

CASE STUDY:

Maintenance of JC-Creations Online e-Commerce Portal located in Bengaluru, Karnataka, India

Overview:

JC-Creations is a Bengaluru-based online e-commerce portal specializing in delivering embroidery designs. JC-Creations expansive collection of designers and designs is continually expanding, offering a diverse selection of creative embroidery designs at competitive prices. JC-Creations take pride in the global recognition our designs have garnered, a testament to the passionate craftsmanship of our exemplary design team.

This project was assigned to us by one of our associate Mrs. Nisha Jain Gupta, owner of “TecPhygit – IT & Marketing Solutions” (located in Bengaluru, Karnataka, India).

Challenges:

Challenges for the execution of successful Maintenance of e-Commerce Portal for JC-Creations, Bengaluru, Karnataka :

- Ensuring robust data security measures while maintaining e-commerce portal performance.
- Minimizing downtime during maintenance activities to avoid disruption to the business.
- Ensuring the portal could handle increased traffic, particularly during promotional periods.
- Optimization of Database and huge user & order management.

Technologies:

Opencart, PHP, JQuery, Moment.JS, MySQL, Cloud Server etc.

Benefits Achieved:

- Reduced page load times by 40%, leading to a better user experience.
- Increased portal uptime to 99.9%, minimizing disruptions.
- The speed optimization led to a 30% increase in repeat customers.
- Seamless scalability ensured smooth operations during peak time.
- Optimized to handle increased traffic, especially during peak hours.
- Increased portal performance.
- Increased portal orders by 30%, generating greater revenues.
- Increased revenue by 40%.

Requirements of the project:

- Improve website speed and responsiveness to enhance user experience.
- Regularly update the website with new provided updates.
- Ensure the website infrastructure can handle increased traffic, especially during peak time.
- Provide 24/7 technical support

Approach:

Approach for the execution of successful Maintenance of e-Commerce Portal for JC-Creations, Bengaluru, Karnataka:

The solution involved developing a creative web based application (as advised).

- Conducted a thorough audit of the portal to identify bottlenecks.
- Ensure the portal could handle high traffic volumes.
- Set up a 24/7 technical support team to address any issues promptly.
- Regular design updates & uploads.

