EARGO

Hearing Aid

About us

Eargo specializes in hearing aid technology. They offer a range of discrete and rechargeable hearing aids designed to help people with mild to moderate hearing loss. Eargo's hearing aids are known for their sleek and nearly invisible design, fitting comfortably inside the ear canal.

Client
Eargo

Industry
E-commerce

Geography
United States

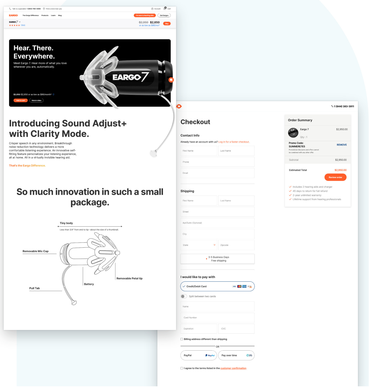
Technology

- Express
- Node
- TypeScript
- React
- Sequelize
- CyberSource
- Passport

Problem Statement

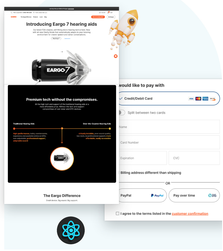
The project was having problems on each part i.e. web, shop, and blog. The site and shop were taking around 15 seconds to load, and there was no facility to manage the products or promotional campaigns from the admin dashboard. The blog was not integrated and the design was very old.

Previously, the project was implemented on Ruby on Rails (ROR). Still, it encountered numerous issues such as prolonged build (often involves more inherent setup and configurations, which can lead to longer build times) and compile times, as well as complicated code.



Solution

- Migrated following components from RoR to MERN stack.
  - **Web**: Rewrote eargo.com using ReactJS, reducing load time by 80%.
  - **Blog:** Rebuilt front end with headless CMS for marketing team familiarity.
  - **Shop & Backend:** Rewrote code from scratch, and added payment options (PayPal, Stripe, CareCredit).
  - Simplified DB structure



- Features Added
  - Made responsive with sitemap and caching.
  - Integrated e-comm system with Salesforce (SF) for leads, accounts, and orders.
  - Modernised coupon codes, and campaigns with more controls.
  - Added CyberSource, Apple Pay, and Bread integrations smoothly.
  - Integrated insurance provider APIs for real-time approvals and checkouts.

- Technical changes
  - Enhanced with TypeScript for stability and reduced runtime errors.
  - Setup environments for dev and staging.
  - Used AWS code pipeline to build
  - Automation testing
  - Blue Green Deployment

Impact

- Website opens in less than 3 seconds
- Coupon codes expire on time and do not have pilferage
- Checkout does not give any issues
- Most important, e-comm orders increased by 5x over a period of 12 months