Developing an online catalog and e-commerce site for Edwin Watts Golf Shops

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Client Description
Golf retailer with 42 stores in the southern US specializing in high-end golf equipment

Client Website Requirements
- Online Catalog and e-commerce for approximately 500 products
- Individual pages for 42 stores with maps and contact info
- Consistent branding throughout site
- Administration tool for making catalog updates, usable by Watts staff
- NT Server, Active Server Pages

Sales Performance
Reached $100k of sales after 7 weeks.

Development Timeline (summary; details below)
Week 1 (October 5 1998): began design and coding
Week 15 (January 11 1999): delivered

E-commerce customization problems
- Keep the "tire kickers" from over-taxing the database: put all catalogue information in active memory (ASP Application variables)
- Two grades of options: price variant, non-price variant
- Separate area for sale items ("Save Par")
- Featured Items (attention-getters): sale items, new items, hot items
- Prioritize Order of Manufacturers and Categories (drivers before bags, etc.)
- Suppress price when required by Manufacturer
- Alternate image feature (some products require an extra graphic and text)

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[1] The Watts development team at Taproot consisted of: Ann Bibler, producer; Greg Sandell, lead programmer; Joe Lowan, programmer; Curt Galusha, sales.