

E-commerce portal for Canon

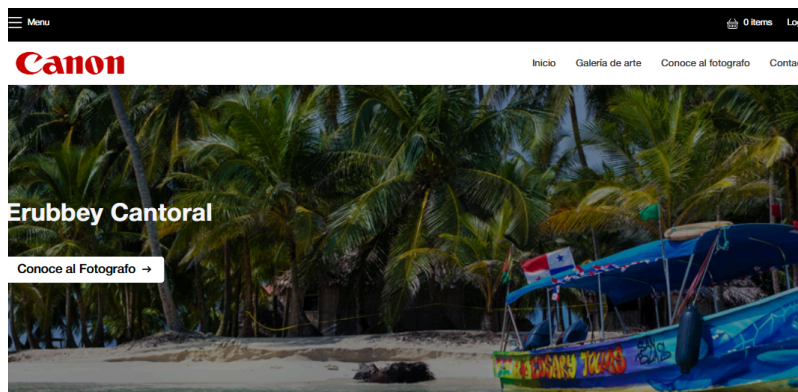
Rootstack provided its services to Canon for the creation of an e-commerce platform focused on the Panamanian market.

About Canon

Canon is a leading provider of consumer, business-to-business, and industrial digital imaging solutions to the United States and to Latin America and the Caribbean markets.



Rootstack's Solution



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Canon Panama approached Rootstack with the need to create an e-commerce portal where they could display and sell photographs taken by local artists and, at the same time, give visibility to the brand.

The main thing was the creation of said portal, with several sections where the user can see the photographs they need to buy, in addition to all the related information. Multiple consultation meetings were held with the Canon team to finalize the details and begin the development process.

The eCommerce platform was built from scratch by Rootstack. There is

already a similar portal in Canon Mexico, what was done was to copy the basic concept for Panama, very similar in the colors, in how the products are listed.

Canon is an e-commerce site that sells photographs by professional photographers. These photographers have their portfolios loaded into the platform with all the product information: properties,

type of printing, type of paper, dimensions, and image description.

The user adds the photo they want to their shopping cart, pays and the order remains within the same e-commerce site, works with Drupal Commerce, and Canon ships it. We created: a checkout page, shopping cart, home page, product list with all its information, payment integration, and contact page.

Technologies

To achieve the functions detailed by the client in the project, we worked with Drupal, Apache SOLR, and Drupal Commerce



Key Features

- Provide a service to the photographers they sponsor
- Create a community to get people interested in the subject of photography and take them to your portal to sell cameras and equipment
- Strategy for branding and building customer loyalty in the brand.