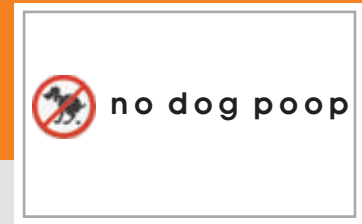


No Dog Poop Website



Project: No Dog Poop website

Duration: 1 Month

URL: www.nodogpoop.com



Short Description

An e-commerce website with a striking design was developed with all functionalities for online selling, payment, and shipping details. The website had a great impact on business and helped greatly in projecting a brand image.

Need

'No Dog Poop' are signs for putting out on lawns. The client wanted to sell Dog Signs online and also wanted a new attractive design. No Dog Poop was a small website previously and had no shopping cart functionality. So an E-commerce application was required with all functionalities for online selling, payment, and shipping details. A striking design was also required.

Challenge

The No Dog Poop website was built with comprehensive functionalities for selling online securely. The obstacles faced by the Netsmartz team are listed here:

- Coding for calculation of shipping charges when the customer booked an order online was a little complicated. This calculation was based on various

factors of distance, weight, zip code, size of order and therefore involved various permutations and combinations.

- As soon as the customer booked the order, the packaging slips and labels with details of the customer's address, contents, order date etc. were generated automatically and sent to the Admin.
- The Transaction Reports were to be shown in a Super Admin Section where they could be tracked.
- The Admin interface allowed the Admin to generate sales reports, calculate amount of sales, make entries in the database automatically, send mails to customer etc.
- All transactions were supposed to be certified by Verisign for safe and secure credit card payments.

Solution

An e-commerce website that delivers big results! It encompasses an e-commerce based application for selling signboards online. It allows online payments that are completely secure and implemented using Verisign. This website made a great difference to the dog sign business. The design was absolutely stunning and eye catching. The QA team did a capable job in making the website free of all bugs. Also, the sales increased tremendously exceeding the client's expectations.

Technologies Used

- Programming Languages: HTML, ASP, Javascript, VB, COM+
- Operating System: Windows NT/98/2000/XP
- IDE: Macromedia Dreamweaver, Adobe Photoshop,

No Dog Poop Website

Microsoft Visual Inter Dev

- Documentation: Microsoft Word, Microsoft Visio

Benefits

- Had a great impact on business.
- There was a flood of orders and it became difficult for the client to meet them on time.
- The look was fascinating and very distinctive.
- The website helped greatly in building up the brand identity.
- The website was given a fresh, new, and appealing appearance.
- New functionalities of booking orders online made a huge difference.