Relaunch Projekt
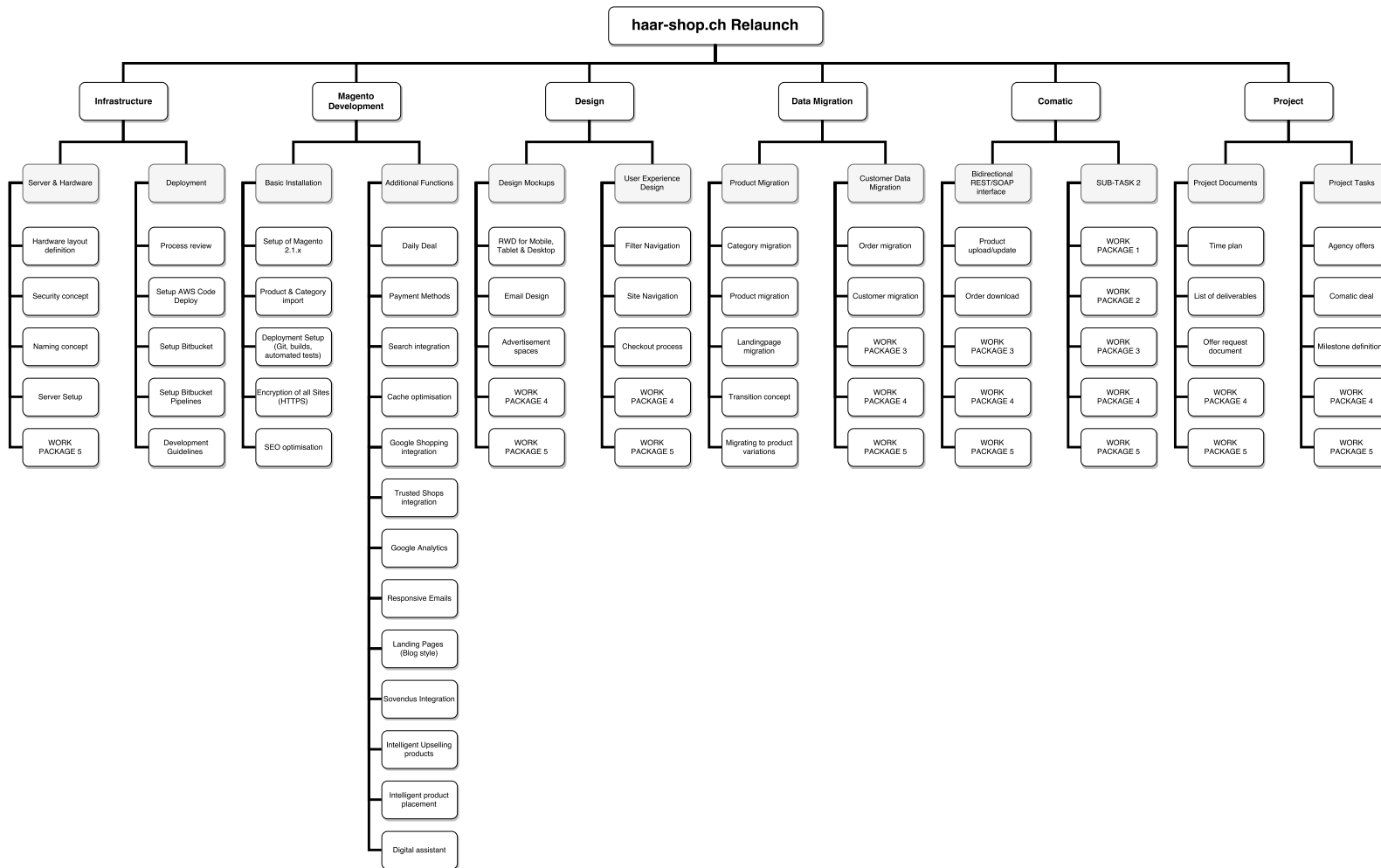
Relaunch Project Summary

PRO

- Relaunch date in December 2017 (with a delay of 2 weeks)
- Overall conversion rate improved
    - 24% Desktop
    - 15% Mobile
- Not any major problem after relaunch with longer downtime
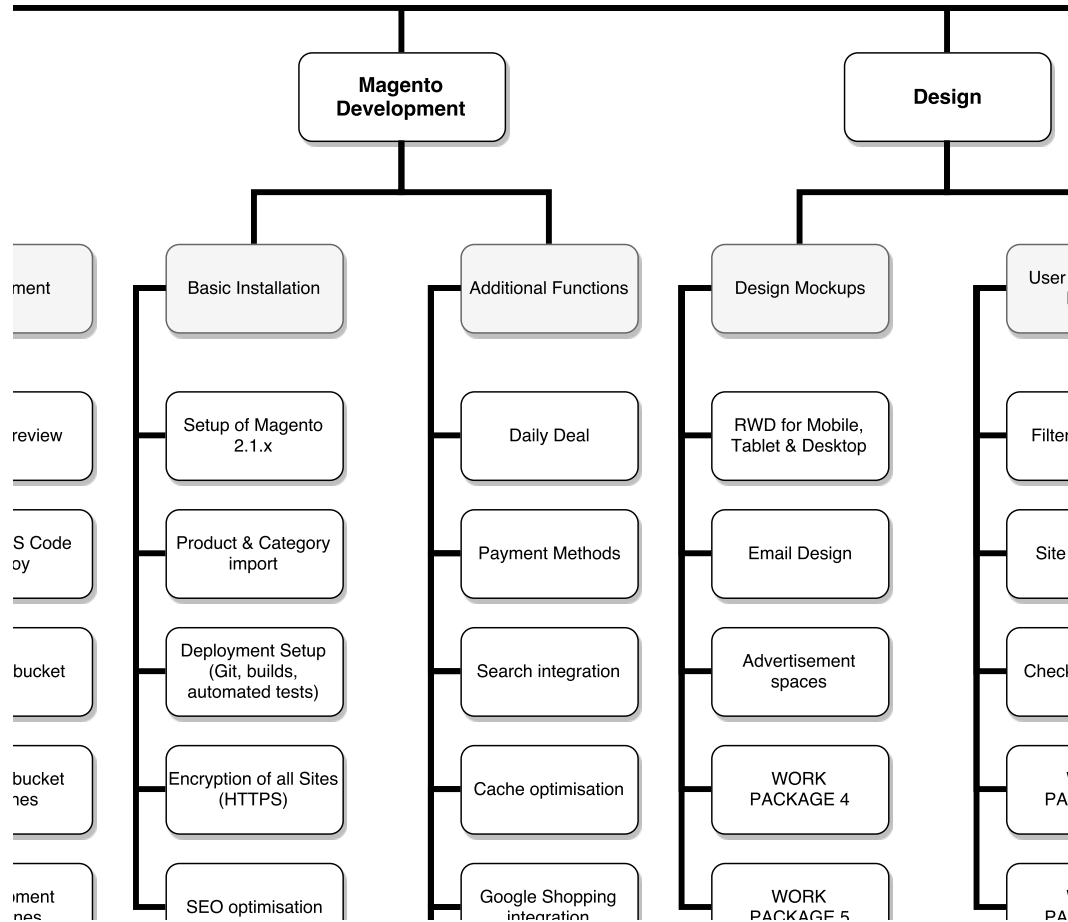- Very good support during the whole project

CONS

- Less manpower after relaunch -> buglist increases, project completion postpones, slows down internal development
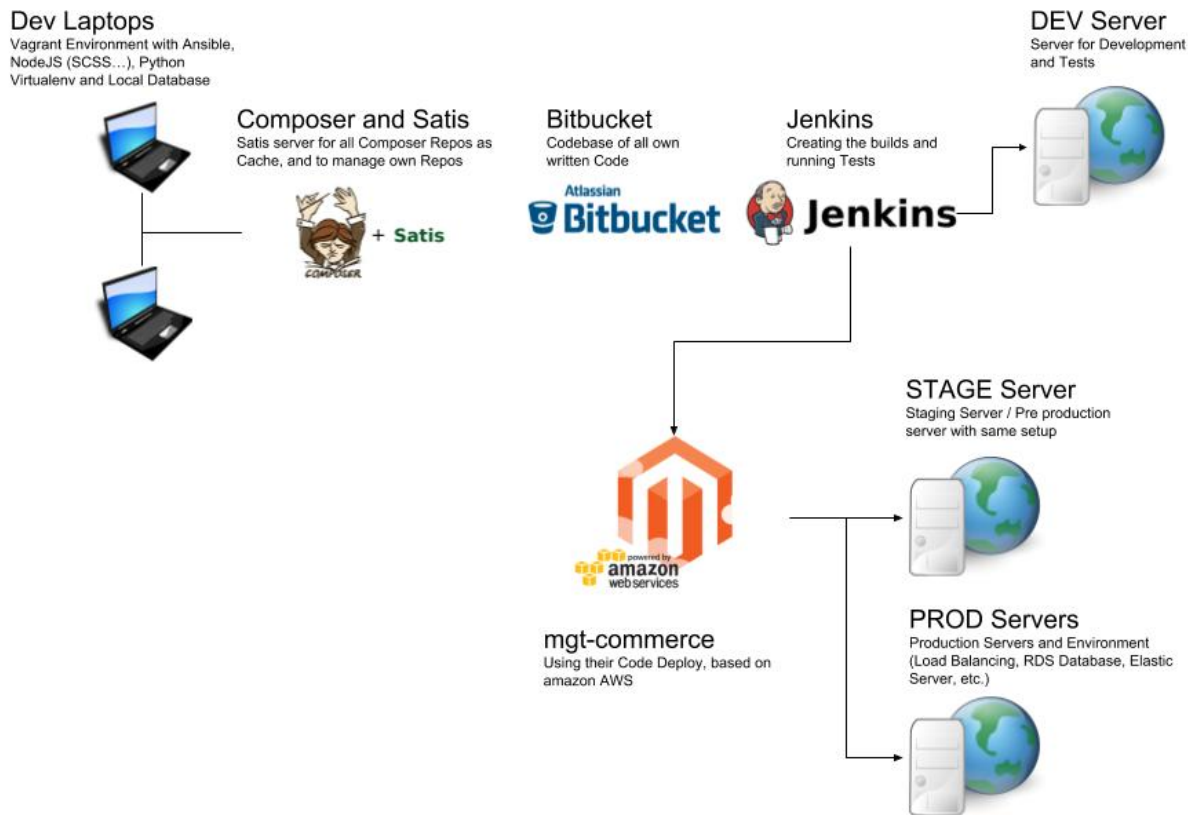- External hosting partner (Not full access for cs for analyzing issues)

Projectplan

haar-shop.ch PROFESSIONAL

haar-shop.ch Relaunch

Infrastructure

Server & Hardware
- Hardware layout definition
- Security concept
- Naming concept
- Server Setup
- WORK PACKAGE 5

Deployment
- Process review
- Setup AWS Code Deploy
- Setup Bitbucket
- Setup Bitbucket Pipelines
- Development Guidelines

Magento Development

Basic Installation
- Setup of Magento 2.1.x
- Product & Category import
- Deployment Setup (Git, builds, automated tests)
- Encryption of all Sites (HTTPS)
- SEO optimisation

Additional Functions
- Daily Deal
- Payment Methods
- Search integration
- Cache optimisation
- Google Shopping integration
- Trusted Shops integration
- Google Analytics
- Responsive Emails
- Landing Pages (Blog style)
- Sovendus Integration
- Intelligent Upselling products
- Intelligent product placement
- Digital assistant

Design

Design Mockups
- RWD for Mobile, Tablet & Desktop
- Email Design
- Advertisement spaces
- WORK PACKAGE 4
- WORK PACKAGE 5

User Experience Design
- Filter Navigation
- Site Navigation
- Checkout process
- WORK PACKAGE 4
- WORK PACKAGE 5

Data Migration

Product Migration
- Category migration
- Product migration
- Landingpage migration
- Transition concept
- Migrating to product variations

Customer Data Migration
- Order migration
- Customer migration
- WORK PACKAGE 3
- WORK PACKAGE 4
- WORK PACKAGE 5

Comatic

Bidirectional REST/SOAP interface
- Product upload/update
- Order download
- WORK PACKAGE 3
- WORK PACKAGE 4
- WORK PACKAGE 5

SUB-TASK 2
- WORK PACKAGE 1
- WORK PACKAGE 2
- WORK PACKAGE 3
- WORK PACKAGE 4
- WORK PACKAGE 5

Project

Project Documents
- Time plan
- List of deliverables
- Offer request document
- WORK PACKAGE 4
- WORK PACKAGE 5

Project Tasks
- Agency offers
- Comatic deal
- Milestone definitions
- WORK PACKAGE 4
- WORK PACKAGE 5

Projectplan

- The deliverables have been defined for each work package

- Detailed project description (approx. 60 pages)

Deployment concept
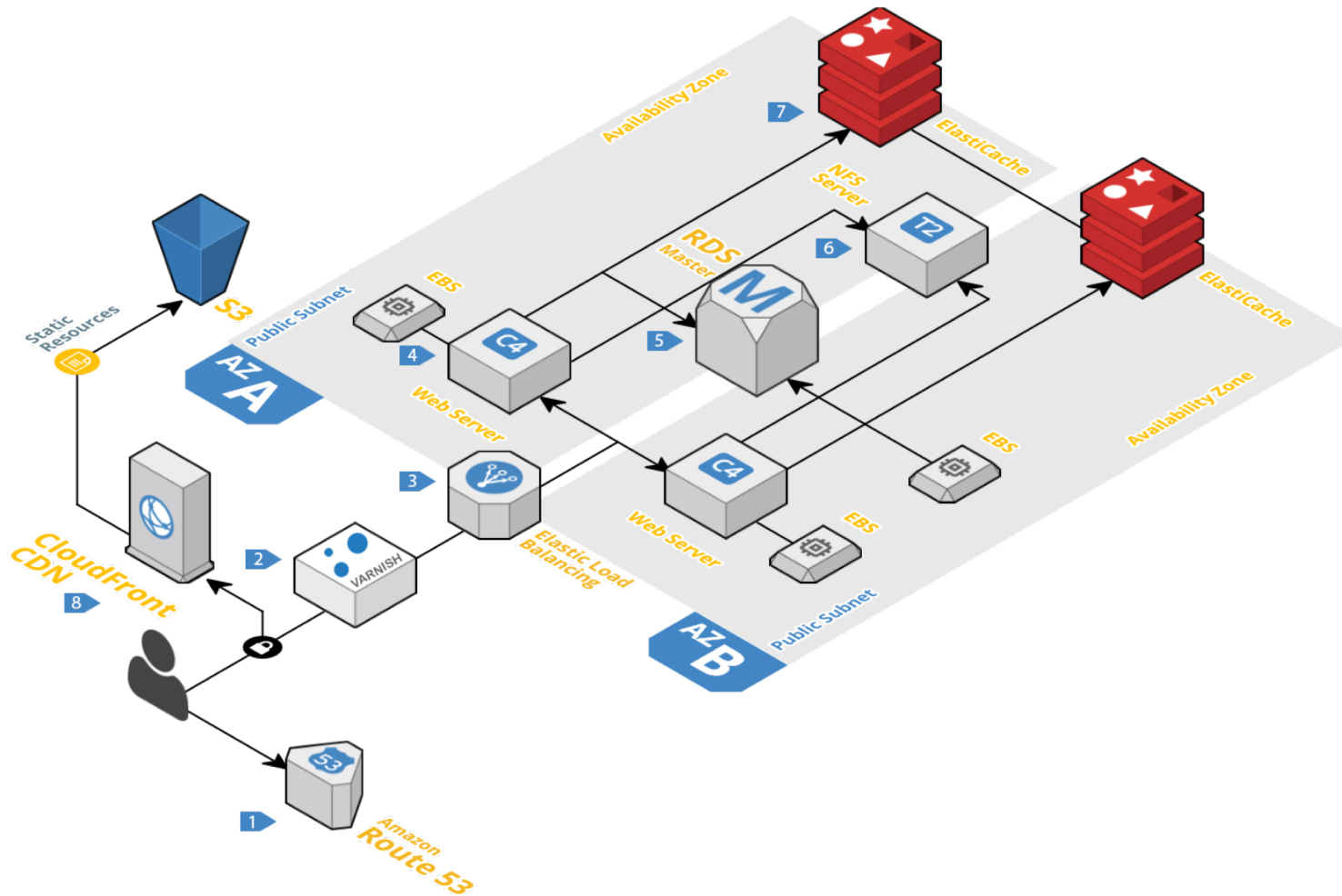
haar-shop.ch Deployment Concept

Dev Laptops
Vagrant Environment with Ansible, NodeJS (SCSS…), Python Virtualenv and Local Database

DEV Server
Server for Development and Tests

Composer and Satis
Satis server for all Composer Repos as Cache, and to manage own Repos

+ Satis

Bitbucket
Codebase of all own written Code

Atlassian Bitbucket

Jenkins
Creating the builds and running Tests

Jenkins

STAGE Server
Staging Server / Pre production server with same setup

powered by amazon web services

mgt-commerce
Using their Code Deploy, based on amazon AWS

PROD Servers
Production Servers and Environment (Load Balancing, RDS Database, Elastic Server, etc.)

- Automated deployment to different environments
- About 200 automated tests

Hosting (mgt-commerce, AWS)

Followup Project

- **Improve overall speed**
- **Improve mobile usability**
- Better onpage search
- Customer email segmentation
- Refer a friend module

A/B Test Elastic vs. findologic

Umsatz ▼				
Variante ↑	Verbesserung	Wahrscheinlichkeit, die beste Variante zu sein	Wahrscheinlichkeit, die ursprüngliche Variante zu übertreffen	Umsatz pro Sitzung
Ursprüngliche Variante 23.044 Sitzungen	Ausgangswert	18 %	Ausgangswert	10,88 CHF — 11,96 CHF
FINDOLOGIC 23.337 Sitzungen	-3 % bis 10 %	82 %	82 %	11,24 CHF — 12,31 CHF

+

- Findologic is probably the winner (probability shifted between 55-82%)
  - 8kCHF/M
  - More functionality
- Very fast
- Interface to Nosto (future)

-

- Google cannot index filtered resultpages
- Searchresults with additional CMS blocks not yet possible
- Feed is updated every 24h