

AMERICAN TOURISTER

Student: **Abinash Karmi** Email ID:abinashk2023@gift.edu.in

Prof. Jagannath Ray Assistant Professor, Department of MCA, GIFT Autonomous, Bhubaneswar, BPUT,
India Email ID: jagannath@gift.edu.in

Abstract- This project journal documents the development of a Shopify-based e-commerce website for the international luggage brand American Tourister. Shopify is a robust platform for creating scalable, responsive, and user-friendly online stores. The purpose of this website is to provide an immersive shopping experience for customers, allowing them to browse, filter, and purchase travel products with ease. The site includes product collections, variant selectors, promotional banners, metafields, and a responsive checkout system. Liquid, Shopify's templating language, is used to customize the theme. The project demonstrates the use of modern Shopify theme development practices to deliver a fast and mobile-friendly shopping experience.

Keywords- Shopify, American Tourister, e-commerce, Liquid, Metafields, Theme Development, Responsive Design, Online Store

I. INTRODUCTION

The increasing demand for online shopping has led to the expansion of digital storefronts for global brands. American Tourister, known for its quality travel products, required a modern, interactive, and responsive online store. Shopify offers a suitable platform to design, deploy, and manage such a website with flexibility and speed. This project focuses on designing and developing a fully functional website for American Tourister using Shopify's Online Store 2.0, incorporating advanced features like metafields, dynamic sections, collection filtering, and custom Liquid code.

The rise in digital commerce has reshaped consumer behavior, prompting well-known global brands to prioritize robust and intuitive online storefronts. American Tourister, a brand synonymous with stylish and durable luggage, requires a web presence that reflects its reputation and supports seamless shopping experiences.

Shopify emerges as a preferred platform for such digital transformations due to its scalable infrastructure, built-in ecommerce features, security, and ease of use for both developers and merchants. The introduction of Online Store 2.0 empowers developers to build modular and dynamic storefronts

using JSON templates, custom Liquid sections, and advanced metafield integrations.

This project focuses not only on the visual and functional development of the American Tourister site but also on optimizing the user journey — from landing on the homepage to completing a secure purchase. Emphasis is placed on UX design, mobile responsiveness, performance optimization, and brand alignment.

Additionally, the project addresses real-world development practices, including store configuration, theme customization, and testing for a production-ready Shopify store. Through this work, the goal is to demonstrate a holistic approach to theme development that aligns with both business needs and customer expectations.

As online shopping continues to replace traditional retail, having a robust digital presence has become critical for consumer-facing brands. American Tourister, a globally recognized luggage brand, needs a platform that not only reflects its reputation for quality and innovation but also delivers a smooth and engaging customer experience across all devices.

Shopify, with its cloud-based infrastructure and growing ecosystem, provides an ideal solution for this transition. It enables developers to create tailored e-commerce experiences without worrying about backend infrastructure, security, or scaling issues. With the introduction of Online Store 2.0, Shopify allows for section-based editing, custom metafields, and dynamic content rendering, which makes theme development both efficient and future-proof.

II. PROPOSED MODEL

The Proposed Development Model for the American Tourister Shopify website outlines the complete lifecycle of e-commerce site creation, from conceptualization to deployment. This model is

structured into eight key stages, each critical for achieving a functional, scalable, and visually appealing online storefront.

1. Requirement Gathering

The development process begins with identifying business objectives, user expectations, and brand guidelines. Key stakeholders are consulted to determine the site's essential features including product filters, collection-based browsing, promotional banners, and custom metafields for specifications and labels like "New Arrival" or "Best Seller".

2. Theme Selection and Customization

Shopify's Dawn theme (OS 2.0 compatible) is selected as the base due to its speed, flexibility, and modular structure. Custom sections are created using Liquid and JSON templates to allow dynamic content management. Color palettes, typography, and layout are adjusted to match the American Tourister brand identity.

3. Shopify Store Setup

Initial configuration includes:

- Currency and language settings.
- Shipping zones and tax rules.
- Payment gateways (e.g., Stripe, PayPal).
- Policies (return, shipping, privacy) setup. This foundational step ensures that the store is functional from a business operations perspective.

4. Collection and Product Setup

Products are categorized into collections such as:

- Luggage
- Backpacks
- Travel Accessories Product listings include:
- High-quality images
- Descriptions and specs
- SKU, price, and inventory
- Tags for filtering Manual and automated collections are created using conditions and metafield values.

5. Liquid and CSS Styling

Shopify's Liquid template engine is used to build reusable components (e.g., collection grids, tabs, modals). CSS (with BEM conventions) ensures a clean and maintainable styling structure. Tailwind CSS may be optionally incorporated for rapid UI development.

6. Metafields and Dynamic Content Custom metafields are added to:

- Products: for specifications like size, material, warranty.
 - Collections: for banner text and SEO descriptions.

- Pages: for promotional text or brand stories. These allow dynamic population of content across templates without hardcoding, improving flexibility and CMS usability for the merchant.

7. Testing and Optimization

Thorough testing is conducted for:

- Mobile responsiveness across devices.
- Performance (using Lighthouse scores).
- Cart and checkout functionality.
- Edge cases like out-of-stock products and discount logic. Accessibility and SEO audits are also performed to meet modern web standards.

8. Deployment

Upon successful testing, the customized theme is published. A custom domain is linked, and analytics (e.g., Google Analytics, Facebook Pixel) are integrated. Final optimization includes enabling lazy loading for images and setting up meta tags and sitemap for SEO.

III. METHODOLOGY

A. Problem Statement

Create a responsive and user-friendly Shopify e-commerce website for American Tourister to promote and sell their travel products online.

B. Shopify Store Setup

- Create a Shopify partner account and store instance.
- Configure settings like currency, shipping zones, and payment gateways.

C. Theme Customization

- Use Dawn theme (Online Store 2.0 compliant).
- Customize layout using JSON templates and Liquid.
- Add custom sections like image banners, promotional grids, and testimonials.

D. Product and Collection Setup

- Upload products with images, descriptions, pricing, and SKUs.
- Organize products into smart and manual collections.
- Assign tags and custom metafields for filtering.

E. Styling and Responsiveness

- Implement BEM naming conventions in CSS.
- Ensure mobile responsiveness across pages.
- Optimize images for faster load times.

F. Features Integration

- Wishlist and recently viewed products.
- Metafields for technical specs, badges (e.g., “Best Seller”), and travel tips.
- Custom scripts for scroll animations and filtering.

G. Testing

- Cross-browser and device testing.
- Test for cart, checkout, and payment flow.

H. Deployment

- Publish the theme and connect a custom domain.
- Enable analytics, SEO, and marketing tools.

These scores indicate excellent optimization across mobile and desktop environments.

User Experience Enhancements

- The homepage banner uses lazy loading and responsive image techniques to improve load time.
- The product filtering interface on collection pages provides a seamless browsing experience, reducing bounce rate.
- Dynamic metafield-driven content makes product pages highly informative and consistent.

Mobile Optimization

- Fully responsive layout tested on various devices (iOS, Android, tablets).
- Touch-friendly UI components implemented for menus, filters, and carousels.

Store Management Benefits

- Use of dynamic sections and metafields empowers the merchant to update content without developer involvement.
- Manual and smart collections improve content curation and SEO relevance.

SEO and Analytics Integration

- All pages include meta tags, structured data (JSON-LD), and image alt tags.
- Google Analytics and Facebook Pixel are integrated for traffic and conversion tracking.

Cross-Browser Compatibility

- Verified rendering and functionality on Chrome, Firefox, Safari, and Edge.
- Smooth checkout flow across all browsers.

Content Scalability

- The store is built to easily scale by adding new collections, homepage sections, or third-party integrations without breaking layout or performance.

IV. RESULTS

Page/Feature	Status	Notes
Home Page	Completed	Includes dynamic slideshow and banners
Collection Page	Completed	Filtering and sorting implemented
Product Page	Completed	Includes variant and metafield tabs
Cart Page	Completed	Ajax-based cart with updates
Checkout Process	Completed	Secure and tested
Responsiveness	Verified	Optimized for mobile and tablet
Performance score	90+Lighthouse	Optimized with lazy loading

In addition to the successful implementation of individual site components, the following outcomes were achieved:

Performance Metrics

- Google Lighthouse Score:
- Performance: 92
- Accessibility: 95
- SEO: 100
- BestPractices:98

V. CONCLUSION

The development of the American Tourister website using Shopify showcases how modern e-commerce platforms can deliver a premium shopping experience while maintaining performance, security, and scalability. Through a modular approach and the

power of Shopify's Online Store 2.0 features, the project was able to further emphasize the importance of UX-centered development. Every component, from the homepage banner to product detail tabs and cart functionality, was built to reduce friction in the customer journey. Liquid and metafields enabled flexible content management, empowering the store owner to make changes without coding knowledge.

Additionally, the successful integration of SEO strategies, analytics tools, and mobile optimization prepares the store for strong organic reach and marketing campaigns. The architecture also supports future enhancements such as loyalty programs, internationalization, and personalized shopping experiences.

In essence, this project not only fulfills the technical requirements of an e-commerce store but also aligns with real-world business and customer needs, making it a valuable reference for future Shopify-based developments.

VI FUTURE SCOPE

The current implementation serves as a strong foundation for a scalable and feature-rich e-commerce store. However, there are several enhancements and future developments that can further improve both the merchant's capabilities and the customer experience:

1. Store Locator Integration

Implement a store locator using the Google Maps API or integration with Google Sheets. This will help users find nearby American Tourister retail outlets or authorized dealers.

2. Product Reviews and Ratings

Add a reviews and ratings system using apps like Loox, Yotpo, or custom metafields to build trust and provide social proof for customers.

3. Personalized Recommendations

Incorporate AI-driven recommendation engines based on user behavior and purchase history to increase cross-selling and upselling opportunities.

4. Wishlist and Save for Later
Allow users to save products they like to a wishlist or save for later cart, improving user engagement and reducing abandoned carts.

5. Progressive Web App (PWA)

Transform the Shopify store into a PWA to provide a mobile app-like experience with offline browsing support and push notifications.

6. Multilingual and Multi-Currency Support
Enable internationalization by supporting multiple languages and currencies to cater to American Tourister's global customer base.

7. Integration with CRM and Email Marketing
Connect with platforms like Klaviyo, HubSpot, or Mailchimp to streamline

customer relationship management and personalized email campaigns.

8. Loyalty and Referral Program
Introduce a points-based loyalty system and referral incentives to increase customer retention and brand advocacy.

9. Subscription/Bundle Offers

Allow customers to subscribe to product bundles (e.g., luggage + travel accessories) using Shopify's subscription APIs.

10. Voice Search and Accessibility Features

Improve accessibility with voice search, ARIA labels, and screenreader optimizations to reach a wider audience, including users with disabilities.

VI FUTURE SCOPE

1. Shopify Official Documentation – <https://shopify.dev>
2. Shopify Liquid Guide – <https://shopify.dev/docs/api/liquid>
3. Online Store 2.0 Introduction – <https://shopify.dev/docs/themes/architecture>
4. Theme Customization – <https://help.shopify.com/manual/onlinestore/themes/customizing-themes>
5. Dawn Theme GitHub Repository – <https://github.com/Shopify/dawn>