

OUR CLIENT KUMAR'S KITCHEN CASE STUDY



Challenges

- Shop Page product filtration according to specific category
- Subscribers Newsletter Mechanism
- Media page to display the news related to their business
- Dining Table booking system
- Restricting shop page product from display According to Time, Date & Weekdays.
- Upgrading Our ResProVis Plugin
- Takeaway services for order placed
- Voucher System for the dining
- Special Event Page
- Search Engine Optimization (SEO)
- Digital Marketing Services
- Category Based Gallery System
- Integrated GDPR compliant cookies management system
- Custom designed User My Account Section
- Customer Rating System for website

1.SHOP PAGE PRODUCT FILTRATION ACCORDING TO SPECIFIC CATEGORY

Our client have a variety of food items listed on the shop page. But its result as non-categorised list of product items. For every item to order, user needs to scroll the whole page to find the item they want to place order. So client requested to categorise the displayed product in different categories which will help their customer to cart their items easily to proceed further for checkout.

By default, Woo Commerce allow basic filtration of products on the basis of different category. But we decided to full fill their requirement with modern technology to increase the efficiency of the shop page.

We introduce Ajax for the product filtration where we firstly categorise each item with their respective category. After assigning the products, we integrated custom menu bar on the shop page which displays the categories we created for the shop page products. Those are the individual links which initiate a Ajax call when user click on the category which they want to order. The Ajax call receive a response with a list of products allocated to that specific category.

Then, we list up the products as a result of the queried category under the menu.

This helps in the improvement of efficiency of the website and the shop page. With Advance UI, users can easily pick the products and add to cart then, proceed to checkout further.



Client's feedback

Kumar's Kitchen

2.SUBSCRIBERS NEWSLETTER MECHANISM

Client demanded to integrate a subscription model on their website to create a customer base once they subscribe for the newsletter on their website which they can review and use as per the requirement of their business model.

To fulfill this requirement, we added a contact form on the footer of the website with input field and the submit button to save the user data.

To ensure the model should work properly, we used the services of Mail Chimp which is properly known for sending newsletter. We integrated Mailchimp through API Key into our website which stores the users mail id and the subscription status. They provide the subscribers list and the custom template designing tool with the help of that we can design any template as per requirement such as feedback form , new offers notice or information about the new events for the special occasions. Once template is ready, we can send this template to everyone by simply attaching the subscribers list.

3.MEDIA PAGE TO DISPLAY THE NEWS RELATED TO THEIR BUSINESS

Client come up with new requirement, he wants to display a third-party news article on their website where the blog post are published about their business profile.

We created a dedicated web page to display all the media links on a single page. We divided a page into a two different section where we added a blog image in one section and on the other side we added some content of the blog which user can easy get the idea about the blog post and at the end of the post, We added a read more link which is attached about the reading blog post. With the help of this, we are improving the SEO of the website.

4.DINING TABLE BOOKING SYSTEM

Client himself registered into a Third-Party table booking service provider but there is no UI where user can visit and book a table for the dining. They want a specific UI where user can book the table himself.

We created a classic web page where we integrated their UI system on the website with technical tweaks and changes as the website UI we enabled the section where user can directly visit to the customer website and redirecting to the reservation section he himself can book the table and make the payment in one go.

5.RESTRICTING SHOP PAGE PRODUCT FROM DISPLAY ACCORDING TO TIME,DATE & WEEKDAYS.

After setting up the shop page for the client products, they started facing an issue which is displaying products on the shop page. They came to us for building a website for their restaurant. When they added all the products on their shop page its usually display all of them but they said some of the listed items are only available on a specific time but shop page display those products every time its becoming hactic to manage the customer orders.

To resolve this issue, we came up with a nice idea... We started developing a dedicated plugin (ResProVis here is a link of Lite version : [ResProVis - WordPress plugin | WordPress.org](#)) which will make a stuff easier.

Our ResProVis plugin core works on the basis of Time, Date & Weekdays. It's a full fledge plugin with dedicated UI for slots allocation and the input controls to assign each product to a respective slot.

The Front-end UI gives the control to the Admin User to create, edit and delete the time or date slots. Where the admin can create/modify a custom time or date slots as per their requirements. After creating a slot, admin can go to each product item to allocate the respective slots. This configuration results as the product will only visible during the time stamp of the selected slot. When the time passed, the product will automatically hide from the shop page.

6. UPGRADING OUR RESPROVIS PLUGIN

After some time our client faces a problem using or ResProVis plugin, He said for every product on their shop page he needs to configure one by one to allocate the products for their respective slots. He says it's a time consuming process to setup for all the products and asked to provide a tool to make a workflow easier.

To make the admin flow easier while working with our plugin, we decided to use of Multi-Select Ajax Picker Controller. We integrated this mechanism in our time and date slot model. This input field list down all the products list on their shop page. Where the admin can easily select all the product items to allocate to the creating or modifying slot. It will automatically assign the selected product item to the time or date slot. If they want to remove a specific product with that slot, then admin can easily remove the product form the multi select input filed.

7. TAKEAWAY SERVICES FOR ORDER PLACED

Client wants to add a takeaway option for the customer who want take an order by walk-in Along with takeaway customer can also set when he'll pick up the order.

By default, WooCommerce only support the delivery option for the order placed item. Where we can assign delivery prices for location-to-location which will automatically in order total while checking out.

We developed a dedicated plugin (AspWooCheckout) which automatically add a dedicated radio button on checkout page which allow user to switch between Delivery or Takeaway option.

When user switch to takeaway option additional two input fields for takeaway time and takeaway date will added into checkout form.

These input fields work with additional functionality and some basic validations to allow users to select the takeaway option on the basis of the store hours.

8. VOUCHER SYSTEM FOR THE DINING

Client come up with new idea to boost the sales of their business they requested to add the voucher system which allow customer to pick the vouchers to use as a gift card.

To fulfil this requirement, we setup a voucher system which allow user to create a custom vouchers and allocate with the product which is listed on the shop page. And we also created a template system which the customer can easily download after placing the order. This template carry an information such as price and coupon code which admin can easily validate from his backend to check the validity of the voucher.

9. SPECIAL EVENT PAGE

Client wants a dedicated page to display a upcoming event information, special dish menu and the gallery section to show the setup of the decoration for the special event.

To represent a bit more attractive an event hosting information, we decided to create a whole new page with multiple columns which is divided into a various section to transfer the event details in an easy-to- read order.

Firstly, we added a background image to display the whole restaurant & to get to know about the location insights. On below of that, we added a welcome note for the users and the image scroller to display the event location and the function decoration. After that we added a menu section where the special dish will be displayed to the user with order now button to order the special dish easily.

10. SEARCH ENGINE OPTIMIZATION (SEO)

Client wants to display their website with some specific keywords when the user search on the search engine. They wouldn't find their website when they search on browser until and unless they search with the URL. They said we are lacking to drive traffic on our website due to their non-ranked hosted website.

By holding an expertise in SEO, we started planning to find the null spots and loopholes which results to negative ranking of their website. In a current scenario, GOOGLE is a dominant player who holds 90% of search engine global users under its services. We started following the guideline of google to rank the website on top rank as a first indexing result. We started working on images to compress the size and adding ALT (Alternate Text) which will help to load the website fast and give information to google crawler which will help to stand out from other website available on their web servers. Then, we started working on the provided keywords, we listed down some of the latest long-tail and short-tail keywords based on the keywords list provided by our client. These long-tail or short-tail keywords are those which a lay-men search on the browser. Afterwards, we use those filtered keyword as a focus keyword for individual posts and pages. To enhance the ranking of the website, we added inbound and outbound links in our pages to redirect the viewer on our website, by using these tips & tricks, we boosted the website on front page of the search results.

11. PROVIDES DIGITAL MARKETING SERVICES (YOUTUBE, FACEBOOK & INSTAGRAM)

Client asked to handle the social media posts where he wants to display the upcoming events offers and the special decoration to engage the new viewers on their website to boost the business sales.

We have a talented template designer and a content creator who is always ready to come with new ideas and design as per the requirement. The efficiency leads to task half-done.

Then, we post those templates on every social media handle with the created content to share the information with their potential's customers and a new user to inform about the Palais Indisches Restaurant in their location. Sometime, we also run ads campaigns for a special occasion to attract more and more customers for the event.

12. CATEGORY BASED GALLERY SYSTEM

We uploaded the images of their restaurant on gallery to show the user how the location is and for what they are going to pay for. Those images are very impressive and in HD format. But none of them are aligned as a result those images are mixed and non-categorized. When our client had a look on the gallery page he was not satisfied with the result or display structure and asked to organize in a category manner.

By default, when we upload image to a gallery section in Wordpress it doesn't display in a category based order. It display's the latest uploaded image as a first image and repeat itself for every upload.

To structure the gallery image in a category based, we took help of some available tools to create a list of category for gallery page and allow to upload and allocate the category controller. We reuploaded all those images and allocate under the respective category. After allocating the images we enabled the menu on gallery page with the created categories list. Below that we created a section where the allocated images will be displayed under their respective category. In addition, we also enabled the functionality which will pop the images on a large scale to view and control.

13. INTEGRATED GDPR COMPLIANT COOKIES MANAGEMENT SYSTEM

Our client wants to add some cookies on their website to track the users interaction and their interest. To run ads campaigns and push new content on social media handles.

Our client run their business in Europe continent where there is some rules and regulation setup by the European government to reduce cyber crime and protect user data and their personal information. To full fill their requirement, we integrated cookies which is GDPR compliant. We additionally briefed which action of user we are tracking for what purpose. In addition to this, we also provided Opt-In / Opt-Out functionality for the users to select according to their field of interest. We regularly update the cookie functionality to fall under GDPR compliance.

14. CUSTOM DESIGNED USER MY ACCOUNT SECTION

Client demanded attractive UI for my account section of the website. With latest icons and font style. To provide easy services for the users, Due to integrated voucher system and updated checkout functionality where users have to access their my account section to download vouchers and orders details.

By default, WordPress provide basic Ui with some different section allocated for specific user actions. User face difficulties for some basic uses. As a developer, we have limited options to customize according to the requirements.

To transform outdated My account section into a modern UI, we designed custom UI with latest font and icons. We divided a page into multiple section to display more information and reduce the user time to search for basic functionality. We kept Order and download section in front because most of the users visit my account section to download orders details or invoices. And made the account section fully responsive for the mobile devices.

15. CUSTOMER RATING SYSTEM FOR WEBSITE

Our client register their restaurant with an online rating service provider where user can visit and give rating for the restaurant. They wants to add this section on the website to make it visible for the users who are visiting to the website.

To integrate this rating module on the website, we created a section on footer where we added a icon and linked with a URL where the user can visit and gives rating and reviews of the website.

Testing Challenges in IT World

Prior to handing over the website to the client, we ensure its quality. Every component is carefully tested to ensure smooth operation. We conduct both manual and automated testing to make certain that all aspects of the website are working as expected. We also carry out a series of tests on the visual design, usability, and security of the website so that it meets the customer's expectations.

To double-check the website functions work properly, manual tests were conducted on each of the website's elements and automated tests were used to test the website as a whole. We review the functionality, loading speed and content to confirm that it is meeting the customer's needs and requirements.

We do usability testing. Users can easily access the dashboard with a very eye-catching design, and the interface is designed to be friendly for the user.

Our team has tested the dashboard, as well as the functionality of several features of the website on both desktop and mobile devices. By testing the dashboard on both desktop and mobile, we ensure that users have a consistent experience regardless of the device they use. Our team carefully tests our clients' sites when they bring up various challenges.

Among a number of testing tools, we rely on Selenium IDE as it supports browser automation. Selenium IDE is an open-source tool that can be used to automate web applications. It supports scripting in multiple languages, allowing for more flexibility and scalability. It can also be used to test web applications across multiple browsers and devices. It gives us very fine results technically, just as we want. The tool is designed to provide the most accurate results for any given task. It records all the steps taken to produce a result in order to ensure that the inputs are correct and the result is as expected. If the inputs are incorrect or the result is not what was expected, the test case will fail.

Client's website testing challenges:

1. Firstly, we checked the products on the shop page that they are filtered appropriately according to the specific category. We ran tests cases through Selenium to verify that the products are being filtered and displayed correctly. This allowed us to ensure that the shop page is functioning properly.
2. As soon as newsletter has been configured on the website, we verified this by sending the demo newsletter to the test emails. With the help of it, we easily cross-checked this functionality. By sending a demo newsletter to a test email account, we make sure that the newsletter is delivered correctly.
3. We tested the Resprovis plugin functionality carefully. As our client wanted the product hidden during specific times, dates, and weekdays, we made sure that the functionality ran smoothly. For this, we created numerous manual test cases. Each and every aspect of the plugin has been thoroughly tested including the user interface. It must be eye-catching and the icons on the dashboard must be fully functional. We performed the test cases of create, edit and delete slots. We also tested the functionality of the plugin with different browsers to make sure that it is compatible across multiple platforms. Our tests aimed at making sure it ran efficiently and without any glitches.
4. After fulfilling the newly-created requirements from the client, we test that functionality thoroughly so that not even a single issue is left. In addition, before we post any upcoming event video on the website, we check it on different platforms and devices, including desktops and mobiles. Once it is compatible with both, we give permission to the client to access it and we verify that there will no bugs or issues with the feature.

