Joie

Helping Joie, a fashion brand, to upgrade to Magento 2 Commerce Edition

visit site ⓘ

Industry
Apparel & Fashion

Country
USA

Joie's ecommerce platform couldn't accommodate their fast-paced global growth

Joie was founded in 2001 and since that time has become one of the most well-known contemporary lifestyle brands. Joie is a women's clothing brand for contemporary women. Joie represents carefree beauty, versatility, and freshness. Their clothes are chic and classic, but with modern touches.

Joie ran their ecommerce store on Magento 1 Commerce Edition. To expand their business in an effective way, its founders decided to migrate to Magento 2. They wanted to get improved performance, better SEO, faster checkout, powerful security, and advanced marketing tools that were only possible to upgrading to the Magento 2 version.

Find and indulge yourself on our signature designs and curated fabrics.

Migration to Magento 2 is a perfect way to get an omnichannel platform with advanced functionality

✓

Product import

We implemented the plugin that was aimed to automatically update the in-stock products to the system. The customer's accounting system exported the data about the remaining products to a database file and sent the data to a specific folder on the server. We also downloaded the automated export of orders to a third-party system. We generated a file on product orders per day in a certain format and uploaded it through FTP (File Transfer Protocol) to a third-party service.

✓

Looks you will love (4-Tell platform)

We integrated the 4-Tell solution to Joie's store. 4-Tell is a full-stack omnichannel personalization solution, powered by the ML (machine learning) engine. 4-Tell's algorithm collects customer unique preferences and product insights through their browsing history to build predictive personalized recommendations when customers visit your store. With 4-Tell's smart Platform, Joie could arrange the insights provided by the platform into product catalogs and analytics so members of their marketing and merchandising teams were able to provide personalized omnichannel experience for every customer.

✓

Google Tag Manager Integration

Google Tag Manager (GTM) makes the process of adding and editing third-party JavaScript tags and other snippets of code on your Magento site much easier. GTM helps marketing managers to easily manage marketing campaigns, minimize errors when updating tags, and deploy new tags in a fast way. With Google Tag Manager, you can directly transfer data to Google Analytics to see an accurate picture of how well your store is performing and personalize or make changes to search engine marketing strategies.
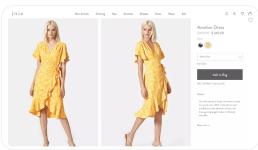
Joie found Elogic on LinkedIn. They were searching for Magento partners to perform the Magento 2 migration. We had everything they were looking for: expertise in Magento 1 to Magento 2 migration, were a Magento Solution Partner, and had certified Magento 2 front and backend developers.

We've done more than 20 migrations and know every detail of this process.

Magento 2 migration. Custom design. New functionality.

- Migrating all data from Magento 1 to Magento 2
- Implementing new design features and custom themes
- Developing a custom functionality with Magento 2

Third-party integrations

Store Locator for Magento 2 (Amasty)	+
Search Autocomplete for Magento 2 (Mageworx)	+
Magento payments plugin (Adyen)	+
Out of Stock Notification (Amasty)	+
Magento 2 Image Lazy Load (Magefan)	+

Custom Functionality

4 modules developed

01 Product import

02 Looks you will love (4-Tell platform)

03 Google Tag Manager integration

04 Instagram integration for Magento 2

The latest version of Magento 2 for advanced security and multiple functionalities

The Joie project lasted for almost five months. During that period of time, we performed data migration, integrated third-party extensions, developed custom functionalities, and implemented new design features. Our team included four dedicated specialists such as frontend and backend developers, a quality assurance specialist, and a project manager.

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Months of work

01 Data Migration From Magento 1 to Magento 2	02 Backend development	03 Frontend development
04 Custom module development	05 Third party API integration	06 Inventory module customization
07 Custom marketing features development	08 UX design implementation	

Fully-operational store on Magento 2

The Joie store on Magento 2 provides customers with easy one-step checkout, strong security, improved performance, and a beautiful user interface. The new design of the website and advanced functionalities allowed Joie to deliver smooth navigation and improved customer experience.