

ISHIR develops a feature-rich website for health supplement and lifestyle management company and manages their social media channels

Client

The client is an innovative health supplement and lifestyle management company, focused on promoting comprehensive body/mind/life transformation through positive and healthy lifestyle choices.

Challenges

The client wished to provide seamless user experience to the users interested in nutritional products on their website. They wanted a very comprehensive B2C Plan with a lot of user engagement and loyalty point basis system. The client wanted to create features for users to purchase their nutritional supplements on recurring basis.

They set forth the following expectations:

- Display huge range of products under different category and sub categories
- Seamless purchase experience to users
- Integration of different shipping methods
- Integration of multiple payment gateway
- Robust inventory management
- Integration with QuickBook
- Comprehensive order management
- Easy to use invoice and labeling management
- Different type of product packages
- Loyalty Point integration
- Different kind of discount and coupon management
- Integration of gift coupon
- Keep users updated with latest product and activities notifications
- Multiple admin role management

The client also sought social media management of all their channels to fuel sales through social platforms.

Solution

Keeping the unique requirements in consideration, ISHIR developed this solution for the client keeping front end and administrative users. The team used latest front-end technologies HTML 5/CSS3 to make the platform enticing and scalable. For back-end,

ISHIR used LARAVEL Framework of PHP and MySQL Database.

Some of the key features of the platform are listed below.

Product Manager

ISHIR developed product manager to add products with multiple attributes with image gallery, tags, and description, etc. The admin can drag and drop a product from one category to another and can clone products.

Ecommerce Analytics

Using this feature, the admin can interpret data accumulated from keyword research and Google AdWords to understand the effects of certain store practices on sales. Option to Learn about PPC and test PPC advertisements to discover the most profitable methods of merchandise promotion.

Product Inventory Management

Inventory management has features like inventory list, product history, variant, inventory detailed report, stock adjustments, back-order, reorder report and stock adjustments.

Shipping management

Modules to supports flexible calculation mechanisms, configured for free shipping over \$X, shipping rates can be based on order weight or order totals, additional shipping charges can be specified per product, shipping discounts (percent or fixed amount) can be created.

Certain customer groups can be marked for free shipping. Allows admin to limit available shipping methods per country or apply "no shipping required" (e.g. for services).

Payment System

The website has a wide range of payment options to help transact globally, increase mobile conversion and grow average order value. Support is provided for PayPal, Authorized.net and Google Checkout in addition to support for all major credit card like Visa, MasterCard, Discover and American Express.

Loyalty Point

It has a very comprehensive and engaging loyalty point system with the following features:

- Define the value of the points
- Customer can choose to redeem the points or save for later
- System automatically detects users with points, no need to enter codes
- Works with existing customer login system
- Reward points are editable through the control panel, allowing for customer credit
- Points value included in order notification and customer's account page.

Social Media Management

ISHIR's team identified the most impactful social media platforms for the client's unique business requirements. Since they were in a business where images and videos made a huge impact, social media platforms like Instagram, Pinterest, Tumblr, Twitter, Facebook and Snapchat were leveraged. The design and videography team worked on customized and branded images and videos to be shared with the followers each day. With the help of branded content, focused campaigns, and paid media efforts, the client emerged as a socially conscious firm with increased followership and a sizeable share of leads generated from social media channels.