



WEB-TO-PRINT PRODUCT DESIGNING BUSINESS SOLUTION

CLIENT PROFILE

The client is a print production and design company dedicated to helping customers stand out from the crowd with their custom printed materials.

BUSINESS CHALLENGE

The printing company sought to join the online web revolution and adopt a new way of selling printed material. But the biggest challenge was to meet the expectations of a well-versed virtual customer of today's web-age. The client's customers expected the best of printing services instantly, where in, the days of going to a print store with artwork for printing and editing had to adapt to a fully functional all-in-one online product designing business solution.

The business solution for printers and print service providers is to be able to provide benefits that serve both b2c and b2b customers whilst offering multi store implementation. The solution is going to be capable of bringing the consumer's an error-free ordering process to the desk of printing company directly form web. The proposed online printing solution is going to reduce all pre-print and post-print administration task for the client, so the client can Print More to Earn More!

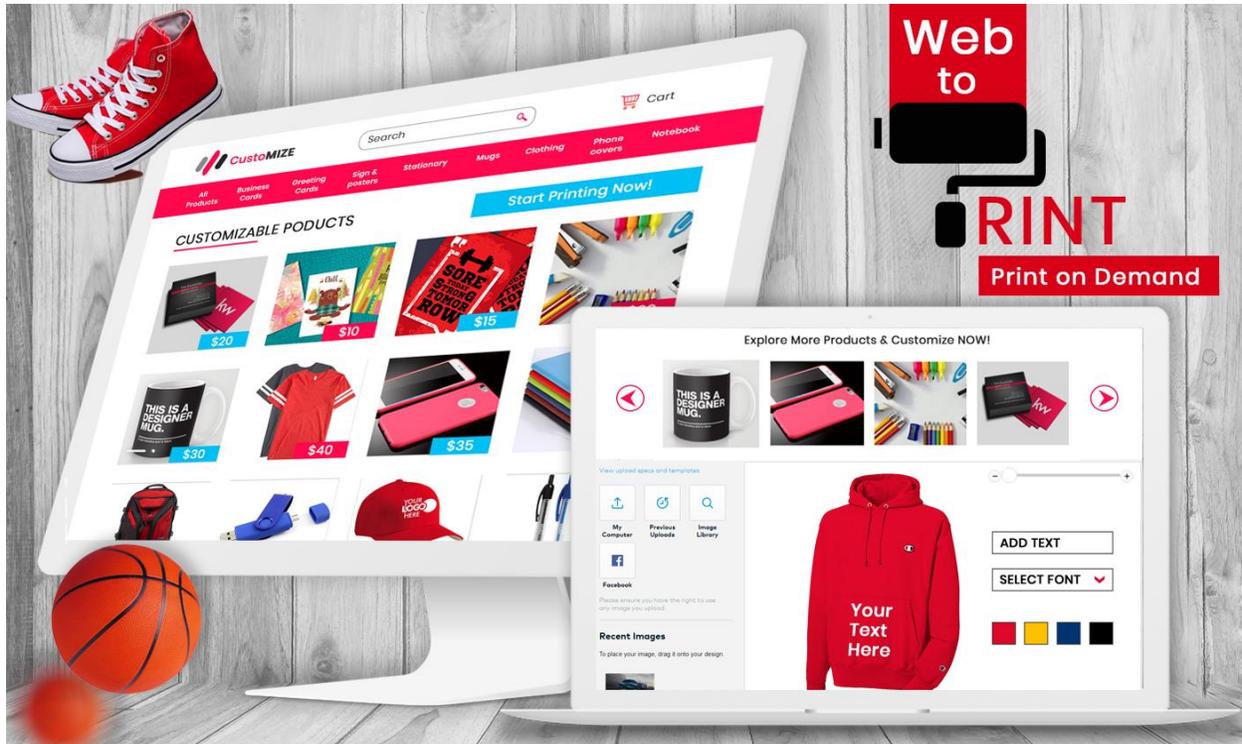
SURETEK SOLUTION

Upon extracting every detail of the project from the client's perspective through a series of brainstorming meetings, Suretek researched extensively to produce a high-quality business product--Web to Print Platform, which can be adapted by printing companies and corporates from across the world to automate pre-print and post-print tasks & manage their online printing orders in a few clicks.

Suretek developed an Advance Product Designing and Printing web-based fully responsive solution. The solution can be accessed via a multitude of devices--be it a mobile, tablet, desktop or a laptop, the client's customers have the freedom to work around their design effortlessly through the deployed solution.

SURETEK'S CONTRIBUTION & WORK PROFILE

- We put ourselves in the shoes of an end-user and implemented a simplified user experience, where the user was provided with an easy-to-use web to print platform.
- Provided the users with a function to import thousands of designed templates from one category to another in a bulk, minimizing the need of constant editing of designs.
- We made it our goal to ensure the solution is utilized to its full potential & implemented a solution for the users with a readymade stage to work with & get their preferred designs with minimal effort.
- Allowed the users to add products to their cart directly from designer page where they can add personal notes on the cart page for the printing production house to understand specific requirements.
- Implemented an ecommerce catalogue to assist the client on the shipment and delivery of niche printed products with the client's own branding.
- A dedicated customer area is provided using which the users can manage their own profile and make the required changes to their account. Customers can also maintain a list of visited items and add them to their Wishlist.
- Integrate the online printing store with Social Media Login and Registrations.
- To process online payments, we integrated SSL certification.
- Implemented a fully responsive production module that is compatible with multiple digital printers to handle the printing process automatically.
- The Deployed solution can handle multiple tasks--requests of customers to the production of printed materials to the shipment of printed materials all in a few clicks.
- The solution allows the user to create customized designs on a wide array of products including mugs, bags, pens, pen drives, pillow covers, diaries, wedding albums and much more. The developed solution provides with the facility to add words, quotes, slogans, pictures and clipart for all kinds of items. The user can save, delete or edit to reduce efforts on repeated orders.
- Integrated payment gateway allowing customers to pay securely online with their credit card through the payment gateway Stripe. The solution is also provided with multi lingual feature.
- As a fully responsive web to print solution, wp2print allows customers to process print orders conveniently.



TECHNOLOGIES USED

Node JS, MySQL, PHP, jQuery, Amazon Web Services, Payment Gateway.