Carson & Quinn for AT&T Case Study

Launching an eCommerce Site for a National Brand in 30 Days or Less!

OVERVIEW

AT & T scheduled a Good Morning America appearance to launch a new Carson and Quinn brand targeting tweens and young women. As happens occasionally in large corporations, the show had been overlooked by the Brand team which created an urgent situation. They needed an ecommerce website developed, tested, and ready to take orders in 30 days when the show was scheduled to air nationally.

Moreover, it had to be a *mobile* ecommerce website that looks exceptional and works on all devices to meet the shopping preferences of the target demographic.

"This is so great! We'll need the next generation in 30 days too…"
- Carson & Quinn Project Team

APPROACH

- **Project Management** - We needed more than a project plan. We needed to plan for multiple scenarios to de-risk the project and meet the 30-day deadline. We also needed a 24-7 agile project team to continuously develop, test, and integrate the website.

- **Use a DevOps Model** – We planned to eliminate potential data silos and increase project velocity by adopting a DevOps model that merged website development, testing, and deployment into a continuous process. With this model, we could reduce risk by deploying smaller, more frequent coding updates and ensure functionality for each one before moving forward.

- **Setup a Development Environment** – Our first roadblock came when we needed a DevOps environment setup in Magento/Adobe Commerce to put our plan into action. We asked Magento/Adobe Commerce to set one up and they informed us that they couldn't deliver for two or three weeks, which was unacceptable based on our 30-day timeline. So, we set up an Amazon Web Services (AWS) dev/test/staging environment in Magento/Adobe Commerce to design and build the website.

- **Website Design** – We designed the website and created a blueprint for our project teams so that we could create seamlessly across time zones. We engineered a tech stack and digital tools to help our teams build, test, and deploy applications quickly and reliably.

- **Presentation & Performance** – We needed to engineer a progressive web app (PWA) solution and hook it up to Magento/Adobe Commerce for the website to work optimally on all target market devices. A well designed PWA with fast page loads and effective digital asset management (DAM) has been proven to enhance user engagement and increase conversion rates.

- **End-to-end Integration** – The final step was to get the website fully functional, tested, and integrated into their backend ERP system and other enterprise software within 30 days.

RESULTS

Completed the Product Launch in Record Time
A fully functional integrated ecommerce website and mobile app were ready for the official product launch on Good Morning America in 26 days!

CONCLUSION

- Carson and Quinn approached us because of their experience with our *around-the-clock* ecommerce website development and integration services. The task was straightforward. They needed a functional and visually attractive ecommerce website ready for a nationally televised product launch within 30 days or face a potential brand disaster.

- We first had to develop a multi-path project strategy to overcome potential roadblocks to meeting the 30-day deadline. For example, when we ran into the Magento dev environment roadblock, we quickly shifted to AWS to meet project timelines.

- We organized around-the-clock development teams from the U.S., Eastern Europe, India, with Quality Assurance based in the Philippines for 24-7 project continuity. We facilitated communication and collaboration across time zones to develop and test iteratively rather than build and test on the tail end.

- The client was pleased not only that we met the 30-day timeline to develop a functional ecommerce website but that it looks exceptional, does a phenomenal job of displaying products, and works on all devices to meet the shopping preferences of the target demographic.

CONCLUSION

About Carson and Quinn
Carson & Quinn was created to deliver high-end, sophisticated, and professional tech accessories that are trendy, bold, and unique with a hint of sass. We hope to inspire you to express your individuality while keeping the one thing you can't live without protected.

Our accessories give both your look and your device an upgrade with fashion forward designs featuring metallic elements, sprawling patterns, and bold statements. From day to night, music festival to wine night we've got you covered! www.carsonandquinn.com.

About CSS Commerce
Based in the US, we have your B2X eCommerce solutions and service you need for your OmniChannel and shopping solutions. We are expert software integration specialists in building your platform, interconnecting all your data needs with special focus on advanced predictive search and conversion on your site.

Our specialty is in the 3 pillars of online success: Commerce, Product Search and Supply Chain Visibility. These 3 pillars provide an end-to-end look at the commerce value chain. We work with leading midsize and enterprise manufacturing and distribution companies on their B2X and digital transformation strategies, solution selections and implementation.

Open your world to the latest in B2X!