

Web 2.0 Shop with Adobe Flex 2.1

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Hanover - Dubai

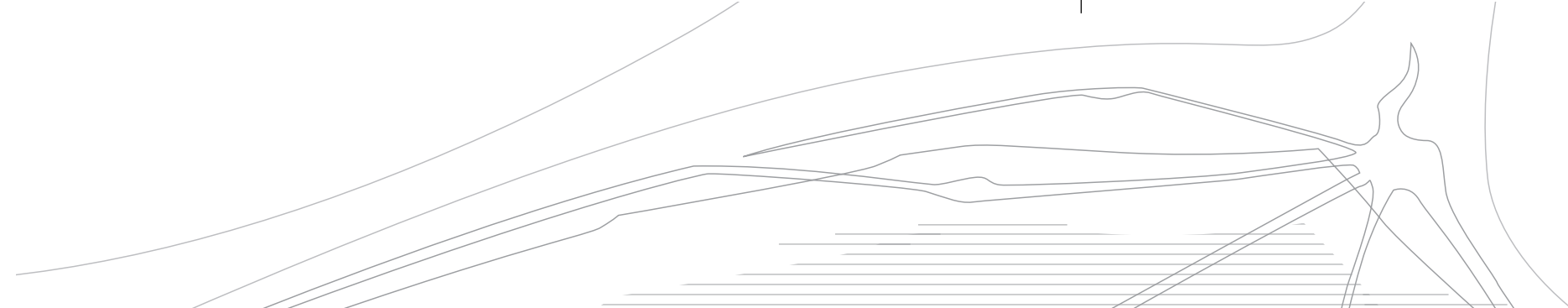
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Project Web 2.0 Shop with Adobe Flex 2.1

Client Madsack Verlagsgesellschaft GmbH & Co.KG, Hanover (Germany)

Industry Publishing

Project Duration 6 months

About the Client:

**MADSACK
VERLAGSGESELLSCHAFT
GmbH & Co.KG**

Over the years the publishing house Madsack matured

Realisation

In a joint venture of the Online Allianz Hannover, w3design and Visionate conceptualized and implemented an innovative webshop based on Adobe Flex 2. The philosophy of the webshop aims for a new quality of usability. The interactive rich media frontend allows for innovative features such as sound examples, photo- and video data as well as 360° views of the products.



URL shop.haz.de, shop.neuepresse.de

Online since May 2007

Services eCommerce, Rich Internet Applications

Scope of Work The aim of this project was the development of a webshop based on Web 2.0 technologies which distinguishes itself by an innovative usability and individual reactions on user input in real time.

Technical Features

- Flex 2.1
- Caingorm Framework
- Webservice (SOAP) Connection, to SAP amongst others

Conceptual Features

- Multimedia product details: images, audio, videos, 360° views
- Adjustment of prices and colours in real time
- Integration into the publishing ERP system
- Backend controlled placement of banners
- Multiple shop instances creatable from the backend
- 3 payment methods including Click & Buy

from a regional newspaper publishing company to the biggest media company in the federal state of Lower Saxony in Germany. Along with classical print products, the publishing-, printing- and media company also positions information in the radio, films, TV and online. The newspaper Hannoverische Allgemeine Zeitung (HAZ) is one of the print products of the client and is one of the leading regional newspapers in Lower Saxony. The newspapers HAZ and NP reach approximately 504,000 readers on a daily basis which equates 55.7 % of the total population in the area of circulation.

The systematic use of real time technology opens new possibilities for cross- and up selling. That way, it is possible to adjust prices dynamically and to show meaningful additional products via a distribution orientated rule system. Users do not have to input long searches or do time consuming reading thanks to sliders, drag & drop and the SuggestSearch. Three payment methods, SSL encryption and watchlists as well as options for personalization round off the features.

It is possible to control the complete shop management via the backend administration panel. The ThemeEditor enables administrators to individualize the complete shop for the independent brands of Madsack (for example the NP- and the HAZ-shop). The shop backend was connected to the SAP based ERP system of Madsack by using webservices based on SOAP. A backend controlled placement of banners rounds off the special features of the backend.

