

Our partners are moving upwards with us...
So start reading this Case Study from the bottom up

The result?

An efficient Kontigo mobile website and mobile applications, with a better User Experience, created at a lower cost for the Partner.

Did we meet the deadline?

Of course! We are planning further development of this project, continuously creating new functionalities.

How it works, so the effect

The PWA application which we prepared for Kontigo ensures a better user experience – it works faster, uploads only necessary elements (as opposed to the whole site), as well as allowing for earlier rendering of the site for robots so they do not have problems with reading each page. Updates do not always require backend modification, so just the frontend can be modified independently.

Our project is a pure version of the store, written in the form of an application in the React technology, thanks to which the "application" is flexible and seems more like a classic mobile application. Also, the introduction of each additional functionality will not be a problem.

A challenge was also the connection of extension modules to Magento, which are not adapted to PWA – we had to adapt, among others, the payment operator, but we also worked on additional improvements which were important for our partner, which is why we prepared a personalised, proprietary module which allows to separate orders in the analysis so that the Kontigo store service staff know whether an order originated from an application installed from AppStore, Google Play, or directly from the store. We also added a module through which we were able to add content which will be visible only on the mobile application.

Additionally, after completing the PageSpeed Insights, it turned out that we have to work on the page upload speed, for it to receive better positioning in Google – hence, we created a headless-type browser, using the Open Source – Seo Snap module. We consequently significantly increased the site rating – to 85 points during the day!



Elżbieta Pawełek Lubera

Head of PM at Fast White Cat



Kontigo has been our partner for many years, and it is due to a long-standing trust that we could undertake the implementation of something that no one has yet done with PWA Studio from Adobe.

The culmination of the project for the Kontigo management was the possibility of installing mobile applications from AppStore and Google Play. We approached this task in two stages – firstly the operational implementation of the online store in the PWA technology, then we began work on releasing the mobile applications.

An operational store on PWA was a prerequisite for commencing work on delivering the mobile applications. Together with Kontigo, we took the risk related to a relatively new technology from Magento – we finalised the challenge having two tech leads on the project, dealing with the backend and frontend layers of PWA. The team was made up of backend Magento developers and React developers.

The project was finalised within four months, from initial works to an operational implementation of the online store. Even though we did encounter many technological obstacles along the way, a good team and the support of Kontigo allowed us to finally enjoy the success.



Initial objectives?

- To beat technology. Ultimately, the Kontigo was to appear in Google Play and AppStore, so we had to work towards that while also circumventing the matter of creating a mobile application, as this is a service we do not provide.
- To improve conversion. We wanted to improve the user experience of the mobile version of the website, hence influencing increased sales.



Patrycja Jaworska

eCommerce Manager, Kontigo



The pace imposed on us by the growth of the market resulted in the decision to speed up the implementation of a new application. The business objective was increased conversion by a facilitation of shopping, strengthening customer localisation.

We decided on the PWA solution because in it we see a great potential for the development of sales and communication with customers, at the same time considering the time required for execution of the project, functionalities, and optimisation of implementation and further upkeep costs.

I think that PWA is an ideal solution for businesses which are not giants on the market but do have high aspirations.



Check how we can manage your challenge!

Write to us!

info@fastwhitecat.com



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Magento, so it will work

PWA is the newest technology for creating websites which already efficiently functions in the Fast White Cat offer. We thereby found a way to achieve the objective – the possibility for Kontigo to become available on AppStore and Google Play but without creating a mobile application. How? By creating a new frontend for our partner's online store.

For PWA, the entire Magento backend, i.e., Magento Headless, all the business logic, and all the data are cut off from the frontend, which is why this is where we had most work ahead of us.

Due to the budget, we wanted to make use of everything which was already created, so as not to start from scratch – we already had our Kontigo store design for Kontigo on Magento 2, prepared well enough that we used its backend. For the customised elements we had to implement GraphQL endpoints, so that the frontend displayed the data correctly. We also worked on a Venia template, which was adapted to the individual appearance of the Kontigo brand.

How did we manage to accomplish this task?

Instead of ordering the application to be written anew, our Partner took into consideration our recommendation and decided to trust the Fast White Cat team in regard to a new, innovative attitude toward applications, i.e., Progressive Web Application – PWA. PWA is a web application which uses modern technologies and design patterns. PWA applications are fast, secure, responsive, compatible with all browsers, update automatically, and enable sending PUSH messages. What is more, a PWA application is subject to indexing by browsers and consumes much less memory of a mobile device.

Advantages of this technology convinced Kontigo that there is a possibility of achieving the effect of a mobile application, fully consistent with the store layout, without actually creating a mobile application win in the classic sense of the concept.

Challenge:

Our partner, Kontigo, required the performance of their online store to be enhanced for mobile devices – the previous application, delivered by a different software house, proved to be too costly and problematic in its management with such a high number of changes being introduced to the online store. Consequently, the decision was made to completely terminate the online store.

The challenge, therefore, was to meet the sudden need presented by Kontigo and create a mobile application... without creating a mobile application, because we do not have such a service in our portfolio.

A mobile store application without a mobile application?

It is possible!

How to create a faster and cheaper alternative for a classic mobile application using Progressive Web Application and... beat technology.

This case study was presented at Meet Magento PL 2021

Meet Magento™ / PL