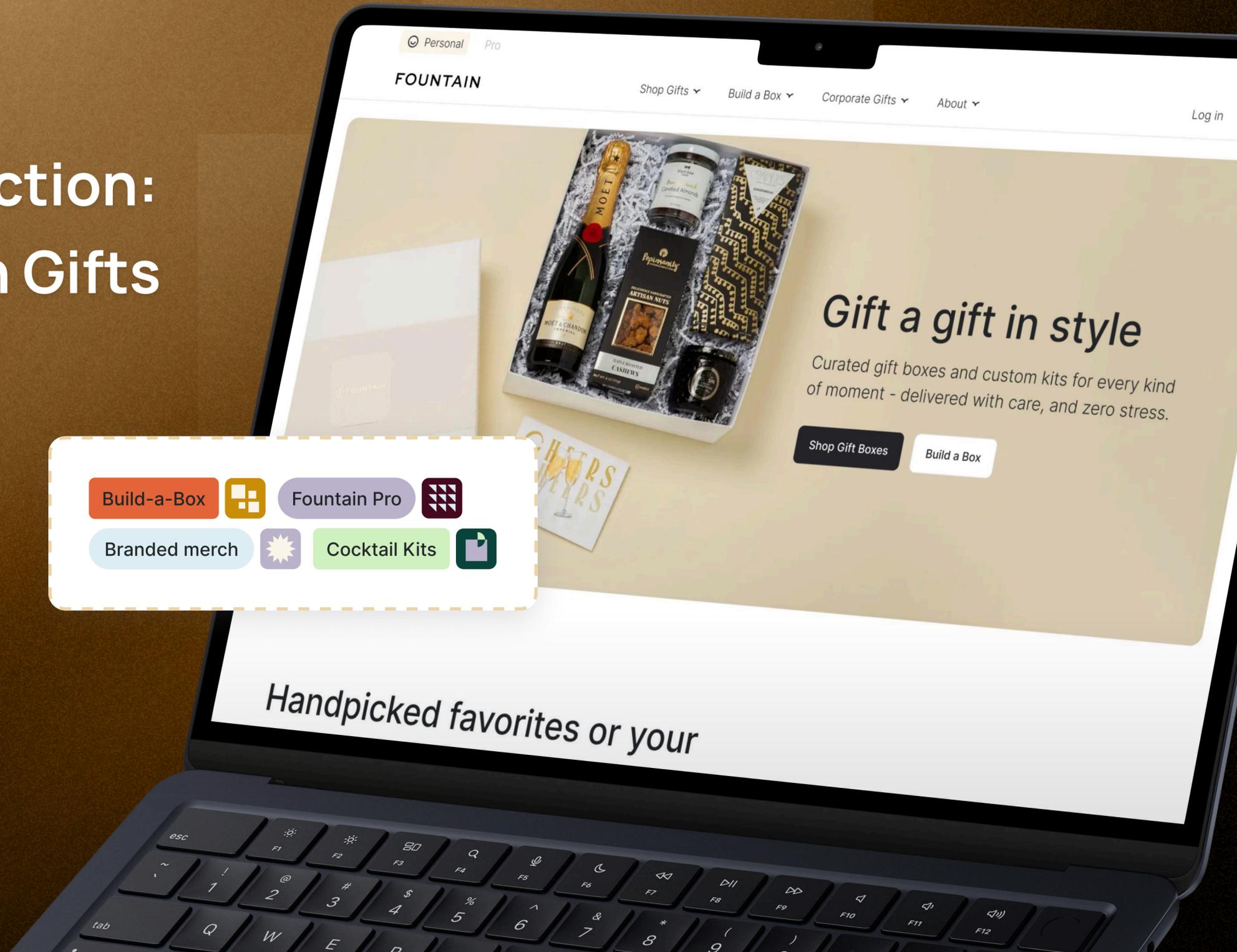


CASE STUDY

Reviving Personal Connection: A Case Study on Fountain Gifts

Client: Fountain Gifts

- Build-a-Box 
- Fountain Pro 
- Branded merch 
- Cocktail Kits 



Overview

In an increasingly digital world, the founders of Fountain Gifts saw an opportunity to bring back a personal touch that was becoming a lost art: the handwritten card. They envisioned a premium online service that would provide the best greeting and gifting experience for both senders and receivers. Their goal was to create a seamless, elegant platform where users could easily select a beautiful card, type a personal message, add thoughtful gifts like photos or chocolates, and have it all beautifully prepared and sent, simplifying the entire act of gift-giving.

- Industry
E-commerce / Gifting Services
- Market
USA
- Frontend
Bootstrap, Backbone.js (SPA)
- Backend
Ruby on Rails, Sidekiq
- Database
PostgreSQL
- Infrastructure
AWS, Digital Ocean
- Integrations
Twilio, Stripe, Paypal, ApplePay, Prerender.io

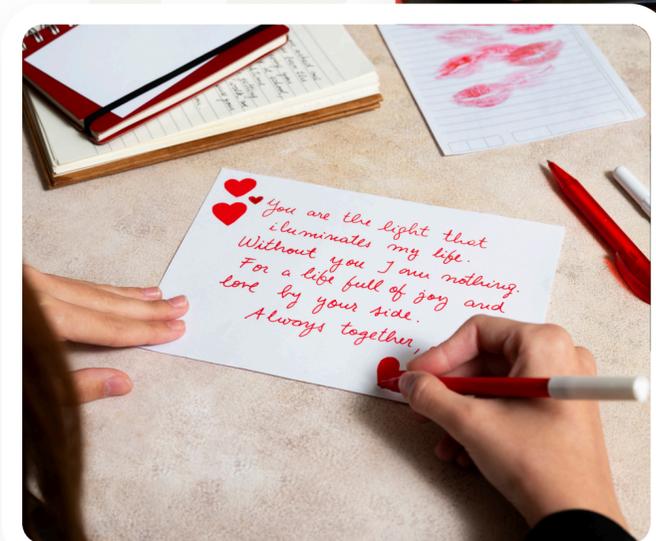


THE CHALLENGE

A Complex User Experience and Technical Hurdles

The core challenge was to transform the nuanced, personal experience of sending a physical card and gift into a simple and intuitive digital workflow. The platform needed to handle numerous customizations and backend processes, from rendering user messages onto physical cards to managing inventory for add-ons and processing payments, all while presenting a clean, user-friendly interface.

Furthermore, the initial technical approach presented significant challenges. The choice of a Single-Page Application (SPA) for the front end, while offering a fluid user experience, was not ideal for Search Engine Optimization (SEO), making it difficult to attract new customers organically. On the back end, the system had to manage complicated and time-consuming administrative tasks, such as order fulfillment and data exporting, which could easily become a bottleneck as the business grew.



THE SOLUTION

A Strategic Approach to a Seamless Gifting Experience

NUS Technology's team worked as a strategic partner to the Fountain Gifts founders, focusing on building a robust and scalable solution that addressed the core challenges head-on. The collaboration focused on creating an elegant user journey and a powerful back-end system to automate the complex fulfillment process.

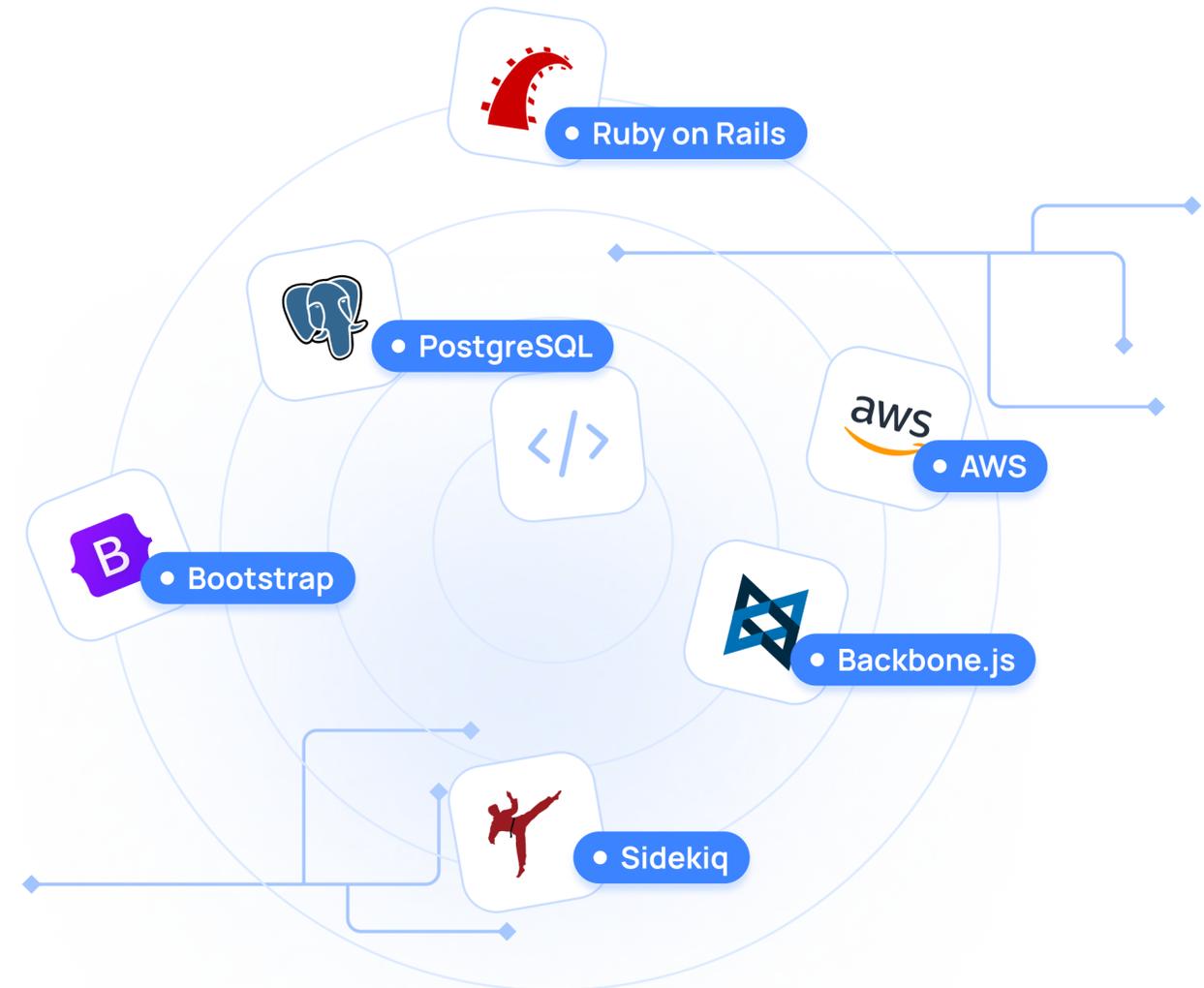
The screenshot displays the 'Build a box' interface on the Fountain Gifts website. The page is titled 'Build a box' and includes a sub-header: 'Create the perfect personalized gift box from our curated collection of premium products. [Learn more](#)'. Below this, there are four product images: a gift box, a box of Autumn Leaves No. 45 Black Tea, a mug with an orange leaves pattern, and a small 3D printed vase. To the right, a 'Box contents' table lists the items and their prices. A 'Complete box' button is located at the bottom of the summary section.

Box contents	
1 Gift Packaging, Card & Shipping	\$27.00 ⓘ
1 Autumn Leaves - Fall Seasonal Black Tea	\$16.00 ×
1 Orange Leaves Stoneware Coffee Mug	\$25.00 ×
1 Small 3D Printed Vase	\$20.00 ×
Box total	\$88.00

[Complete box](#)

Technology Stack & Architecture

The NUS team engineered the platform using a proven Ruby on Rails back-end, providing a stable and scalable foundation. When the team first received the project, the front-end was built on a legacy stack using Backbone.js. Recognizing this framework was dated, the team devised a multi-stage modernization plan. The architecture also utilized Sidekiq for managing asynchronous tasks and integrated top-tier payment gateways like Stripe, Paypal, and ApplePay.

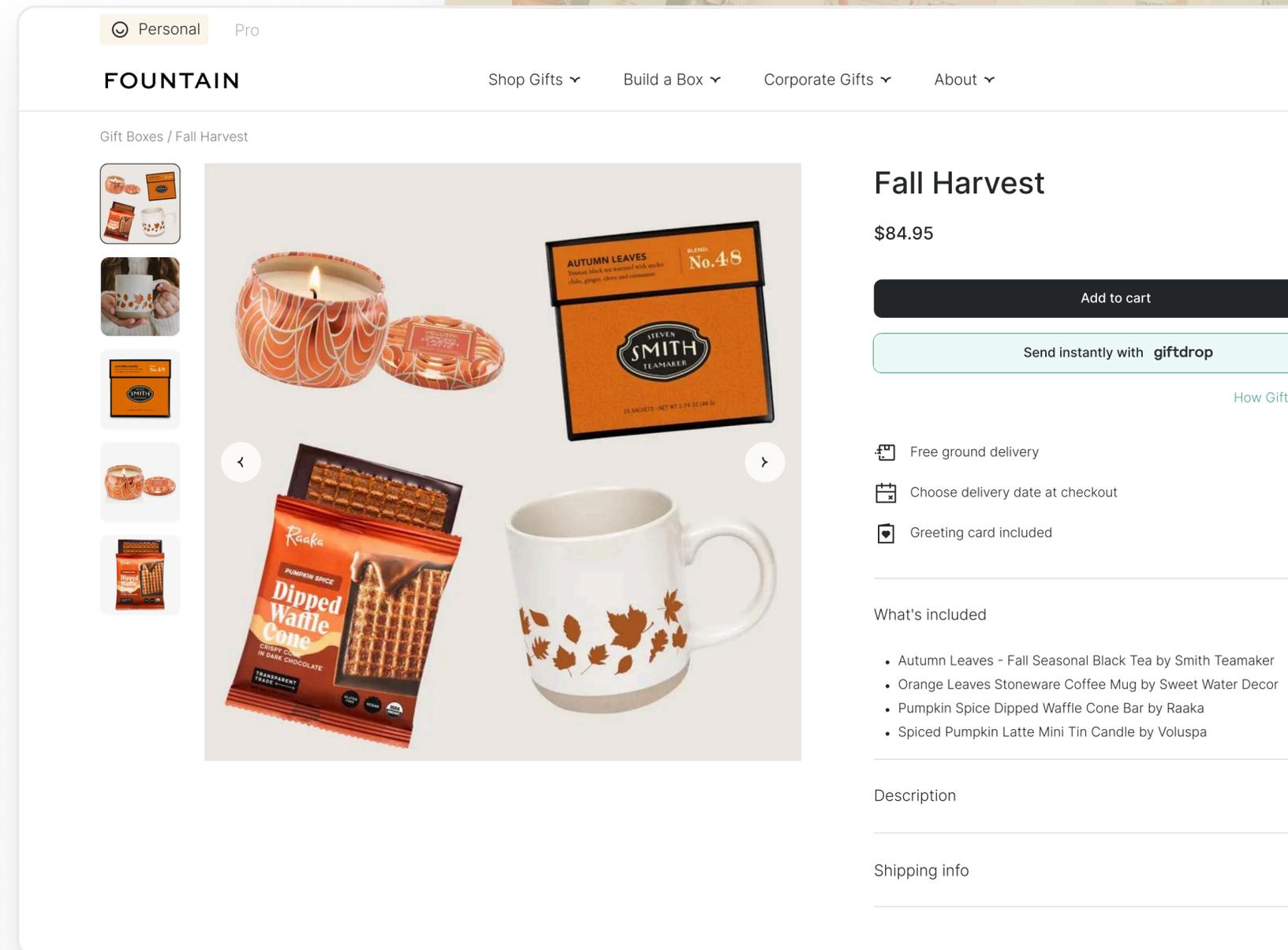


Overcoming Technical Hurdles

The team's first step was to stabilize and enhance the existing platform. The dated Backbone.js SPA presented immediate performance and SEO limitations. To address this, the team integrated Prerender.io to pre-render pages into static HTML, which significantly improved both site performance and search engine visibility.

For the complex administrative workflows, the team identified that the initial Heroku infrastructure was struggling with time-consuming tasks like data exporting. While Heroku could have been upgraded to handle the load, the team determined that Digital Ocean offered a more cost-effective solution for the required resources. Therefore, they strategically migrated the application to Digital Ocean, resolving the performance issues while optimizing operational costs.

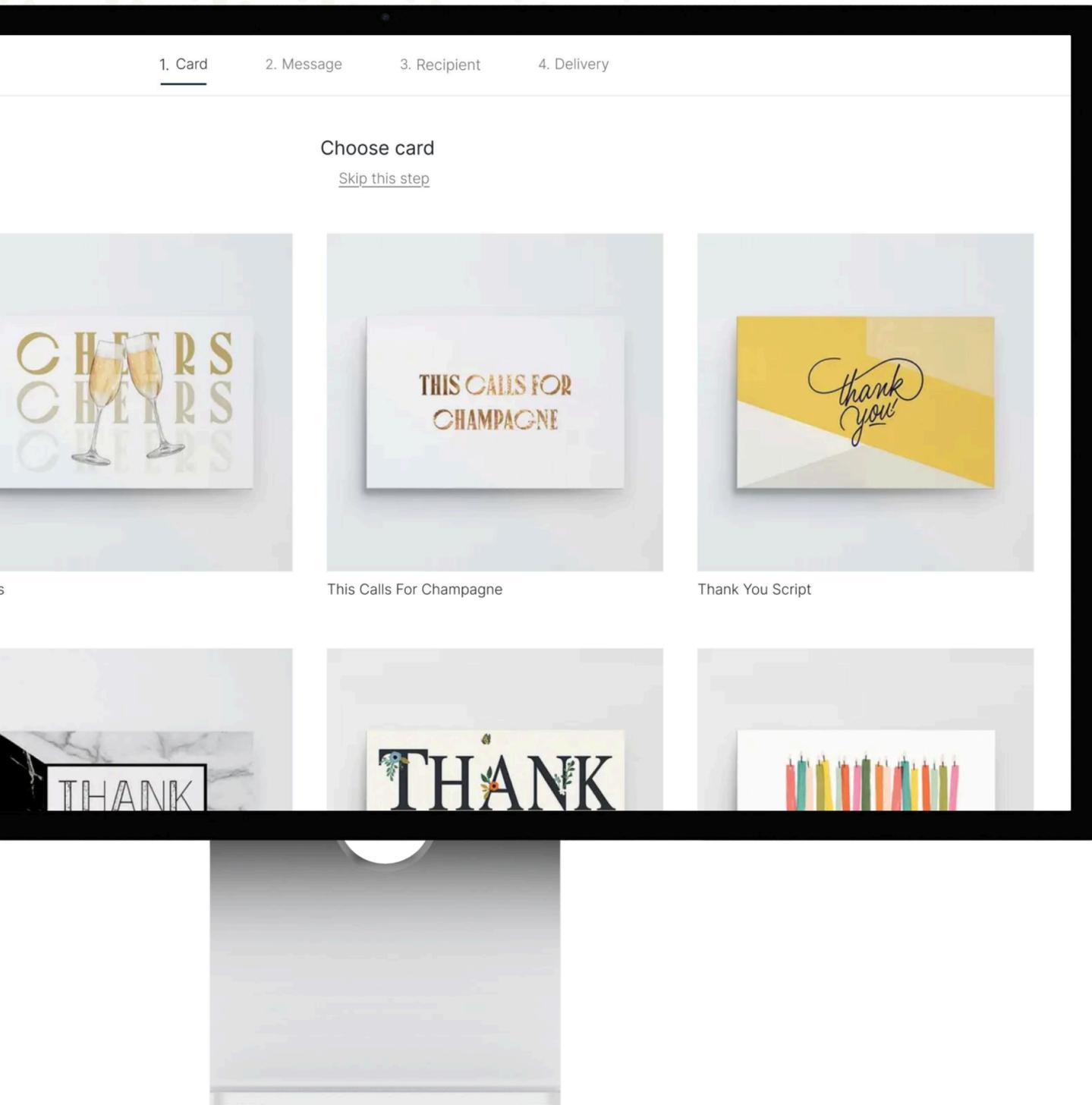
After the site was performing well, the team took the opportunity to execute the second stage of their plan: a complete front-end overhaul. They successfully rewrote the entire application in Next.js, a modern React framework, future-proofing the platform and further enhancing its performance and scalability.



Send with only a phone number or email address

No need to ask for mailing details - just enter their contact info and we'll handle the rest.

Hi Megan, you've received a gift from Adrian using Fountain Gifts. Use the link below to accept this gift and let us know where to ship it.
<http://fountaingifts.com/receive/g15ejp8a>



User-Centric Design

The platform's design was centered on simplicity and elegance. The user journey was meticulously crafted to be as straightforward as possible:

- 1. Select a Card:** Browse a curated collection of high-quality cards.
- 2. Personalize the Message:** Type a heartfelt message.
- 3. Add Gifts:** Easily include add-ons like photos or chocolates.

This simple, multi-step process ensured users could send a meaningful, personalized gift in minutes, with the confidence that Fountain Gifts and NUS's robust system would handle the rest.

THE RESULT

A Thriving Platform for Personal Connection

The launch of Fountain Gifts created a unique and successful service that revived the tradition of sending handwritten cards for the digital age. While quantitative metrics were not the primary focus, the platform's success was evident through significant qualitative improvements:



Exceptional User Experience

The platform was widely praised for its intuitive and elegant design. Customer feedback consistently highlighted the ease of use, leading to high user satisfaction and strong word-of-mouth referrals.



Streamlined Operations

The new backend infrastructure and administrative tools dramatically reduced the time required for order fulfillment. This allowed the Fountain Gifts team to operate more efficiently and focus on curating new products and growing the business.



Positive Market Reception

Upon launch, Fountain Gifts quickly gained traction in the gifting market. It received positive customer testimonials for its unique, high-quality, and heartfelt service, establishing a strong brand identity.

Conclusion

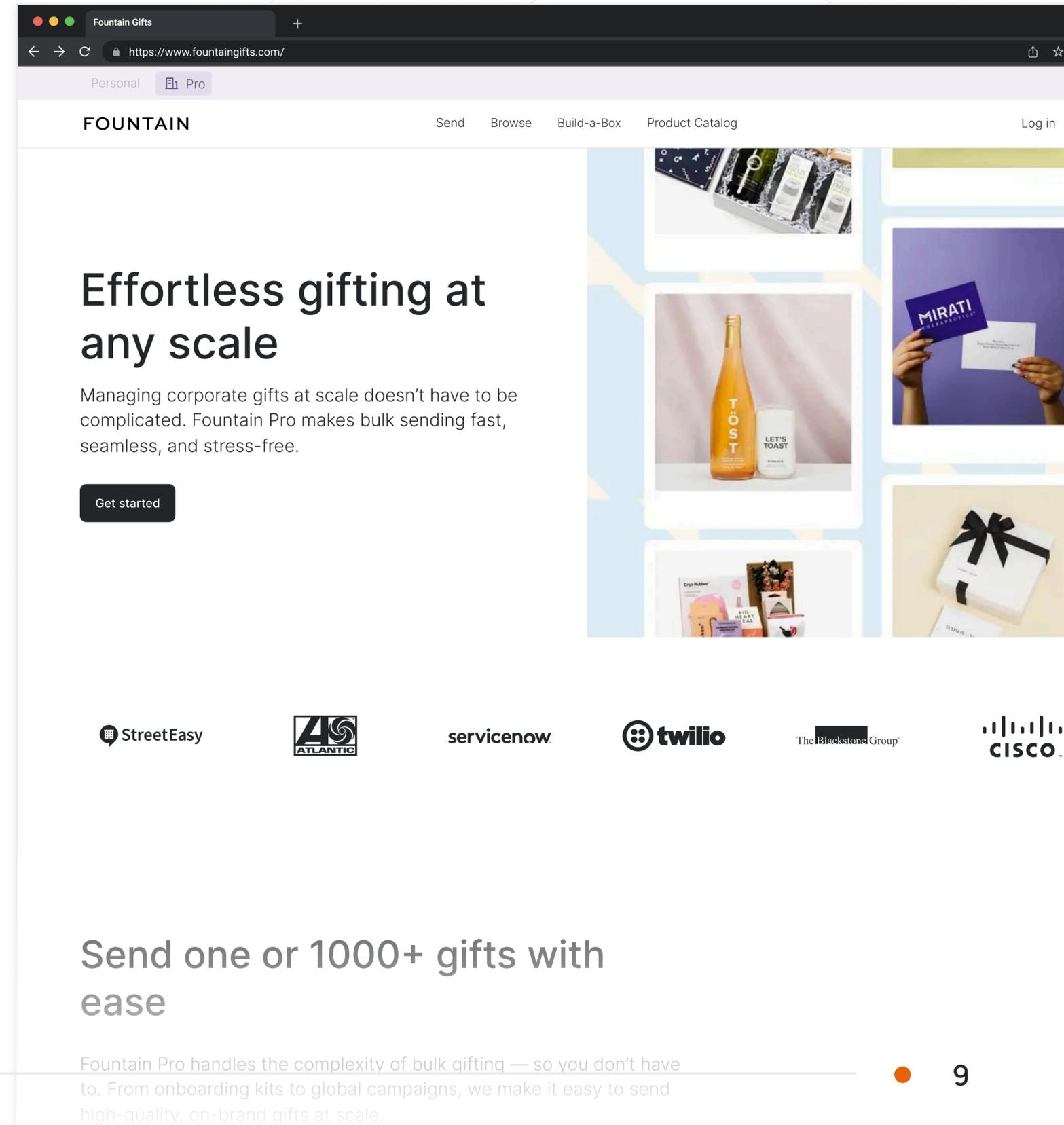
The successful partnership between Fountain Gifts and NUS Technology demonstrates how a thoughtful technical strategy can bring a heartfelt vision to life. By combining the unique market insight of the Fountain Gifts founders with the deep technical expertise of the NUS team, they created a platform that not only solved complex technical challenges but also fosters genuine human connection. This case study is a testament to NUS Technology's ability to build sophisticated, user-centric web applications that deliver tangible business results and a delightful customer experience.

Links



Website

[Visit the Website](#) ↗



TESTIMONIAL

What Our Client Says



Kunal Seth

Founder of Fountain Gifts

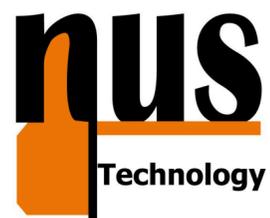
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A True Strategic Partner for Modernization

Partnering with NUS was the right decision. They took our legacy Backbone.js app, stabilized it with [Prerender.io](https://prerender.io), and optimized costs by migrating to Digital Ocean. They then rewrote our front-end in Next.js, modernizing our stack. NUS is a great strategic partner with strong technical expertise.

THANK YOU

For Reading Our Case Study



Contact Us

 Website
<https://www.nustechnology.com/>

 Office Address
Level 3 & 3B, Scetpa Building, 19A Cong Hoa Street, Bay Hien
Ward, Ho Chi Minh City, Vietnam

 Email
info@nustechnology.com

 Phone Number
+84 28 6296 7087

NUS Technology