

# OceanFleet

## FULL CASE STUDY

### Responsive and Mobile First Ecommerce Website

## BACKGROUND

OCEANFLEET is the leading seafood supplier and your direct source of finest quality live, fresh and frozen seafood. Extensive relationships with fishermen and presence in many of the major seafood landing ports give OCEANFLEET direct access to the highest quality seafood, with its central facility in London providing excellent links for distribution into the UK and international markets.

Indeed, OCEANFLEET supplies customers worldwide such as in the UK, France, Spain, Germany, China, etc. and operates 3 networks with integrated seafood facilities:

#### LONDON, UK

Distribution and import/export center; also home to OCEANFLEET's scallop processing operations and live seafood storage tanks.

#### BRIXHAM, UK

Source of quality prime seafood like turbot, dover sole, brill, scallops, etc.

#### SHANGHAI, CN

Distribution center for the Chinese market, also home to OCEANFLEET's state-of-the-art live seafood storage tanks.



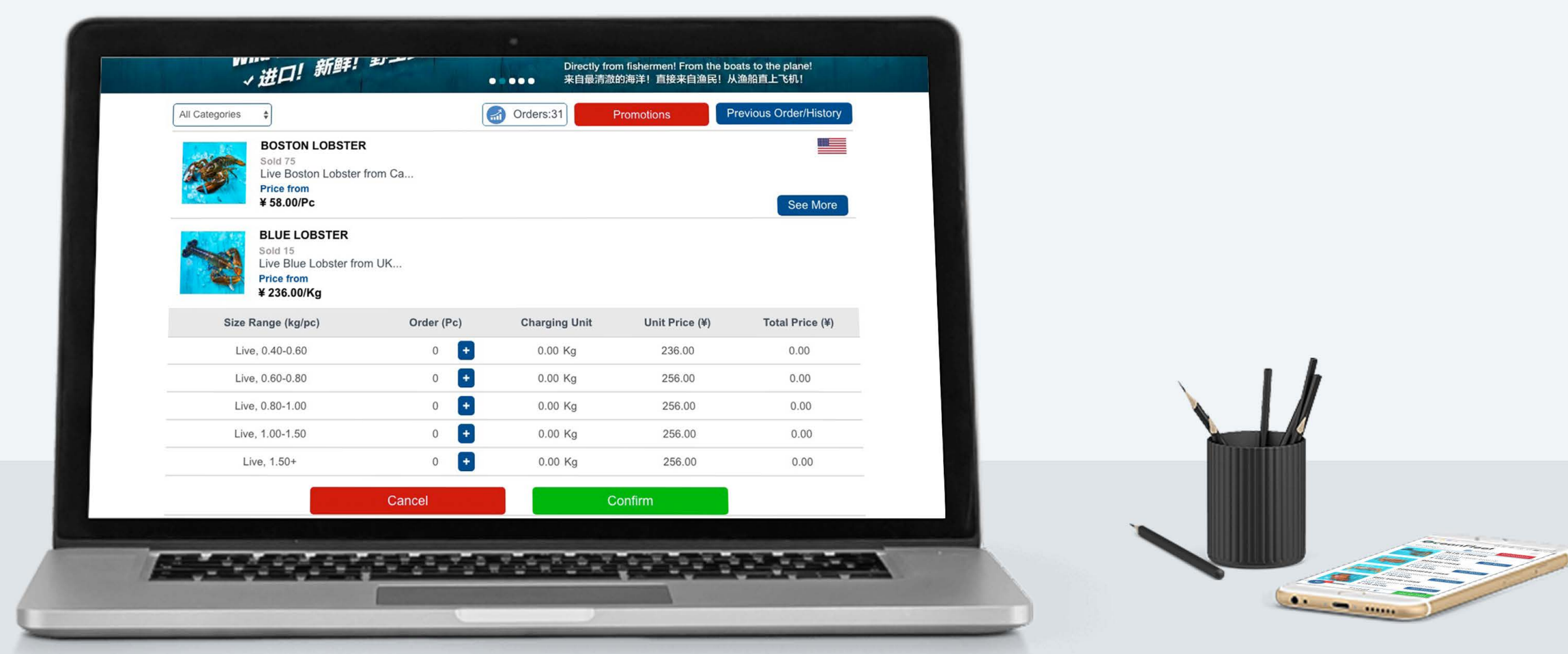
## OBJECTIVES IDENTIFIED

- + Website revamp and redesign
- + Desktop & Mobile ecommerce experience
- + Global and local ecommerce in China
- + International & Chinese payment gateways



## VALUE & RESULTS DELIVERED

- + Website revamp and redesign
- + Mobile first strategy for ecommerce
- + SMS alerts and notifications to customer base
- + POS inventory management system for multi stores
- + POS integration with online and cash payment
- + Multi currency & international point of sale
- + Refund system management
- + EAN 13 barcode and QR code generator
- + E Commerce and in-shop scale synchronization
- + Tracking and delivery management system
- + Bulk stock, product and price management
- + Multi-language platform using Drupal
- + Order and Payment Reminder system
- + Chinese (Wechat, Alipay and Unionpay) and international (Paypal Pro) payment gateway implementation



## THE CHALLENGE

OCEANFLEET previously operated mainly in the UK and wanted to take advantage of the online and mobile commerce growth rates in foreign markets, specifically China, to meet customers' flourishing multichannel demands.

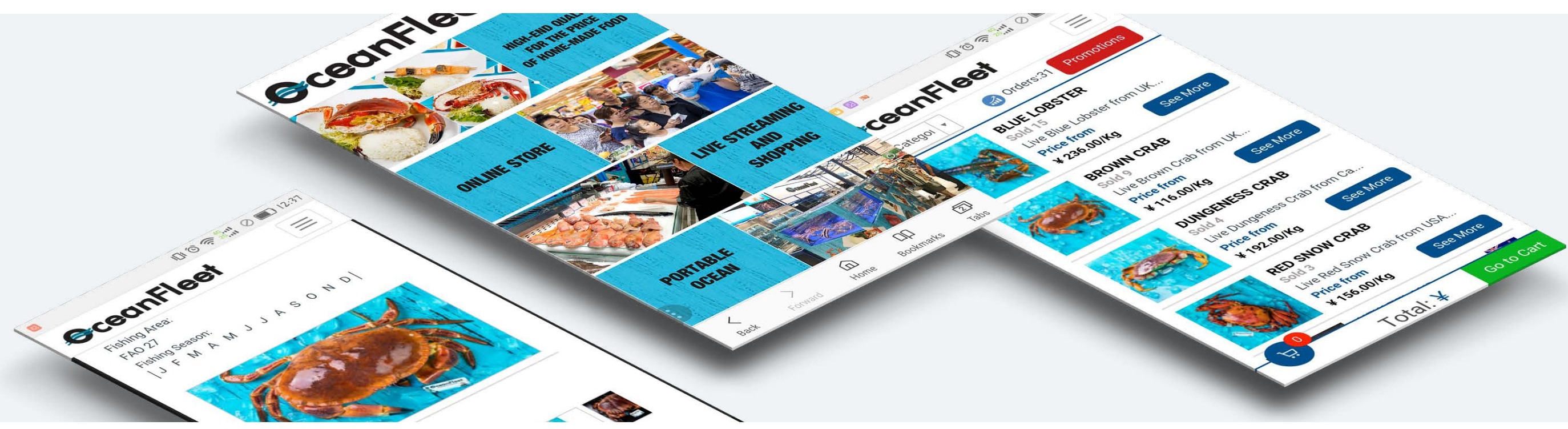
Indeed, as part of its digital transformation project that aims to see a percentage increase in sales come from ecommerce in response to the fact that most of the retailer's online traffic is now via mobile devices, OCEANFLEET asked QPSOFTWARE to develop an ecommerce strategy that included the development and launch of a responsive and mobile-first ecommerce platform to establish a strong foundation which supports the seafood company's future innovation agenda and new products rollout in China.

Indeed, as a well established business, operating in a large number of countries, OCEANFLEET needed to strike the right balance between global brand consistency and local relevance in order to meet the needs of the Chinese market.

The site requirements included a total website revamp and redesign, that integrates content and ecommerce to enable customers to engage more effectively with it, wherever they live in the world. The site would also provide regional variations to reflect customer preferences in each market for merchandising, payment and delivery fulfilment.

More importantly, OCEANFLEET also needed to build a web presence for the mobile world in order to create an incredible experience for its users regardless of what device they are using. Also, as a large-scale project with ever-increasing demands and requirements that would extend far beyond the project's initial characteristics, adjusting scope at each iteration was fundamental.

Therefore, OCEANFLEET tapped QPSOFTWARE to create and develop a desktop and mobile ecommerce experience worthy of the seafood company's expectations to remain a player in its competitive market.



## THE VALUE & RESULTS DELIVERED

Following an exchange between QPSOFTWARE and OCEANFLEET on best practices and trends, the seafood company asked QPSOFTWARE to help it develop a desktop and mobile ecommerce website.

OCEANFLEET needed to announce the release of its new website in a major way, designed with a fresh new look and a mobile-first approach with a user-friendly navigation.

However, it also needed an ecommerce platform that could accommodate growing a product mix. Indeed, the new digital platform features tools such as Bulk stock, product and price management, SMS notification after an order is placed, Wechat User Authentication and WeChat / AliPay / UnionPay / Paypal Payment infrastructures, as well as the implementation of a Refund System among several other features that will launch later this year.

QPSOFTWARE also designed the platform to make it easier for OCEANFLEET to communicate its wider activity online, allowing customers to engage with its promotional marketing campaigns online.

Indeed, the launch helped OCEANFLEET improve its multi-platform marketing and Ecommerce efforts by managing the consumer decision journey, thus crafting a compelling customer experience in which all interactions are expressly tailored to a customer's stage in his purchase decision journey.

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- 6 Multi currency & international point of sale
- 7 Refund system management



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## QPSOFTWARE INSIGHTS

### Adaptive Project Management Approach

Implementation of an adaptive development methodology to tackle project characteristics that extend far beyond the requirements.

### Design Thinking Process

Mobile first design thinking and full collaboration with stakeholders in advance of the build, coupled with the use of the best components of the adaptive methodology, helped us enable a no-surprise and as-expected end product.

### More Information

Built on a philosophy of talented people and great results, QPSOFTWARE LTD is a results-driven, full-service digital agency in Shanghai specializing in website design, WeChat/Mobile app development and digital marketing.

For further information about QPSOFTWARE, visit: <http://www.qpssoftware.net>

For more information about mobile first e-commerce websites and WeChat Apps, please contact us: [contact@qpssoftware.fr](mailto:contact@qpssoftware.fr)