CASE STUDY

PLASTIC Express

PROJECT DESCRIPTION

PlasticExpress is the first online store in Poland that sells plastic plates **with a product configurator**, adjusted to the shape and dimensions the customer requires.

The project was made for **Contra Sp. Zoo. Sp. K.**, which specializes in the production of advertising articles made of plastics, especially PoS and display products and plexiglass processing. Since 2005 the company has been operating in 14 European countries. Contra cooperates with famous brands such as **Apart, Nivea and Santander.**

CHALLENGE

As our client didn't want to sell only ready-made solutions, they decided to build an online store in which the user designs the product himself, based on the required shapes or dimensions. An additional requirement was the ability to cut holes. The price of each service has to be calculated separately for the current meter of the service provided.
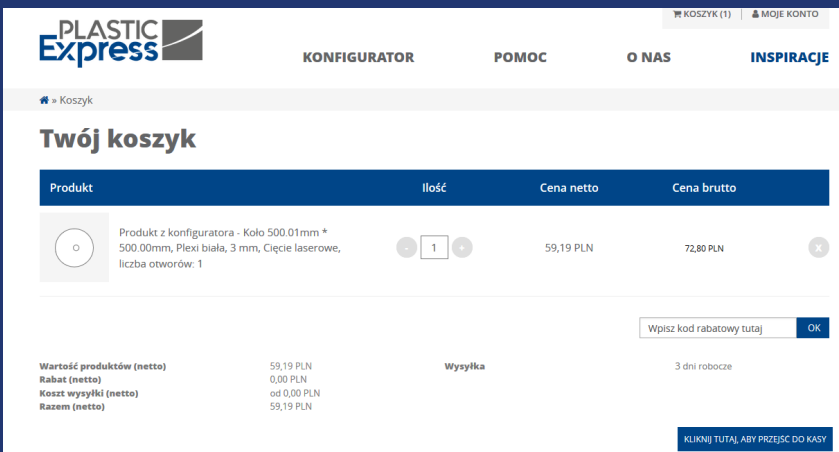
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IMPLEMENTATION

We have designed an online store completely from scratch. This process has ranged from graphic design, through coding to back-end programming - an advanced internal layer, which consists of business logic with support for all system actions.

From the user's perspective, the most important part of the application is the **personalized product configurator**. This is written in JavaScript based on the **AngularJS** framework using **ECMAScript6**.

The configurator of personalized products allows you to choose the type and thickness of the material and the most important features - shape with dimensions and holes. Depending on the chosen variant, the customer can also decide on the material processing technology - whether it will be a laser cut, a power saw, or diamond polishing of the element's edge.

When configuring parameters the user gets a preview of the finished product in real time. After confirming all the guidelines, the system automatically creates an SVG vector file containing the product parameters. The file is adapted and ready for use in the technological process.

IMPLEMENTATION

From the perspective of our client an important issue was the automation of production, plus logistic and accounting processes, by providing daily order reports. These took the form of textual information containing the details of the order and the added SVG file with the shape configured by the customer.

In order to provide the user with the best experience related to website service, we also conducted a number of usability tests.

In addition to building an advanced product configurator we have created and implemented many additional processes enabling online shopping and its efficient running, including:

- **creating users accounts** - clients,
- **basket and cash desk service** - order processing,
- **payment and shipping service** (including calculation of shipping costs based on dimensions and weight of configured products),
- **sending notifications,**
- **implementation of a "money-box" feature** into which customers receive a percentage of their order value after purchasing. This can then be redeemed against future orders,
- **implementation of discounts** - fixed for intermediaries and additional ones depending on the size of the order,
- **handling of queries for non-standard products** that cannot be edited in the configurator,
- **implementation of other basic functionalities** necessary for online stores.

First screenshot

PLASTIC Express

KOSZYK | MOJE KONTO

KONFIGURATOR   POMOC   O NAS   **INSPIRACJE**

🏠 » Moje konto

Zmień swoje dane

Historia zamówień

Edytuj adresy

Zapytania niestandardowe

Wyloguj się

Second screenshot

PLASTIC Express

KOSZYK | MOJE KONTO

KONFIGURATOR   POMOC   O NAS   **INSPIRACJE**

🏠 » Rejestracja użytkownika

Utwórz konto

Imię *

Nazwisko *

Nazwa firmy

NIP

Ulica i numer *

Kod pocztowy *

Miasto *

Telefon *

Adres e-mail *

Hasło *

Powtórz hasło *

☑ Chcę się zapisać do newslettera i otrzymywać najlepsze oferty promocyjne, informacje o rabatach oraz promocjach, dzięki którym mogę zaoszczędzić!

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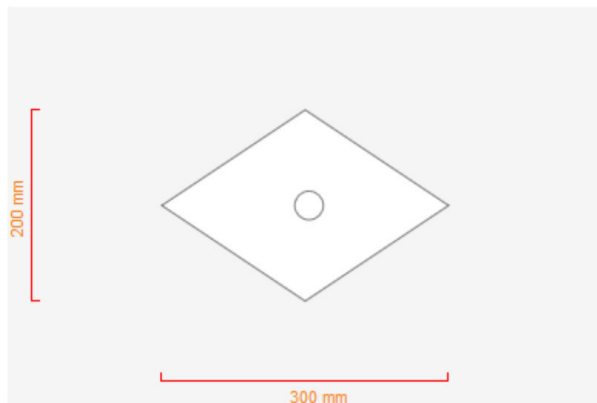
ZAPISZ

WIĘCEJ

RESULTS

Thanks to the implemented solutions **we have created the first online store in Poland** that allows users to create **fully personalized plastic products**.

PlasticExpress is a response to the growing demand for plexiglass products adapted to the unique shape desired by the recipient. The client can easily evaluate and order a number of basic shapes, letters and numbers with the possibility of cutting holes in them.