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OFFROAD CROSS



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ArtSoft

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The Art of Software Development

Custom Online Store for Motorcycle Parts & Accessories

Key Information



Industry:

Commerce & Marketing



Project duration:

9 months



Team Size:

2 specialists



Technologies:

- Symfony
- Sylius e-commerce framework
- Twig
- Bootstrap
- jQuery, jQueryUI
- MySQL
- Doctrine
- FOS
- Sonata
- Gedmo
- Swiftmailer



Services:

- Analysis
- Architecture and design
- UI design
- Implementation
- Testing
- Deployment
- Maintenance
- Project management

Highlights

- The online store offers an **intuitive shopping experience** with **advanced search** and **filtering** options for motorcycle parts and accessories.
- Administrators have full control over **product listings, promotions, and content management** for seamless store operations.
- The platform was optimized for **high performance**, ensuring fast browsing and **secure payment processing**.
- A structured **data migration strategy** enabled a smooth transition from legacy systems to the new e-commerce solution.

Product Overview

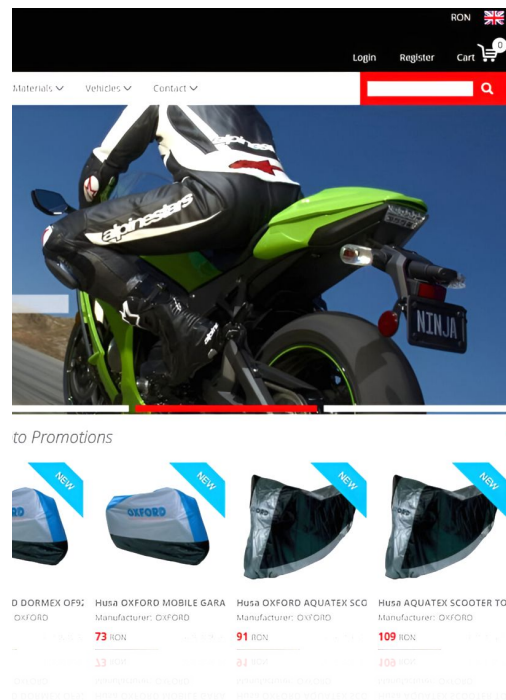
The web store was designed to facilitate easy browsing and purchasing of motorcycle-related products.

Customers could search for items using **keyword-based suggestions** or manually browse categories, brands, materials, and vehicle compatibility.

The platform included user account management features, allowing customers to update their information, track orders, and manage shipping addresses. Additionally, administrators had full control over product listings, promotions, and static content updates, ensuring flexibility in managing the online store.

Requirements

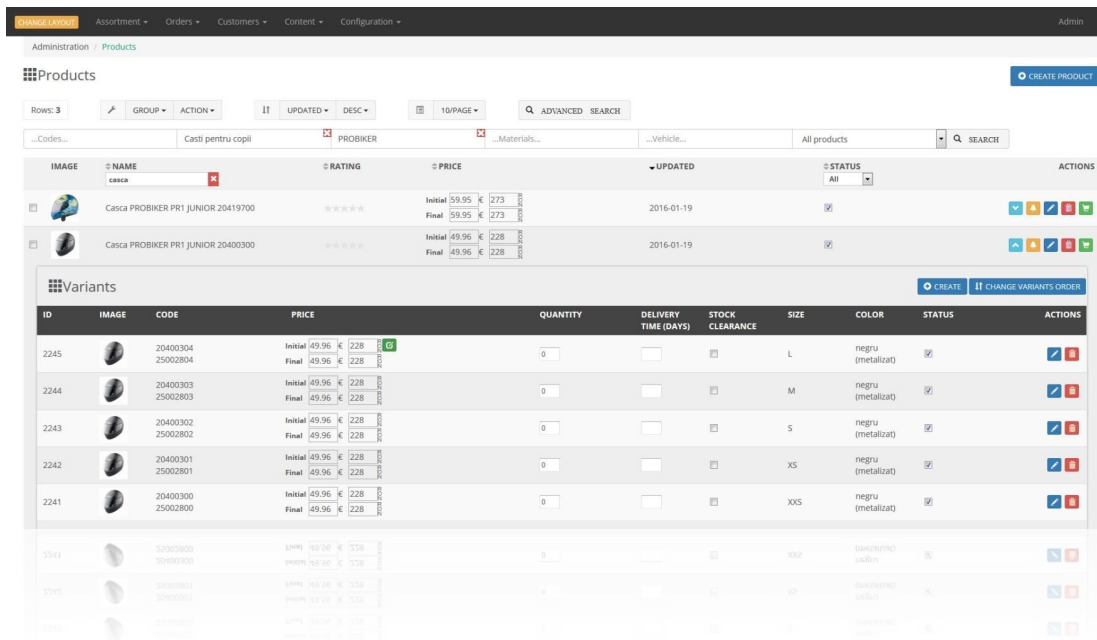
The project required a **scalable and secure e-commerce platform** capable of handling a wide range of product categories. The system needed to support advanced product filtering, promotional pricing, **multiple currencies**, and an intuitive admin interface for content management. The platform also **integrated with third-party solutions** to reduce development time and enhance functionality.



Challenges

One of the primary challenges was **optimizing the platform for high performance** while **managing a large product catalog**. Additionally, ensuring a seamless user experience across various devices and browsers required careful design considerations.

The migration of data from legacy systems and the integration of third-party tools for enhanced functionality posed further complexities.



The screenshot displays a web-based product management interface. At the top, there is a navigation bar with menu items: 'Administration', 'Products', 'Assortment', 'Orders', 'Customers', 'Content', and 'Configuration'. The main header shows 'Products' and a 'CREATE PRODUCT' button. Below this is a search and filter section with 'Rows: 3', 'GROUP', 'ACTION', 'IT', 'UPDATED', 'DESC', '10/PAGE', and an 'ADVANCED SEARCH' button. The main content area is divided into two sections: a product list and a 'Variants' table.

The product list shows two items:

- Casca PROBIKER PR1 JUNIOR 20419700
- Casca PROBIKER PR1 JUNIOR 20403300

The 'Variants' table provides a detailed view of product variants with the following columns: ID, IMAGE, CODE, PRICE (Initial and Final), QUANTITY, DELIVERY TIME (DAYS), STOCK CLEARANCE, SIZE, COLOR, STATUS, and ACTIONS.

ID	IMAGE	CODE	PRICE	QUANTITY	DELIVERY TIME (DAYS)	STOCK CLEARANCE	SIZE	COLOR	STATUS	ACTIONS
2245		20400304 25002804	Initial 49.96 € Final 49.96 €	0		<input type="checkbox"/>	L	negru (metalizat)	<input checked="" type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
2244		20400303 25002803	Initial 49.96 € Final 49.96 €	0		<input type="checkbox"/>	M	negru (metalizat)	<input checked="" type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
2243		20400302 25002802	Initial 49.96 € Final 49.96 €	0		<input type="checkbox"/>	S	negru (metalizat)	<input checked="" type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
2242		20400301 25002801	Initial 49.96 € Final 49.96 €	0		<input type="checkbox"/>	XS	negru (metalizat)	<input checked="" type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
2241		20400300 25002800	Initial 49.96 € Final 49.96 €	0		<input type="checkbox"/>	XXS	negru (metalizat)	<input checked="" type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
5741		50000000 50000000	Initial 100.00 € Final 100.00 €	0		<input type="checkbox"/>	XXS	black/white usdt	<input checked="" type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
5742		50000001 50000001	Initial 100.00 € Final 100.00 €	0		<input type="checkbox"/>	S	black/white usdt	<input checked="" type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
5743		50000002 50000002	Initial 100.00 € Final 100.00 €	0		<input type="checkbox"/>	L	black/white usdt	<input checked="" type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>

Provided Solution

The back-end was designed with a structured and modular approach, ensuring efficient management of products, orders, and promotions.

The platform was optimized for high performance, incorporating **strategies to enhance speed and reduce overhead**. An intuitive and responsive user interface was developed to provide a **seamless experience across different devices**. Advanced search and filtering options were implemented to facilitate easy navigation and product discovery. The solution offered **secure payment processing, flexible pricing management**, and a streamlined administrative experience.

Additionally, robust data migration and integration strategies ensured smooth adaptation from previous systems.

The screenshot displays a web-based product management interface. At the top, there's a 'Products' header with a 'CREATE PRODUCT' button. Below it, a search bar and navigation tabs are visible. The main area shows a table of products with columns for image, name, rating, price, updated date, and status. Two product entries are visible, both for 'Casca PROBIKER PR1 JUNIOR'.

An 'Edit Prices' modal is open, showing a table of prices for different variants. The table has columns for ID, image, code, and price. The price column is split into 'Initial' and 'Final' prices. The modal also includes a 'Final Price' field and buttons for 'CLOSE', 'RESTORE', 'COMPUTE PRICE', and 'SAVE'.

ID	IMAGE	CODE	PRICE
2245		20400304 25002804	Initial 49.96 € Final 48.96 €
2244		20400303 25002803	Initial 49.96 € Final 48.96 €
2243		20400302 25002802	Initial 49.96 € Final 48.96 €
2242		20400301 25002801	Initial 49.96 € Final 48.96 €
2241		20400300 25002800	Initial 49.96 € Final 48.96 €

Brand Promotion	Start Date	End date	Discount
There are no active promotions for this brand			
Special Event Promotions	Start Date	End date	Discount
There are no active event promotions at this moment			
Product Promotion	Start Date	End date	Discount
<input checked="" type="checkbox"/> special offer	07-02-2016	27-02-2016	2%
Specific Promotion	Start Date	End date	Discount
<input type="checkbox"/>			0.00 €

Let's get in touch

ArtSoft Consult is a trusted partner in the IT industry, providing tailored solutions to address your unique business challenges.

With our proven expertise our team delivers innovative solutions and development services.

Drawing from years of experience and industry insights, we deeply understand this industry and we look forward to working with your business.

For more details on our services and team, please [contact us](#).

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