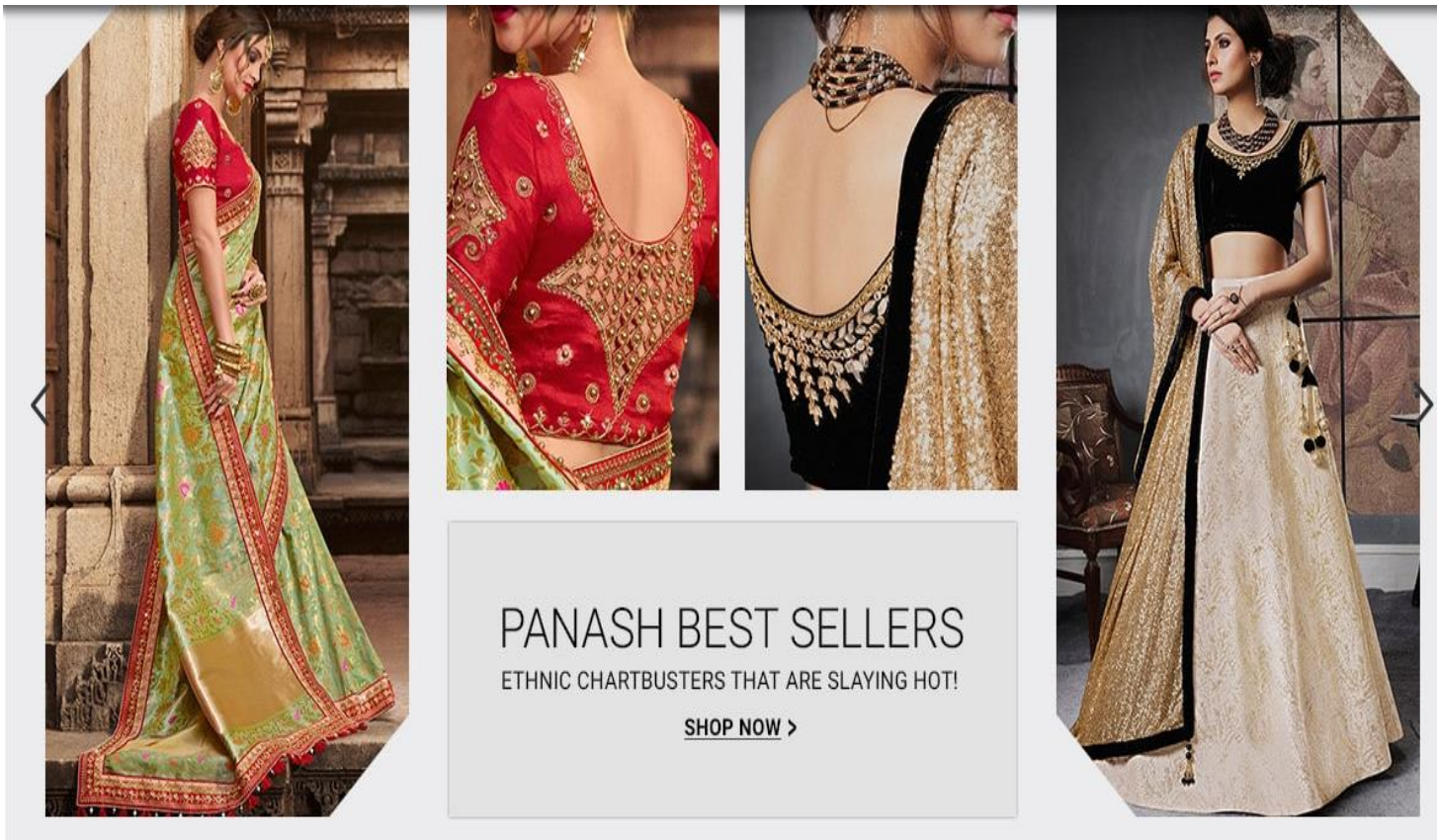
Fullestop case Studies

Panash India

CASE STUDY

Panash India



App URL: https://www.panashindia.in/

Category: E-commerce Website

Background

Panash is a renowned brand offering women ethnic wear. It is the go-to store for anything fashionable, latest and of the finest quality. Featured by all the major retailer all across the country, Panash provides vast collections of various styles and designs any bride covets for her special occasion. From delicately embroidered sarees to heavy, ornate bridal lehengas and everything in between, you will find them at Panash.

Objective

Panash India wanted to take a step ahead by digitizing their business. Client needed an e-commerce platform where they could showcase their exclusive range of ethnic clothing and provide a memorable experience to customers.

Synopsis

Fullestop developed an aesthetically pleasing e-commerce portal that allows Panash India to showcase their clothing line under different categories and receive orders from across the world. All the basic e-commerce features are proficiently integrated into the website, like:

- Increasing the Brand awareness and visibility worldwide.
- Developing an Eye catchy look and unique product description with reviews and tags for all the products.
- Offering pleasant visuals of products by providing multiple Images of the product from all angles.
- Integration of Deal and Discount Section for better User Experience.
- Providing the Promotional Newsletter to interact with users directly through the Email
- Integration of Social Networking media like Facebook, twitter etc. to make site renowned in social circuits.
- Open Architecture to support integration

How Fullestop helped the client

- Fullestop started by selecting technology that could support website architecture.
- UI Design Approach: While designing the web portal, Fullestop focused on many aspects like target audience, identifying the major competitors and defining business goals.
- Next, our in-house team brainstormed on what the user flow would be in-order to make the whole checkout process easy. We created a wireframe of the web portal that was based on the Panash India customers' shopping habit and had features that enabled quick in-and-out time.

- Completion of core part of the project was followed by testing of the web application in various scenarios.

Problems Solved

Although the development process cannot be put into a 'Complex' web portal category, Panash India website came with its share of associated development tasks.

Following were the problems that were successfully resolved:

- Speed Maintenance of the website as they have 6k to 7k products on website.
- Developing a robust and fully customized bespoke e-commerce platform.
- Working with the architecture of Magento and its management system

Technology Used

- **ASP.NET:** Used to build dynamic web sites, web applications and XML web services
- **Magento**: Magneto is an open-source e-commerce platform written in PHP. Magneto empowers thousands of retailers and brands with the best ecommerce platforms and flexible cloud solutions to rapidly innovate and grow.

Results

- Aesthetically pleasing e-commerce site that attracts customers
- Effective showcasing of clothing line under different categories
- Easy to navigate product catalogue with option to filter/sort products
- Smooth checkout process
- Secure payment

Success Story

Fullestop successfully developed an e-commerce website for Panash India that fits their brand identity and helps them achieve tremendous business results.