

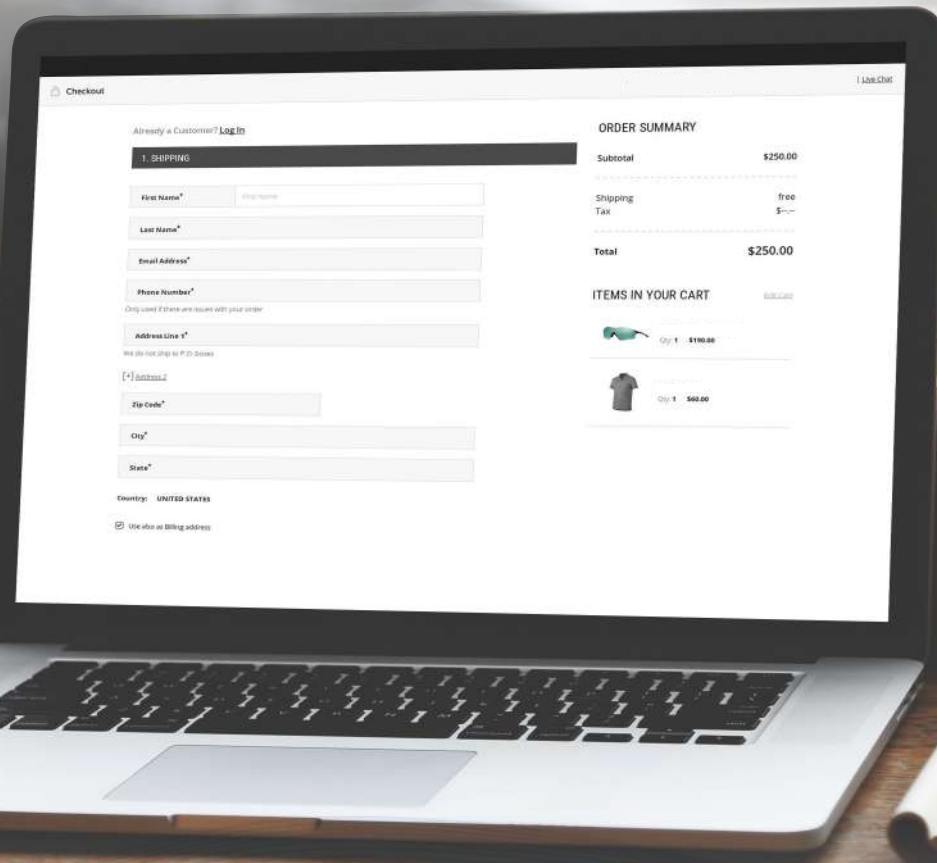


eCommerce site for selling sports glasses

Our final customer is an Italian glasses manufacturer.

About the Customer

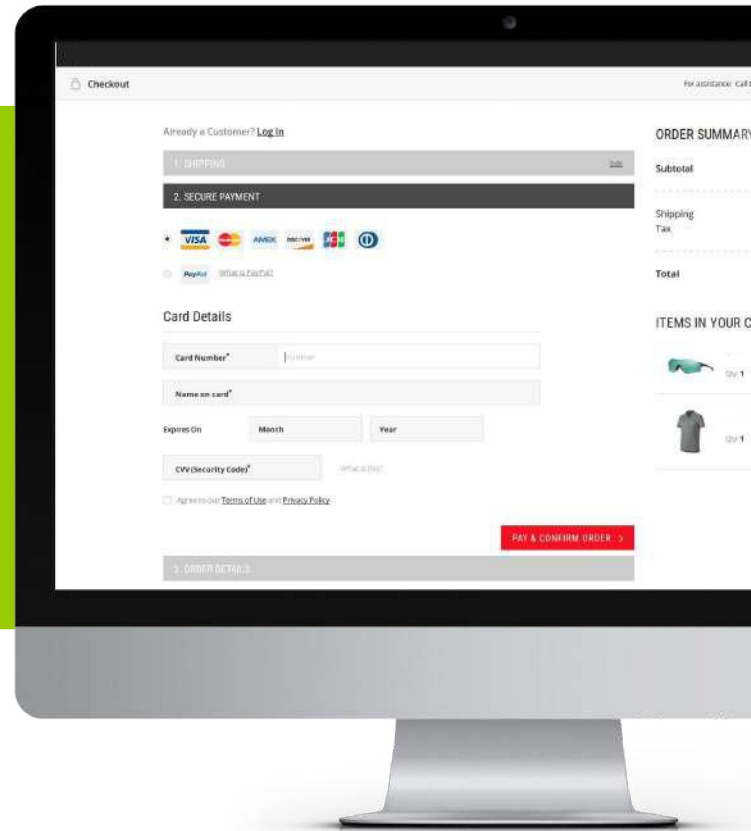
We were assigned to work with one of their brands, a manufacturer of sports glasses, shoes and accessories.



Challenge

We had the task of developing a new functionality on the eCommerce site for selling glasses.

The biggest stream of this project was the development of a new checkout for the customer site. The checkout is a service for processing online payments. The buyer chooses the product on the site, the product is added to the shopping cart, and the buyer pays for the product with the help of a checkout.



Solution


On behalf of *instinctools, backend developers participated in the project. We joined the current development team and were integrated with the client's developers.

Our team worked on several streams of the project. The main stream, on which the main efforts were concentrated, is a new checkout for the customer site.

The purpose of developing a new version of the checkout is to facilitate its design and to optimize the steps for purchasing the product. Our customer developed a new design for the checkout, and analysts described its simplified version. Our team has embodied this idea, taking into account the features of the Hybris platform.


Key Features

For the user:

 a modern and convenient website

 ease of transactions

For the system:

 obtaining all necessary user data for ordering



Technologies Used

- Hybris platform
- Hybris Commerce Accelerator
- Multistep Checkout

 **hybris**

Multistep Checkout