

➡ The client has backend access to manage the product orders, discounts, pricing rules, and offers.

➡ It has dedicated dashboards for each customer to manage their profiles, orders, subscriptions, invoices, etc.

Key Features of the
Aimeos Ecommerce Web Application

➡ Application with functionalities to manage abandoned carts and recover them.

➡ CMS can be managed from the backend.

➡ Customers can find a category and author-based blogs (that are added by the admin from the backend) to read them and they can also leave comments on the blogs.

➡ Customers can find the detailed information (address, contact detail, store timings, etc.) of brick-and-mortar stores from the application. Locating stores from maps is also possible.

➡ The application also has -

- Aimeos backend to manage application data like the product, category, order, etc.
- Email subscribers and subscription
- FAQs (Frequently Asked Questions)
- Sitemap XML
- Redirect sections
- Robot Txt Editor
- Language translation
- Manage stores and blogs

Result

We successfully developed the Aimeos based ecommerce web application within the stipulated time and pre-defined budgets. The ecommerce web application is performing well and getting positive responses. Not limited to this, it is reaching its target audience and sales are also increased.

Aimeos Ecommerce Development

We are an international ecommerce partner of Aimeos. With proven expertise in building top-level ecommerce stores using Aimeos, we guarantee a professional, full- featured & high-performance ecommerce website for you without any hassles. Whether you require Aimeos Store Development, redesign, migration, upgrades, integration, Aimeos maintenance and support, Aimeos multi-vendor multi-channel marketplace, multi-tenant SaaS solution, or anything; we can help you to develop a full-fledged Aimeos ecommerce store.

Contact us at hello@skynettechnologies.com or submit your Request Free Quote for more information.

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