



# Perfect Nails

## Health & Beauty Online Store With Expanded Functionality

Perfect Nails Store has a long and colorful history that has started from a family business back in 1992 in Hungary. Now, it is a large store that sells manicure and pedicure items, share online nail technicians videos, and even provides an opportunity to connect with resellers right from the store page. We have warm relationships with the digital agency representative who acts on behalf of the business owners. It is a great pleasure when mature digital agencies choose us for customizing stores for their clients. Moreover, it is the honor to assist in replatforming an online store to CS-Cart selected from many other shopping platforms. We're still enjoying helping to customize this professional health & beauty website, but the amount of work already done for the project is quite enough for a case study and is worth describing.

# Challenge

- ❖ Magento-to-CS-Cart Migration
- ❖ Customizing SEO Template
- ❖ Cloud Hosting
- ❖ New Pages for Courses and Resellers
- ❖ Improving Quick Order Functionality

## Services

Add-ons Modification      Cloud hosting      Custom Development      Migration to CS-Cart

## Business Area

❖ Beauty      ❖ Nail Care Products      ❖ Cosmetics      ❖ Sports Creams

# Implementing the Project

## 1 Choosing among solutions to replatform

By the time we were addressed to help in migrating to CS-Cart, the Perfect Nails store has resided on Magento. It is an outdated platform and more up-to-date CMSs exist, even within the same Magento platform. The main concern website owners have while moving data from one Content Management System to another is the need to keep the client base, inventory, orders, and SEO links of the old store and safely bring them to a new platform. Platforms differ as they are configured in a different way. That is the reason why sometimes it is very hard to repeat the previous functionality in a new place. In this context, it is critical that replatforming is performed by professionals to keep everything compliant and valid once the store assets are transferred. Obviously, there are automated migrators like Cart2Cart. It offers an easy-to-use automated migrator but sometimes lacks an accurate mapping of objects the transition is done.

To avoid potential problems with transmitting the old store assets, the Simtech Development team was chosen to replatform the Perfect Nails website from Magento to CS-Cart.

## 2 Expert-assisted migration

Our experts analyzed data for migration and completed a mapping table – the table that maps objects of the legacy platform with the new one. We migrated users and customer ratings. The rest of objects like products, features, categories and options were transferred by the business representatives on their own. We developed a unique script to migrate data based on the fields' mapping. A script was designed to actually take and shift the selected objects to the target CS-Cart system. This script included all the SEO links to users and ratings and mapped the old links with the new ones to keep the search engine informed about updates. After migrating the data, we actualized it with the new users and ratings appeared during the migration process.

## 3 Creating New Pages

The Perfect Nails website is rich in the customer engaging content. An activity that engages the most the brand advocates is following an expert. The website runs its own nail art technician courses in the YouTube video format. In this light, the store needed a separate page to create a feeling of an omnichannel platform where visitors can shop manicure and pedicure items and subscribe, follow and stay tuned with the branded video content. The Nail Courses' page was made on the basis of the blog template, the standard CS-Cart platform functionality. We added a calendar, connected the YouTube links, added ability to add the course description to make the Courses page functional and attractive.

The screenshot shows a website interface for course filtering and course details. On the left, there are three filter sections: 'Kézápoló és Műkörömöpítő OKJ' (Complex OKJ), 'Lábápoló OKJ' (Footcare OKJ), and 'Továbbképzés' (Advanced training). Below these are 'Online körmös tanfolyamok' (Online nail courses) and a 'Város' (City) dropdown menu with a search bar. To the right, under 'TANFOLYAMOK', there are two course cards. The first card for 'Budapest - INTENZÍV Kézápoló és műkörömöpítő, lábápoló OKJ' features a photo of a woman, the date '2020.09.15', and a short description: 'Díjnyertes Perfect Nails alapanyagokkal! Sikerszakma többszörös bajnok oktatótól! Továbbképzéseim árából kedvezményt biztosítok! :) Célunk a tartós és szép műköröm készítés mesterfogásainak biztos megtanítása!' Below it is a button for 'Részletek'. The second card for 'Intenzív Kézápoló és Műkörömöpítő tanfolyam OKJ' also features a photo of the same woman, the date '2020.09.15', and a similar description: 'A kézápoló és műkörömöpítő OKJ tanfolyam állami szakkunkás bizonyítványt ad, ami előfeltétele a műkörömszakma folytatásának, illetve a vállalkozói igazolvány kiváltásának. Díjnyertes Perfect Nails alapanyagokkal! Sikerszakma többszörös bajnok oktatótól!' Below it is a button for 'Részletek'.

Also, our tech team introduced an option to filter courses by category, city, date, and instructor. Each course is accompanied with the name of the course and the instructor, venue address, and a short description. For better perception with visitors, we placed the “More Details” button that opens a detailed page with the course in a new window and doesn’t clutter the general page.

To invite even more potential customers to the website and increase its searchability, we set up the SEO links for courses and introduced a functionality that allows specifying SEO names in the course link.

Now the website Courses page functions as a true lead magnet amplifying the brand connection with loyal customers and the brand awareness with random visitors who came from a search engine request.

## 4 Resellers Page

Our solution implies that resellers are the customers but with a special user group. To implement this concept, we embedded a list of resellers with the contact forms within a new page and added extra fields to the list of resellers to include their photos and contact details. We expanded the resellers’ information page with opening hours and the reseller website. These fields are available only to customers from the Resellers user group. Besides, we introduced a functionality for the resellers to upload their images on their profile page in the admin panel. On the storefront, we created a new page with resellers’ information on it. Each reseller’s card contains the reseller’s photo, name, and the reseller’s company office hours, website, phone, email, and address. Clicking the website link opens the reseller’s web page in a new tab.



### BÁCS-KISKUN MEGYE

Hamarosan...

Tel:



### BARANYA MEGYE

Hamarosan...

Tel:



### BÉKÉS MEGYE

Hamarosan...

Tel:



### BORSOD-ABAÚJ-ZEMPLÉN MEGYE

Hamarosan...

Tel:

## 5 Enhancing Quick Order

We introduced a new feature to implement the Quick Order functionality and add more products to the cart in bulk. For bulk adding of products, the uploaded CSV file should contain the "SKU" and "Quantity" columns. We implemented a tooltip to give customers instructions about the file format. Also, we added a "Search products" button on the "Quick order" page.

Item number	Quantity (pcs)	Delete row
LacGel Cat Eye C001 4ml Gel Lacquer - Wild Orange - Jungle PNZMC001 	2	

I put it in the basket

Upload a CSV file with only the part numbers and part numbers to enter, then upload!

You can learn more about creating a CSV file and post-upload options in the video below.

You can download the sample file here!



Clicking the "Search products" button speeds up the product search by code and SKU. The modification envisaged that the search outputs the following data:

- ❖ Product name
- ❖ Product quantity
- ❖ Quantity selector
- ❖ Product SKU
- ❖ Product image
- ❖ 'Add to cart' button

## 6 Improving subscription for newsletters

We expanded the functionality of a subscription form. Previously, there was an option to specify only an email. After the form was customized, fields to enter the first and the last names appeared. We added a checkbox to allow users agreeing with Privacy Policy. Values from these new fields are sent to the MailChimp service making mailing of customers easy and quick.

The updated form connected to the MailChimp serves for better collecting potential customers – the leads.

## 7 Making clever promos

Our team developed new conditions for promotions. The designed non-cumulative quantity reductions encourage larger orders, thus reducing billing, order filling, and shipping. On the backend, we added a new custom field called “Discount” and developed a code that checks if a product has available product promotions (personal discounts based on user group and promotions). After checking, this script applies the maximum reduction.

The promo condition now states that a greater reduction on price always prevails the lower one in case of conflicting promos. This condition was made valid independently of the user group: both resellers and customers can benefit from larger discounts.

## Results

- ✓ **2x** more traffic after replatforming and 4x more orders thanks to Quick Order functionality
- ✓ website performance improved to **94/100** points according to GooglePageSpeed

Simtech Development is a provider of end-to-end eCommerce solutions for trading, financial and manufacturing companies. Since 2005 we have created cross-platform applications, conducted UX/UI audits of online stores, set up and optimized the infrastructure, and provided seamless integration of systems and services for successful automation of our customers' businesses.



Scalable development  
teams



End-to-end digital  
transformation



World-wide best  
practices

Successful B2B site creation depends on the integrity of your business insights and expertise level of your software contractor. Our team will facilitate your B2B platform development as it includes all-kind experts needed for eCommerce sites success.



Architecture design



Marketplace MVP development



E-commerce hosting



System Integration



Marketplace web app  
development



Mobile marketplace  
development



UI/UX design



Quality assurance

**REQUEST PROPOSAL**

**Contact us to discuss the details!**

[sales@simtechdev.org](mailto:sales@simtechdev.org)