



Magento 2 E-Commerce Dev for Graduation Materials Retailer

PROJECT DETAILS

 E-Commerce Development, IT Staff Augmentation

 Feb 2018 - Ongoing

 \$50,000 to \$199,999

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"They're passionate about the success of the organization and our e-commerce site."

PROJECT SUMMARY

Hatimeria manages the e-commerce infrastructure of a graduation materials retailer. They use Magento 2 to develop the platform. The team also manages the firm's servers and performs QA tests on the platform.

PROJECT FEEDBACK

The company has generated 1%–2% higher conversion rates, and their revenue has grown by \$210,000 over the year. The site speed is also much faster than before. Overall, Hatimeria's work has been excellent, and the stakeholders are happy with their outstanding performance and development expertise.



The Client

Introduce your business and what you do there.

I'm the director of e-commerce for Graduation Source, an online retailer of graduation caps, gowns, and tassels. We work directly with colleges, universities, high schools, middle schools, and elementary schools nationwide. We also have a fair share of the international customer base.



Kristoff Albanese

Director of E-Commerce,
Graduation Source



Consumer Products



New York, United States

The Challenge

What challenge were you trying to address with Hatimeria?

Our organization used an e-commerce framework that was extremely challenging. It was an outstanding platform, but it was difficult to bring a sense of strong customization to it. As a result, our development efforts required a group of developers who were willing to be challenged. We also had a bunch of unique requirements that weren't available as out-of-the-box functionality on the platform, so Hatimeria also worked on accomplishing those requirements.

CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 4.5

Would Refer: 5.0





The Approach

What was the scope of their involvement?

We had a blended approach at the start of the engagement. Hatimeria was an industry expert, and they brought a tremendous amount of recommendations to the table. They also advised us on how to set ourselves up for scalability. Simply put, they made sure we had all our ducks in a row. Meanwhile, we also had a wishlist of requirements and issues that our customers faced when using our e-commerce property. Given that, we put their suggestions and our list together into a development roadmap.

At present, Hatimeria maintains our entire e-commerce infrastructure. They manage our servers, keep patches up to date, and continuously develop the infrastructure on the Magento 2 platform. The team also does all of our QA and deployment processes. Overall, they serve as a full-service development agency that manages our infrastructure and develops our platform. In terms of technologies, we use the Magento 2 framework, which involves PHP, JavaScript, and CSS, among others.

What is the team composition?

We've interfaced with 11–12 people from Hatimeria, including their CTO, who oversees the technical aspects of the engagement. A handful of Magento developers jump in from time to time. We also work with a project manager; we have a backup manager in case the main project manager isn't around. Their QA team handles QA tests after developers release updates.

Meanwhile, we also have direct communication with Bartosz (CEO & Co-Founder). When we've gone through the chain of command and we can't accomplish something, we ask him to look into it. That way, he helps us figure the problem out with a fresh set of eyes. He's the sounding board that helps us get to where we want to be.





How did you come to work with Hatimeria?

I went on UpWork with a unique requirement for an interesting Magento customization project. I documented it myself, and I was looking for a strong developer who could build it for me. Hatimeria was one of the companies that signed up for it. That was how I learned about them and their work. After that, they took on the project and brought it to a level that I didn't think was possible. Eventually, I convinced our company to let Hatimeria take over all of our development initiatives.

How much have you invested with them?

We've spent around \$130,000 on their services. This year alone, we've already invested between \$75,000–\$80,000. The budget goes up and down as we go through big projects, switch to maintenance, and go through the next big one.

What is the status of this engagement?

They worked on their first project with us in February 2018. Then, we went into a full contract with them in November 2020, and the partnership is ongoing.





The Outcome

What evidence can you share that demonstrates the impact of the engagement?

Hatimeria has increased our conversion rate by 1%–2%; we've also grown our revenue last year by \$210,000, which is even higher than our revenue before the COVID-19 pandemic. This growth has a direct correlation to the enhancements they've made to the website.

As far as the quality of their work goes, we maintain everything through a code repository, which can be viewed publicly. Given that, our checks and balances are done by outside developers other than Hatimeria. They look at the code and tell us that it's written beautifully, validating Hatimeria's quality of work.

Overall, numbers don't lie. The website's faster than it's ever been before, and our sales have gone up. The platform is more user-friendly now, and we don't encounter bugs, which is important. On top of that, Hatimeria is willing to accept the challenges we give, and they do things properly.

How did Hatimeria perform from a project management standpoint?

Hatimeria's project management is as straightforward as it can get. Everything has a strict development workflow. First, tickets are created. Then, we plan which ones are pushed to the development roadmap. Hatimeria then proceeds with their development process. After that, they go into QA mode with their team, which then leads into the QA process in our team. When we sign off on QA, we go to the deployment process. We also have a post-deployment QA test.

The project management and development cycle are done through Jira, but Hatimeria also utilizes Slack; there's a group chat for everybody involved in the project.





What did you find most impressive about them?

The Hatimeria team is passionate about the project, and this isn't just a job for them. Every time I talk to them, I feel that they're passionate about the success of the organization and our e-commerce site. It doesn't feel like we're hiring a company just to work for us; it feels like they're our internal employees. Simply put, they have the expertise for the project, and they're passionate about it.

Moreover, they're so good that I treat them like a hidden gem: I almost don't want to tell anybody else about them. It's been heartbreaking to let go of our internal development team, but hiring Hatimeria to replace them has been the best decision I've made for our e-commerce environment. Their expertise dwarfs anything I've ever seen in my 10 years in the Magento ecosystem.

Are there any areas they could improve?

No, there aren't any.

Do you have any advice for potential customers?

Hatimeria is based in Poland, and if your organization is in the US, you may fear outsourcing to an overseas company. If you're not familiar with it, it can be scary, especially during the first couple of times. With that in mind, my advice is to take the leap of faith with Hatimeria – it's going to make a major difference for you. On top of that, be ready to adjust your schedule. They're six hours ahead; you'll have to get up earlier in the morning so you can communicate with them.

