# eCommerce

The Product Pages for Havertys.com receive thousands of visitors every day. I led the redesign and development of these pages in 2015 and again in 2019, resulting in increased internet sales and usage on multiple platforms.

I also refactored the HTML, CSS, and Javascript to be ADA compliant.

These pages feature multiple interactive elements, image viewers, and inputs with backend database integration.
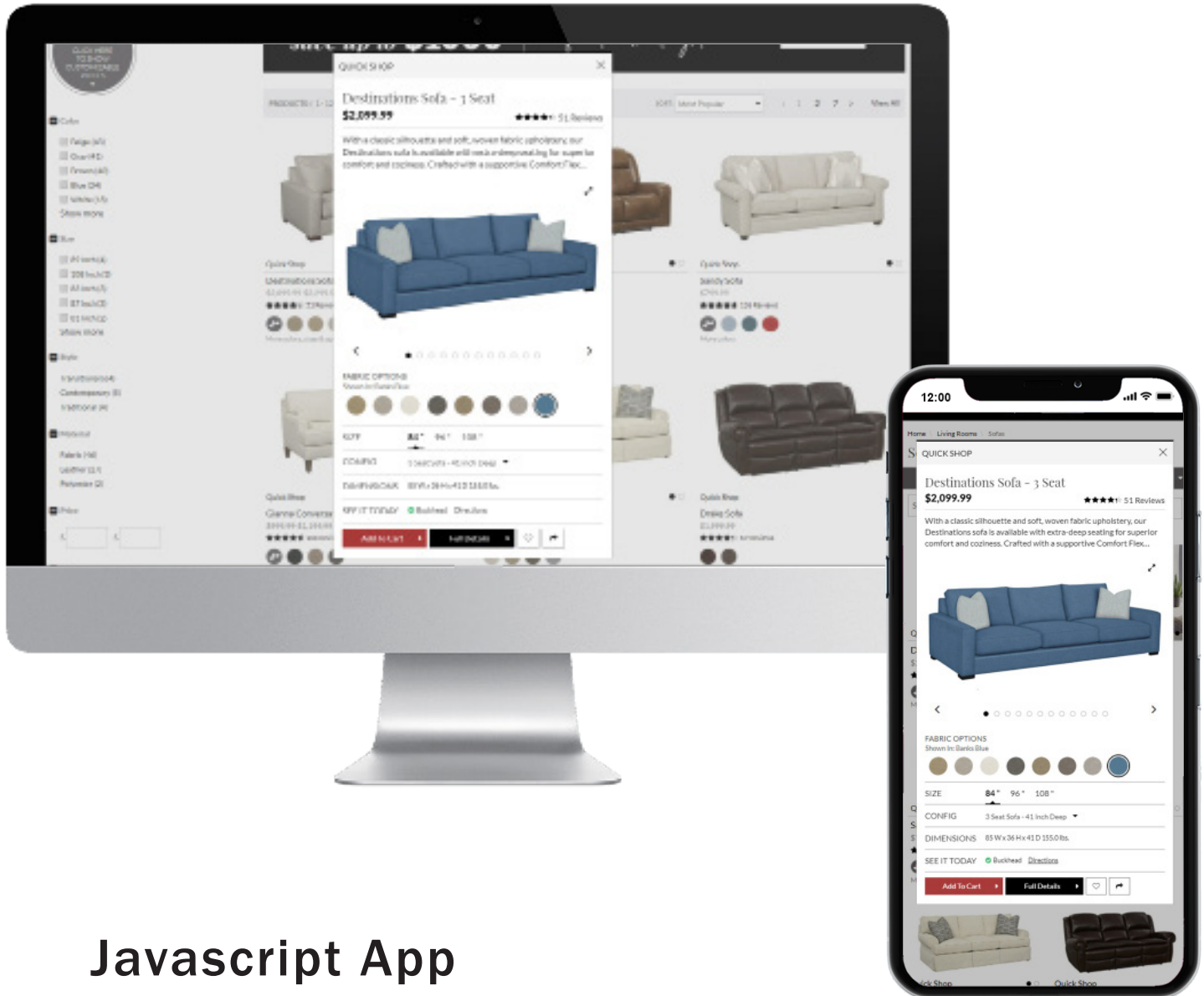
Javascript App

I designed and built the QuickShop feature on Havertys.com as a completely custom Javascript solution. It is dynamically loaded on-demand, to maintain quick page load times, and uses AJAX to fetch the necessary data from the backend. It is a fully-functional minature version of the Product Page, allowing users to see multiple products instantly without leaving their current page.

The QuickShop feature has turned shoppers into buyers and directly lead to an increase in web sales.
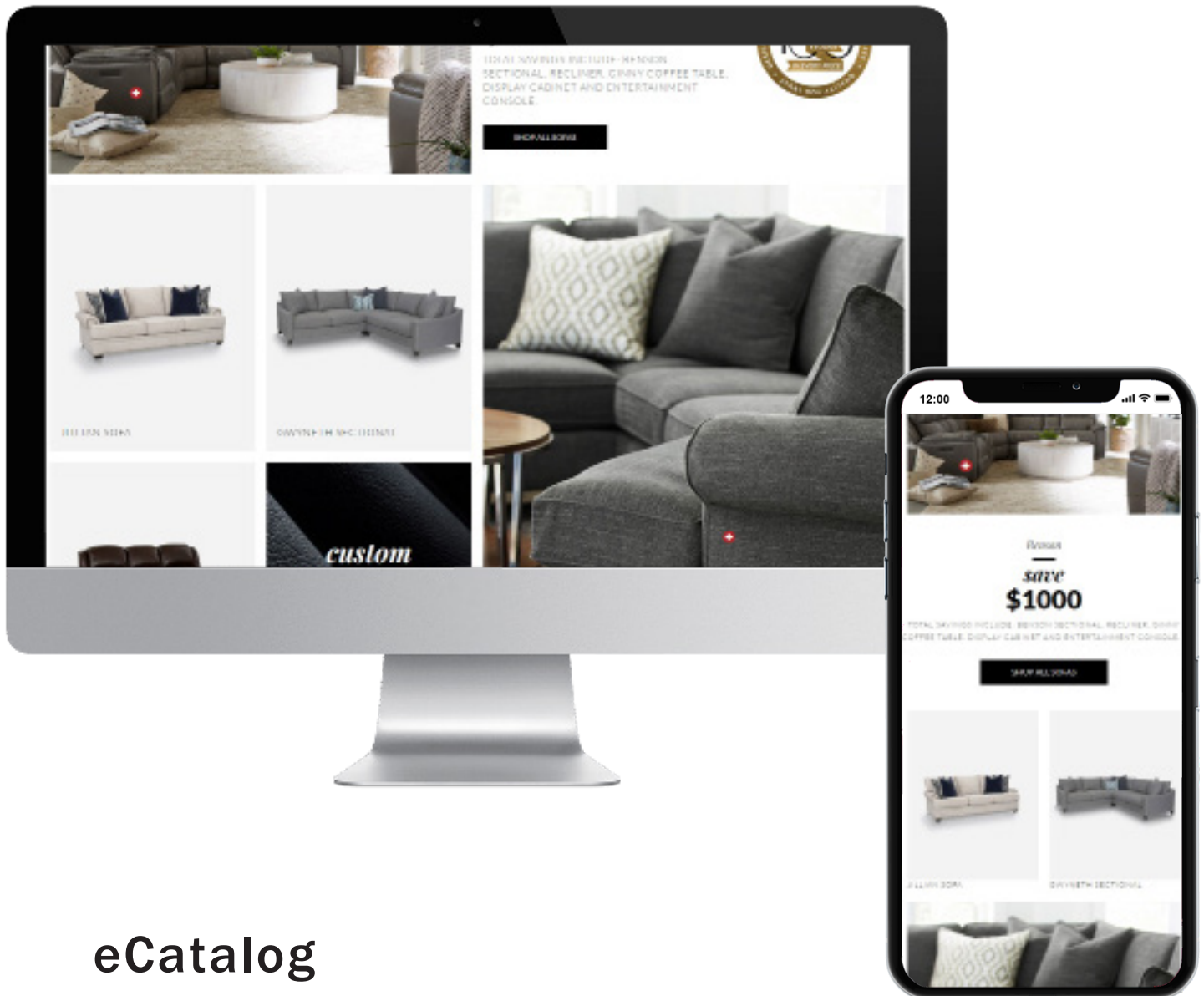
eCatalog

Because Havertys has regular sale promotions, they needed a custom tempate for their online sale catalog. This tempate needed to be fully responsive, easy to update, and capable of fast deployment. Based on a flexible grid layout, I developed this template to fit any screen size. I also designed it to auto-populate multiple data fields from a few manual inputs, such as SKU numbers and sale prices.

This template is also flexible enough to not be limited to the same layout every time. A developer can change a few CSS classes to see a different layout.

The sale catalog also uses the QuickShop feature to provide the user with information on multiple products without ever navigating them away from the catalog.

Mobile App

PartyShots was an award-winning app, which placed first in competition at the 2012 Consumer Electronics Show. Designed and built for itaas, Inc., PartyShots was a multi-screen app for connecting an iOS or Android smartphone and a Samsung Smart TV. Once connected, anyone taking photos through the PartyShots app could synchornize those photos to a slideshow on the TV.

I designed the user interface for the smartphone and Samsung TV apps with usability and intuitivness in mind. Users had to be able to quickly install the app on their devices and immediately begin using it with simple-to-understand controls and familiar gestures.

Angular App

While Havertys was upgrading internal applications from COBOL programs to web-based interfaces, I designed and developed a template for Angular applications which would allow developers to build and deploy new apps much more rapidly while maintaining a similar user experience.

With multiple menu options, a wide-variety of data requirements, and differing screen sizes, these apps needed to be flexible enough to conform to the needs of the application, and the user's device, while requiring little or no customization to the user interface. This allows the developers to focus on the backend data for faster deployment.