



**NDOT Technologies PVT Ltd**

# Case Study

## Case Study

### Cakemasters

#### Novel site that handles magazine about cake masters

Cakemasters.co.uk is a pleasant website which allows to manage subscription of magazine about cake masters, cake making, vintage parisian feature, and other interesting interviews. The magazine also includes tutorial and details of Awards presented for the best wedding cake, novel cake, creative award etc.

**Industry:** web development

**Technology Used:** PHP

Cakemasters magazine is a monthly publication which provides details of cake and baking, regular news, exclusive interviews, tutorials, etc. The magazine has huge response globally across UK, USA, Australia, Netherlands, and Canada. The magazine is available online, also in the print form, which the users can subscribe.

#### Challenge

The client needed a functional and attractive website to handle the Cakemasters magazine online. The requirement was a simple website to navigate across to find the stockists in different region as well as provide options to subscription. The website should be able to handle the buying similar to shopping cart. Latest news should be flashed on the site.

#### Solution

The cakemasters.co.uk website was developed in PHP to provide a simple yet attractive website. The site handles sale of magazines related to cake and baking, tutorials etc. The various features present in the magazine such as special interviews, vintage parisian feature are highlighted on the site which makes the site to be informative. Each magazine with exclusive theme and customized cover page are presented on the site.

The site shows the various stockists of the magazine on the map. One can easily locate the nearest stockist by clicking on the map which shows the complete address details. The latest news related to the magazine and its contents are shown on the side panel. The current and forthcoming events related to cakemasters are shown on the site.

Exclusive buynow option for subscription is provided on the site where the user can select format as hard copy or downloadable PDF format. User can add the subscription to the cart and pay flexibly via paypal or credit card. The shipping details and billing address details should be furnished on the site to

receive the copy of Cakemasters magazine. User can also share the information on social media like Facebook, Twitter, LinkedIn, Google plus etc.

The related products for sale such as magazine for particular month are highlighted at bottom of page. The user can buy the magazine for selected month.

The Cakemasters site also shows the details of latest events like fashion show. The site includes information about awards from cakemasters magazine such as personality of the year, cake pops award, cupcake award, creative award, novelty award, wedding cake award etc

Users can contact the Magazine providers or editor easily using the contact back option with captcha to protect from spam and ensure security.

HIGHLIGHTS
<p>Challenge:</p> <ol style="list-style-type: none"><li>1. Attractive site to promote magazine</li><li>2. Easy navigation</li><li>3. Handle stockist information</li><li>4. Shopping cart to sell magazine</li><li>5. Publish latest news on site</li></ol> <p>Solution:</p> <ol style="list-style-type: none"><li>1. Simple and impressive website design</li><li>2. Easy and intuitive navigation of site</li><li>3. Highlight magazine contents like interviews, tutorials etc</li><li>4. Present theme and cover page of each Cakemasters magazine</li><li>5. Show stockists on the map with address details</li><li>6. Handle information latest news and events on the site</li><li>7. Buynow option to enroll for subscription either as hardcopy or downloadable PDF format</li><li>8. Flexible payment methods</li><li>9. Social media share</li><li>10. Clear contact back details</li></ol>

## Benefits

The key benefits upon implementation of **Cakemasters.co.uk**

1. Promotion of cake and baking magazine
2. Manage events and latest news
3. Highlight interviews, tutorials, and awards
4. Handle subscription of magazine in hardcopy/PDF
5. Shopping cart option to buy/subscribe magazines
6. Flexible payments methods

### **Contact Us**

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