



Through Outsourcing, Visionnaire was responsible for the analysis, development, and evolutionary maintenance of the e-commerce Shop Rural

The Shop Rural virtual store, created by Fernando Wosniak, aimed to facilitate agricultural transactions, including buying and selling animals and heavy machinery.

Building this agricultural marketplace presented specific challenges, particularly understanding the unique needs of a diverse user base in terms of navigation simplicity, access to technical information, and specialized search tools. Additionally, the platform required features such as secure payments, efficient logistics, and technical support to ensure smooth operations.

Given potential connectivity limitations in rural areas, the website needed a responsive, lightweight design to guarantee optimal performance across devices and internet conditions. Continuous maintenance was also vital for promptly addressing issues and incorporating user feedback to enhance long-term user engagement and trust.

Visionnaire oversaw the entire project, including analysis, development, and evolutionary maintenance of the platform. Their approach encompassed more than basic development, offering ongoing feature improvements, technical support, and bug fixes.

Leveraging its extensive experience across various industries, Visionnaire created a responsive website that provided an enhanced browsing experience on all devices. By outsourcing this project, Grupo WOS could concentrate on core business activities, while Visionnaire's specialized team managed the website's technical aspects, enhancing productivity and reducing costs.

Agile methods, such as cloud-based processes, Scrum, and weekly sprints, were employed to streamline project development and delivery.

The project resulted in a well-designed, secure, and scalable website, aligning with business objectives and delivering an intuitive user experience. The continual support provided by Visionnaire ensured that the site stayed up-to-date, adapting to evolving market demands, which strengthened the platform's relevance and solidified its digital presence.

Key technologies used included PHP for its flexibility and integration capabilities, with MySQL as the database system due to its high performance and reliability. Hotjar was utilized for user behavior analytics, offering insights into site interactions that informed design improvements.