Case Study

PriceSteer -
E-Commerce Platform for Comparing Prices

#WordPress #Amazon   #eBay   #WooCommerce   #Online_Store

PriceSteer is a platform that helps users compare prices across various online retail stores like Amazon, eBay, and Walmart, allowing them to select products with the best prices on the market.

About the Client

PriceSteer is an e-commerce startup for baby products founded by Trevor Ziebarth. Its mission is to help customers opt for the best prices on the market easily and quickly.
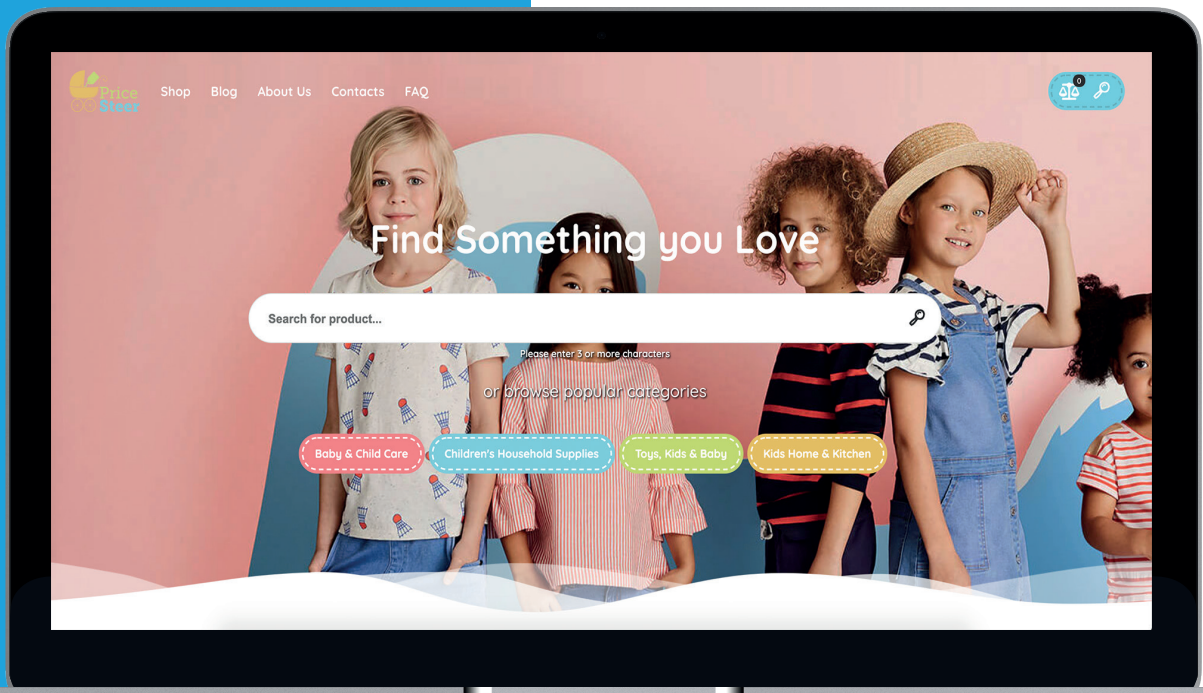
Challenge

The client's goal was to develop a custom e-commerce solution that works with Amazon and eBay affiliate systems. It had to be integrated with Amazon PA API and eBay API as well as synchronized with the MailChimp subscription system for sending product newsletters. One of the most challenging aspects was to ensure the secure transfer of products between online stores and affiliate databases.

Solution

We assembled a team, decided on the technology stack, and then mapped out the development and management processes to fit our client's requirements. During the first stage, the team developed the back-end and integrations; and during the second stage, front-end and UI were developed. On top of that, we created a secure connection with eBay and Amazon APIs and conducted several rounds of testing campaigns to ensure the high quality of the solution. Each action on the project was covered in a short daily report to keep our client constantly updated.

Results

We created an online store integrated with Amazon and eBay. Its responsive design and advanced functionality allow users to easily search and compare products in different stores and choose the most cost-effective options.

Features

• email notification system

• real-time product update (Amazon/eBay products)

• flexible full-text search

• smart product comparison

• automated newsletter engine

• easy-to-use and intuitive product filters

• mobile-friendly design

• monetization (Amazon/eBay affiliate program)

Services

• Software Project Outsourcing

• Architecture Consulting & Design

• Development and Operations

• Third-Party Integrations

• Quality Assurance

Technologies

PHP, MySQL, WordPress, Amazon PA API, eBay API

Location: USA, Las Vegas, Nevada

Year: 2020

Industry: E-Commerce

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