
Case Study for Ecommerce Website



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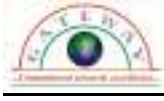
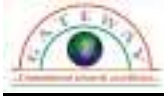


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1. The Client

The Client, based at Denmark, is a fastest growing company which runs and owns number of websites and portals. This websites and portals have its own identity, target group and objectives which attract hundreds of users on a daily basis. The Client also contributes in the area of service management, advertising and legal assistance to their clients.

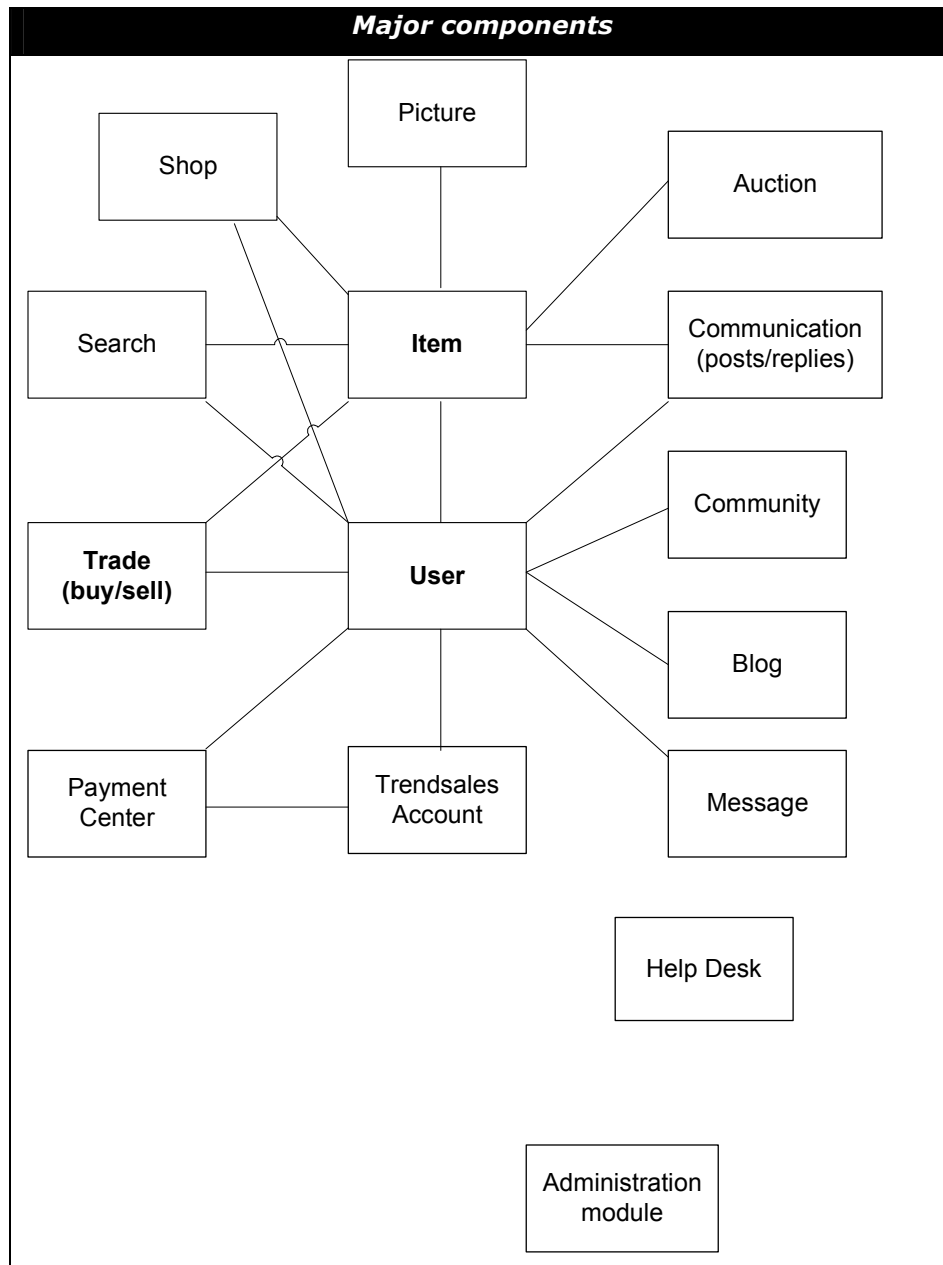
The existing website was developed in ASP. The architecture modification for the current application was required for enhancing the performance of the overall application which will give more stability to the new application.

2. Scope

Portal is an online fashion store/marketplace which facilitates and attracts users of all age groups to buy and sell fashion goods of different categories online. It acts as a link between private buyers and vendors to buy and sell their items.

The existing website is developed in ASP and is already running in Denmark. The architecture design and improved functionalities to be incorporated was required for enhancing the performance of the overall website which will give stability to the newly developed website. The website was designed and developed in .NET Framework 2.0 (ASP.NET, C#) with new architecture design and improved functionalities.

The below given diagram shows the major components of the newly developed website



3. Features

- Developed initially for Danish, UK and Norwegian market and to add new domains in future with each new installation.
- Text and information stored in language files so that product information can be viewed in the desired language.

- Business group access to the advanced XML import functions which will help users to add items automatically and not manually.
- The use of web service helps in validating CVR and CPR numbers facilitates to get address details by phone numbers.
- Facility to monitor and manage new domains and languages from the Admin section itself.
- Extended load balancing system which can handle upto 15000 concurrent users.
- Facilitates access of various sub sections like Messages, Bidding, Blogs, Trade, Account and Payment center.

4. Technology

- Microsoft .NET Framework 2.0 (ASP.NET 2.0, C#)
- Microsoft SQL Server 2005

5. Screen Shots

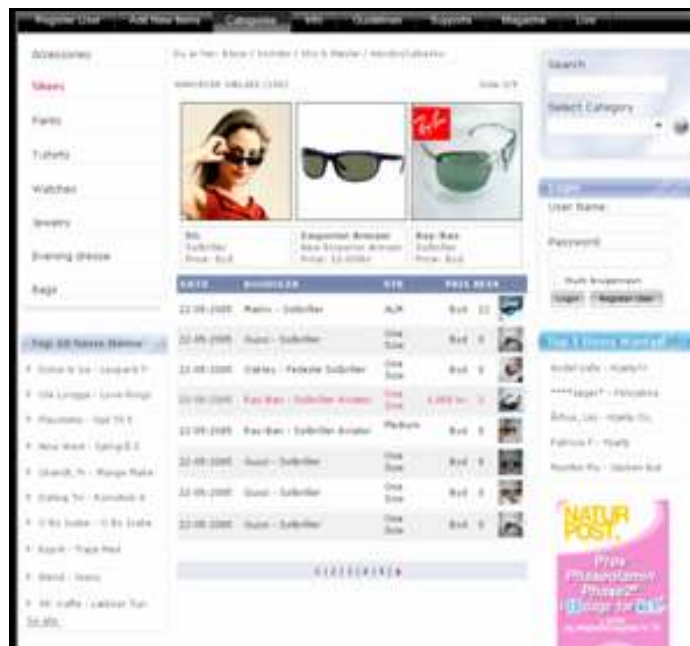
A]



B]



C]



6. Team Size & Duration

Team Size: 8 Professionals [1 PM + 7 Programmers]

Duration: Ongoing