Grazitti Interactive®
Marketing for Digital Natives

Transforming UI/UX and Maximizing Performance With a Revamped eCommerce Store

THE CUSTOMER

The customer is a leading eCommerce store with expertise in curating and delivering 3D design, manufacturing, and 3D printing solutions. They are the official providers for some notable names like SOLIDWORKS, CAMWorks, 3D printers from HP and Markforged, and Artec 3D scanners in the United States and Canada.

THE CONTEXT

The customer was using a Magento-based eCommerce website for managing their online sales processes. Their website needed improvement in terms of user interface, user experience, and page loading speed.

THE OBJECTIVE

The goal was to make their website more user-friendly by elevating the user experience and implementing smoother navigation. Another challenge was that the website was running on outdated versions of the tech stack. So, they decided to enhance the website by migrating it to a Progressive Web App (PWA) using the latest version of Magento.

HIGHLIGHTS

Upgraded to Magento 2.4.4p1 with PHP 8.1 support

Customized PWA design and added functionalities

Set up the Salesforce module for seamless integration

Achieved improved UI/UX and faster page loading speed

THE SOLUTION

With Grazitti's assistance, the customer was able to:

Migrated the existing website to PWA and upgraded the Magento version from 2.4.3 to Magento 2.4.4-p1 and the PHP version from 7.4 to 8.1.

Ensured the compatibility of third-party extensions with the latest PHP version and updated WeltPixel theme modules to overcome compatibility issues.

Started the PWA setup with the Venia theme and then, imported the data. Afterward, we implemented design customizations based on the mockup.

Created custom modules with GraphQL queries to add additional fields in PWA pages like "Create Account" and "Guest Checkout".

Installed and configured the Amasty blog module for rendering in PWA. Also, implemented a custom module to add subscription products with a package cart.

Enabled deleting child products upon parent product deletion from the mini cart and cart page through the Advanced Product Option plugin of Mageworx.

Established a Magento Marketo sync using our product, Maginate. It provided them with effortless, automatic data syncing from Magento to Marketo.

Created an integration between their Salesforce CRM solution and Magento website by setting up PowerSync to build and maintain long-term customer relationships.

THE OUTCOME

The customer was able to migrate their website to PWA and optimized it for a better look and feel. The migration to the latest Magento and PHP versions led to optimized performance and better outcomes. Moreover, they successfully enhanced their customer interactivity with Magento-Marketo integration.

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