

Web Development of True Brands: Salsify Integration, Performance Assessment and Sub-brand Website Design

MSIM Capstone

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Project Overview

True Brands is planning to launch individual websites for their sub-brands. Our team will also help with developing the functionalities and UIs of the new sites that linked within the main site. This web development project is aiming to optimize the performance of current website, drive more profit by focusing on long-term digital success.

Additionally, we are integrate the current website and data into Salsify and assess True Brands website performance.

Missions:

1. Salsify Integration
 - Export commercial data from Oracle NetSuite ERP system
 - Import item data to Salsify platform
2. Sub-brand Website Design
 - Use the page layout builder and build a sub-brand website demo
3. Website Performance Assessment
 - Doing an assessment on performance of the True Brands website using PageSpeed Insights and Chrome Devtools

Deliverables

TF Item Number	Item Name	TF Brand
0-6456	All Purpose One Bottle Black Bottle Bag	Distributed
0-6789	All Purpose Two Bottle Black Bottle Bag	Distributed
000049	Sprengel's polishing cloth	Sprengel's
0003	Wine Tasting Game by Tasting Tables	Distributed
0004	Eco Essentials Colorful Paper Straws - 200 count	Distributed
0006	50 Caliber Shot Glasses Set of 4	Distributed
0007	Hammer Shot	Distributed

PageSpeed Insights

<https://developers.google.com/speed/pagespeed/insights/?url=https%3A%2F%2Fwww.truebrands.com%2F&tab=desktop>

Score

43

<https://www.truebrands.com/>

8-49 50-89 90-100

Field Data — Over the last 30 days, the field data shows that this page has a **Slow** speed compared to other pages in the Chrome User Experience Report. We are showing the 75th percentile of FCP and the 95th percentile of FID.

▲ First Contentful Paint (FCP) 3.4 s ● First Input Delay (FID) 39 ms
12% 59% 29% 98% 2% 0%