VISIONAIRE

Visionaire Publishing, LLC and Codex Software: building the art eCommerce platform

About

Codex Software helped to enhance Visionaireworld.com – the corporate & eCommerce website of Visionaire Publishing, LLC. This transmedia enterprise concepts, curates, and produces art multiples, events, publications, art installations, branded content, apparel, among many others. The company also issues the art magazine Visionaire, and fashion magazines V and VMAN.

The Challenge

The Customer wanted Codex Software to develop a mobile version of Visionaireworld.com – the corporate website and eCommerce platform. We were expected to provide all programming services necessary to enhance the website's productivity, improve user experience for admins and visitors, and enrich overall functionality. In particular, the scope of work included:

✓ Creation of the responsive layout
✓ Integration of 3rd party email marketing technologies
✓ Comprehensive bugfixing services

Apart from that, the Customer asked us to tweak tax charging subsystem for the website, get the video playback on the front-page run along with the requirements, and apply numerous other minor tweaks to the existing solution.
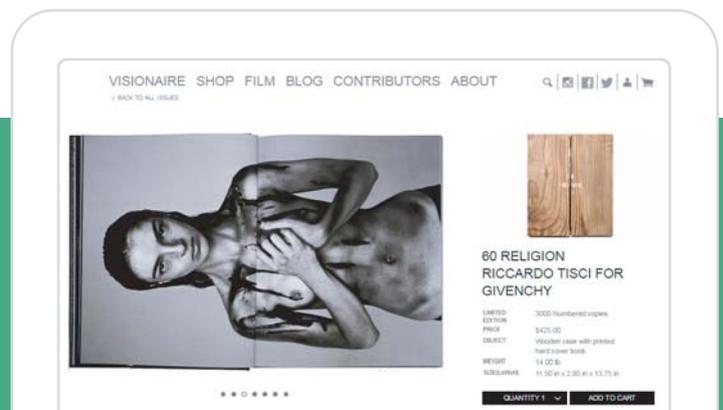
The Process

The project started with a thorough investigation of the Customer's vision of the end-product. As a company that focuses much on the cross-pollination of art, fashion, film, and contemporary culture, Visionaire wanted to communicate unique experiences to viewers and visitors across multiple platforms – online, mobile, and physical.

Given all this, the Customer wanted to utilize all the capacity provided by the website's engine OpenCart – one of the world's most popular eCommerce systems. Reportedly running on 6% of all webstores, it has an extremely rich kit of features, that includes templatability, unlimited categories, products and manufacturers, tools for product reviews and ratings, etc.

Visionaire found all this very useful for their business requirements, and Codex Software provided a comprehensive range of programming services to make the OpenCart-based eCommerce and corporate website work perfectly on any device, including desktops, smartphones and tablet PCs. All project tasks were completed within the course, and the Customer acquired a fully-responsive solution able to reach out to every visitor.

The Result

Codex Software has successfully provided all the negotiated services, making Visionaireworld.com run perfectly smooth on all mobile devices and enhancing its efficiency as an eCommerce solution. Visionaire was impressed with the quality of work provided, and is currently actively using the developed art eCommerce platform in its business affairs.

For more information, please get in touch

P: +375-29-8724-928   E: contact@codex-soft.com