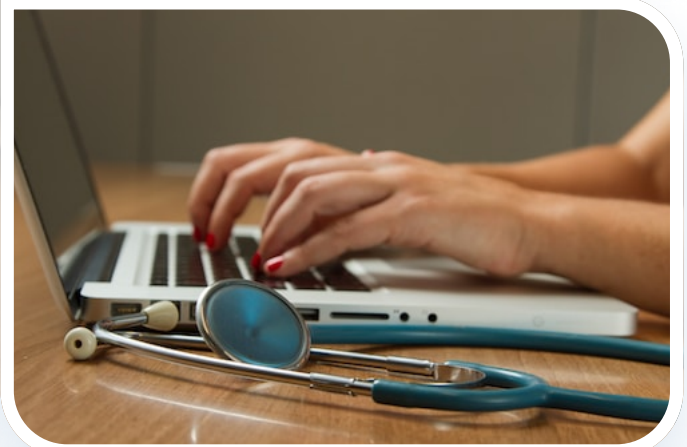


# CASE STUDY

Designed and Built a WordPress-  
Powered E-commerce Platform with  
Responsive UI/UX





# Designed and Built a WordPress-Powered E-commerce Platform with Responsive UI/UX

## AT A GLANCE

### Challenges

The client engaged with InfoStride to leverage its expertise in WordPress for the development of a full-fledged e-commerce platform.

### Benefits

- Intuitive and responsive UI
- Made buying customizable items easy
- Cost reduction



"InfoStride's 360 approach to project management truly stands out and they have ensured a delightful working experience. Their developers and testers always completed every task in accordance with the scheduled sprints."

## THE CHALLENGE

Our Canadian e-commerce client came up with the idea of building a platform to sell a wide range of products that range from wallets to flashlights and much more.

The client wanted to provide buyers with the benefit of customizing an item as per their requirements in terms of content and design before the final purchase. To make the idea a reality with quality implementation, InfoStride was chosen as the preferred development partner.

## OUR APPROACH

InfoStride led the collaboration with a product discovery workshop so that both the execution team and the client gain a clear shared understanding of the client's product vision and goals.

- InfoStride business analysts and the core development team collaborated with the client to understand technical and business implications, and deduced a product roadmap to design, develop and test the product.
- Set up the offshore extension of the design, development, and quality assurance team in the preferred time zone to support the client.
- Agile project management methodology, reporting system, and weekly meetings were adopted for effective communication between the client's team in the Canada and InfoStride offshore team in India, and to accelerate product delivery.

## OUR SOLUTION



InfoStride's expertise in e-commerce application development helped the client to build a powerful e-commerce marketplace for customized products in various categories.

- E-commerce website setup using WordPress
- Implemented the product customization functionality using WooCommerce
- Responsive UI/UX
- Payment gateway setup and integration within the platform
- Website security setup using Wordfence (WordPress Security Plugin)
- Third-party API integration for email marketing and maps.
- Third-party API setup for product delivery
- Made the platform SEO-friendly using the best practices

## THE TECHNOLOGY STACK



### Development Stack

- **Programming Language:** HTML, CSS, PHP, JavaScript
- **Framework:** Bootstrap
- **JavaScript Library:** jQuery
- **Cloud Computing:** AWS
- **CMS:** WordPress
- **WordPress Plugin:** WooCommerce, Wordfence
- **Database:** MySQL
- **Server Setup & Version Controlling:** DevOps

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