

CUSTOM eCOMMERCE SOLUTION








Mastery in
Software
Engineering

FORTECH.



Key Facts

-  Industry: eCommerce
-  Team Size: 5 People
-  Duration: 5 Years (Ongoing)
-  Technologies:
 - React.js
 - Ruby on Rails
-  Services: Software Development

Highlights

- Developed a custom eCommerce application in collaboration with the client's engineers.
- Fortech developed the front-end of the application and the client focused on the back-end.
- Ownership over front-end architecture and framework decisions was with Fortech.

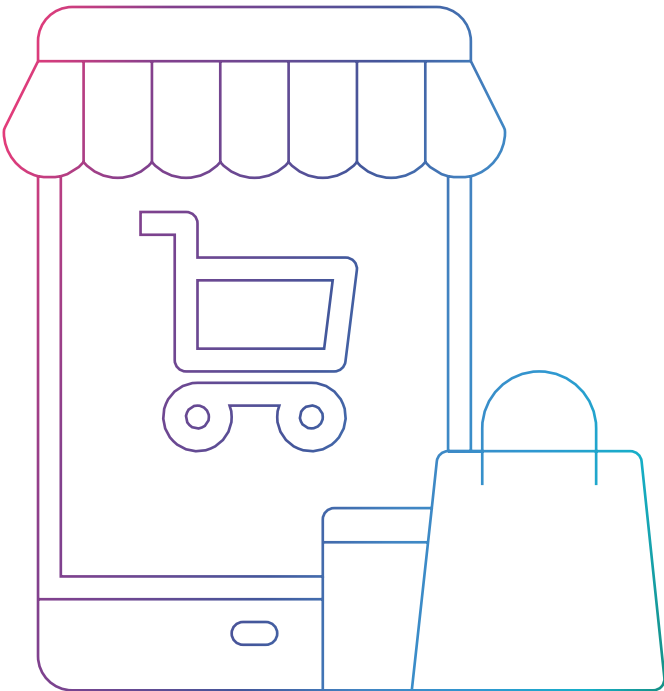


Project Goals

The client’s objectives were to improve their eCommerce conversions and customer experience. They considered several pre-packaged solutions but ultimately determined that only a custom eCommerce application would enable them to achieve their business objectives.

Additionally, because the client’s engineers were not skilled in modern front-end frameworks, they wanted to utilize an external team to guide and develop the front-end solution. The client was an early startup and accustomed to working informally with no defined processes.

Our main challenge was to structure effective ways of working together and perform well as one combined team. We did so by introducing an Agile Scrum process.



Solution

We set up a Scrum team of one technical lead who also took a “proxy” product owner role, three React developers, and two software testers. We gradually introduced the process to the client, working with them step-by-step to adopt Scrum across our two combined teams. In Agile fashion, we achieved a working product iteration every two-weeks. This feeling of iterative progress gave our client confidence that the process was working.

Furthermore, the quality of the releases improved significantly, as compared to our client’s prior experience. Our testers were involved from planning to implementation and developed fully automated regression flows.

As our client’s engineers began to see our React solution and learn about its internals, such as JSX components and lifecycle hooks, they came to appreciate that building large-scale applications in React was a great fit.

State management was always part of the React ecosystem. Still, we took it to a new level with Redux by emphasizing data immutability and complete separation between state management and UI.

Client Benefits



IMPROVED CONVERSION RATES

The outcome of our joint engineering project was a robust eCommerce application that exceeded our client’s expectations. Conversion rates improved, and the application received very positive feedback from the users.



REACT EXPERTISE

Since React is an ecosystem and not a framework, it still places the architecture responsibility on the developers. Because we have experience in many different React applications, we've developed strong standards and practices to guide the architecture and implementation over the years properly.





ABOUT FORTECH

Fortech is a top Romanian software development company headquartered in Cluj-Napoca. With a workforce of 800 people, Fortech has been repeatedly recognized by Deloitte, EY, and Forbes for its fast-growing, entrepreneurial journey.

With expertise and a strategic focus across healthcare, financial services, automotive sectors, and more, we cover the end-to-end software lifecycle development to deliver the innovation, scalability, quality and speed our clients need.

Our approach to software engineering combines strong technology and process know-how, Agile delivery methods, and a blend of code quality practices and metrics refined in almost two decades. Since 2003, two hundred and twenty clients chose Fortech as their tech partner.

Access our expertise: www.fortech.ro

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