



ECOMMERCE PART PAYMENT FUNCTION

Case Study – Discover Massage



DISCOVER



THE COG DIGITAL APPROACH TO ECOMMERCE DEVELOPMENT



Discover
Massage
Australia.

This document will introduce you to one of the COG Branding eCommerce Development projects as a simple case study.

It supports our work experience and provides some insight to how we connect brand to business and provide value in our brand and marketing services.

Read through, enjoy, and get in touch anytime!





WHAT WE KNEW FROM THE START

We knew that Discover Massage needed a trusted professional Australian website development team to develop and manage their Wordpress eCommerce platform, and integrate Part Payment facility as a custom development project into the ecosystem.

We also knew that the Discover Massage brand needed a Web Development agency that is affordable, communicates clearly, and understands how to work as a team and collaborate with other digital marketing agencies, and software developers.

The brief from Discover Massage to COG Branding went much deeper than building a simple website and providing a first class payment facility. Key to project success would be to integrate software that would be governed by a Project Charter, Change Control Documentation and User Acceptance Test Plan.

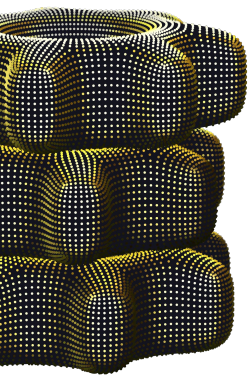
Plus, their business wanted a team of digital experts to offer solutions for better performance in Google, UX, and solve 3rd party plugin optimisations and conflicts.



ABOUT THE CLIENT

Since 1997, Discover Massage has been teaching students to become thorough, confident massage therapists. Discover Massage Australia is oldest and most experienced 'hands on' training school in Australia. They've been in the business since 1997, and over that time they've helped thousands of graduates build their own successful careers in massage.

Discover Massage trainers are experienced professionals and they'll show you their unique massage systems in a way that you can remember and confidently use on your own clients. With courses for all levels held regularly across Australia, it's easy to start your own career in massage.



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FROM THE CLIENT

Cameron Aubrey, Director at Discover Massage Australia says that *"We connected with COG Branding via a referral from [WebProfits](#)".* The COG Branding team prides ourselves on our referral network, it's what we rely on which is the key to developing long term relationships. Cameron also added *"It's great to have a digital agency that comes with a recommendation from our digital marketing agency, and they delivered against the brief and collaborated with the other agency and teams really quickly and well, part of the team off the bat!"*.

- [Cameron Aubrey](#)
Director



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THE KEY COG DIGITAL SOFTWARE & TECHNOLOGY IN THIS PROJECT.

Wordpress

[Wordpress](#) is a free and open-source content management system written in PHP and paired with a MySQL or MariaDB database with supported HTTPS. Features include a plugin architecture and a template system, referred to within WordPress as Themes.

Partial Payments

Partial Payments Plugin helps customers to make payments for the products they buy using a partial payment or a deposit. With a partial payment extension, you can handle the partial payments, force a deposit or let customers pay a percentage or a fixed price upfront. Partial Payment is one the best idea for boosting sell, specially big value price items and customer like to pay using installment or down payment.

WooCommerce

[WooCommerce](#) is an open-source e-commerce plugin for WordPress. WooCommerce turns your WordPress website into an online store, where you can sell products.

It is designed for small to large-sized online merchants using WordPress. Launched on September 27, 2011, the plugin quickly became popular for its simplicity to install and customize and for the market position of the base product as freeware



MAIN CHALLENGES

Whether you are starting your first project or have a lot of experience, one thing is for certain – COG Branding will ensure the project journey is rich in communication and accuracy.

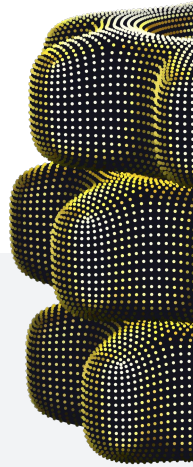
All projects have challenges and people rely on COG Branding for our astute and confident project management.

Our team proactively engages with our clients during the project planning phase to ensure we meet the exact requirements as well as understand the expectations. So during production and aftercare we're on the same page.

- **Integrating numerous 3rd party softwares**
- **API Conflicts and Optimizations**
- **Version Control of custom plugin modifications**



BRIEF SUMMARY



Discover Massage approached COG Branding with a brief to deliver the integrate 3rd party software Partial payments functionality into a new Wordpress website.

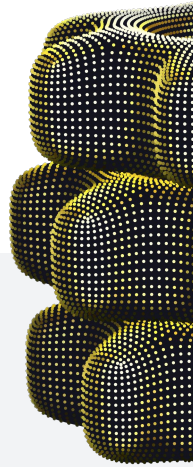
The brief from Discover Massage to COG went much deeper than building a simple website. The key to project success would not only be to integrate software that would be governed by a Project Charter, Change Control Documentation and User Acceptance Test Plan, but to manage development progress via [Git](#) and [Jira](#).

Partial Payment functionality needed to offer the customer the opportunity to pay a percentage of the fee online to commence the training course, and then on completion of the course have the remaining percentage of the course automatically deducted from the customer's financial institution.

Our job was to ensure Discover Massage were set up for as little disruption to their BAU as possible. Integrating software for the Discover Massage ecommerce business successfully needed to include a robust strategy and precise planning, plus collaboration with digital marketing agencies and software suppliers.



SOLUTIONS SUMMARY



The solutions COG Branding provided Discover Massage was a customisation to the part payment woocommerce plugin as a custom development project. Our solution was to mix both customised wordpress plugins with existing supplier softwares.

COG Branding managed the project as an Agile software development project, this is a type of development methodology that anticipates the need for flexibility and applies a level of pragmatism to the delivery of the finished product. The goal was to build digital assets that would enable the Discover Massage brand to scale up it's product and support the delivery of any volume of customers.

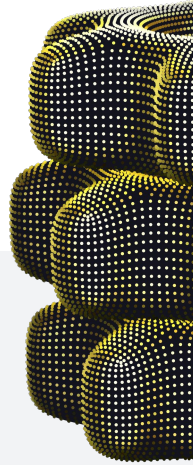
Agile is an iterative approach to project management and software development that helps teams deliver value to their customers faster and with fewer headaches. Instead of betting everything on a "big bang" launch, an agile team delivers work in small, but consumable, increments.

With the project governed by a Project Charter, Change Control Documentation and User Acceptance Test Plan from the partner software product supplier, COG Branding needed to manage development progress via Git and Jira.

The brief included a Service Level Agreement which included version control and API aftercare. And also managing the third party extensions required by the brand to perform at a premium.



RESULTS SUMMARY



Project Success! A live, and functional WooCommerce eCommerce environment providing a partial payment facility with support and aftercare to custom development.

Discover Massage now has supported and maintained Wordpress platform that integrates a partial payment facility that is integrated with the eCommerce functionality and provides their customers a great opportunity to defer the costs of training into a new career.

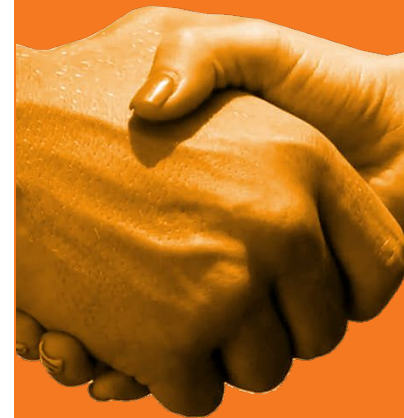
The software integration project included UAT (User Acceptance Testing) from staging environment and content migration. Hosting provision for test, Staging and Production environments on a LAMP stack that includes a CDN and redundancy back ups.





**WE'VE DELIVERED PROJECT SUCCESS
FOR COMPANIES THAT YOU KNOW.**

**BUT WE'RE SMALL BUSINESS
SPECIALISTS READY FOR NEW
PARTNERSHIPS.**



CLAIM YOUR FREE 30-MINUTE BRIEFING SESSION

Getting results like this case study is only a phone call away.

If you're serious about dominating your market and maximizing — down to the last dollar — your branding ROI, you must step up and take brand marketing seriously.

If you have any questions, or would like our help on implementing the type of strategy we've presented here take advantage of our free 30-minute strategy session where we'll discuss your business goals and challenges.

Please note this is not a sales call. You will be speaking with one of our highly experienced marketing experts, not a salesman.

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