



OnPrintShop™
Web-to-Print Storefront



Case Study – Online Book Design & Print Solution

Objective

Our client was looking for online solution to design and print books. The client was originally dealing in traditional print products only. But they developed a new idea of online book creation and were looking for a suitable solution provider to partner with. Their primary objectives were:

- Their end users should be able to design books online and place print order.
- The solution should be simple and easy to use.
- The solution provider should understand their concept and guide them with technology and online business strategies.
- Since it was a new idea for their business, they didn't want to make large investment initially.

Key Challenge

Our key challenge here was to understand the whole business concept for our client and develop a tailor-made solution accordingly. Our solution had to support our client's unique book product. We also had to understand their target market and help them develop online business strategies.

Key Solution Highlights

Online Book Designer: The client is using our online designer studio to allow end users to create their book designs. The users can use text and personal images in their book designs. Our online designer studio shows the end users where the page will fold.

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Pre-Designed Templates: Our client is offering pre-designed book templates to his end users to start designing. He is offering different options in templates based on number of pages like 12 pages book template, 18 pages book template etc. End users can simply select the template and personalize it.

Text & Image Personalization: End users can personalize text and images both. They can import their own photos and use them in book design.

Different Layout for Each Page: End users can have a different layout for each page according to their requirements. They can match the tone of the design to their storyline. They can create different designs for their cover page & index.

Bulk Upload of Inner Pages: End users can just design their cover page and index page in the designer studio. They can upload rest of the inner pages in bulk.

Store Incomplete Books: The solution allows end users to save their half done work and resume later. They don't need to start the whole book design process again. They can start from where they left.

Book Flip Preview: The solution gives design preview in book flip style to end users. This book flip preview is in HTML and is compatible with iPhone & iPad.

Additional Products: Our client found our solution so simple and easy to use that he has started offering his other business products like business cards and calendars through our solution.

Key Solution Benefits

New Business: Our client was previously dealing with only traditional print products. But with our solution they now have book printing business also. They have diversified their operations and revenue channel.

Hassle Free Booking Printing: Since end users themselves create their own book designs, the hassles of designing, proofreading, and amending are removed.

Print Ready Output: Our client receives print-ready PDF file with high end capabilities as final output for printing.

Optimized Operations: The client is using his existing team and resources for the new book printing business. This way he has reduced his cost of operations and increased his revenue channel.

Niche Market Entry: The client is able to serve a niche market of online customers interested in printing their own books. He has established himself as a highly popular self-book publisher.

Approach

Since this was a new business concept for our client also, our OnPrintShop consultant had to understand fully the concept first. We then identified our client's specific requirements. Our technical team identified the custom developments. Based on this we prepared a scope document for modules and delivery timeline. We started development after getting our client's approval. Weekly updates and development reports were submitted to our client. With

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transparent project management and client engagement we delivered the project on time.

Solution Screenshots

Integrated Web Store with Shopping Cart



End Users can Select Template, Create Custom Design, Upload Design

BOOK SPECIMEN - B



H2 level heading

The founders live in France themselves and have worked in the healthcare insurance industry for many years. Their work has brought them into close contact in many countries with a great number of families on the move, their needs and their problems. The founders live in France themselves and have worked in the healthcare insurance industry for many years.

What would you like to do?



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