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413 Serene Glow storefront

OVERVIEW

A custom storefront with product discovery, order lookup, and automated customer updates.

ROLE	Full-stack developer
PERIOD	October 5-28, 2024
STATUS	Delivered

THE PROBLEM

A Philippine skincare brand needed a mobile-friendly storefront with control over order handling and customer notifications. Existing options did not fit the required workflow or budget.

MOVE FROM PRODUCT DISCOVERY TO ORDER UPDATES

1. Customers browse and filter products, then add items to a responsive cart.
2. Checkout creates an order in PocketBase.
3. PocketBase hooks queue confirmation or status emails; a scheduled worker retries unsent messages.
4. Customers can look up order status using the order ID and customer name.

WORK DELIVERED

- Built a product catalog, filtering, cart, and checkout flow.
- Added order creation, lookup, and status tracking.
- Connected order changes to confirmation and status emails.

WHAT THE WORK ENABLES

- Customers can browse products and look up orders in one experience.
- Order communication is connected to the operational workflow.
- The storefront adapts its cart and browsing interface across device sizes.

CONSTRAINTS

The project required control over the backend and a responsive storefront suited to mobile customers. This case study describes the delivered work without making current availability or sales claims.

IMPLEMENTATION DETAILS

Used SvelteKit with a PocketBase backend, custom order/email hooks, and Cloudflare Pages hosting for the frontend.

TOOLS AND TECHNOLOGIES

SvelteKit | TypeScript | Tailwind CSS | shadcn-svelte | PocketBase | PocketBase hooks | PocketHost | Cloudflare Pages | SMTP | Cron jobs | API routes

DETAILED CASE STUDY

From October 5 to 28, 2024, I built a custom storefront and order-notification workflow for a Philippine skincare brand. The work joined product discovery and checkout to backend order handling and customer updates.

01 / THE PROBLEM

The storefront also needed to fit the order workflow

The client needed a mobile-friendly place to sell skincare products and manage orders. The project notes describe existing options as too costly, too slow, or not flexible enough for the required order and notification workflow.

A storefront alone would leave checkout, status lookup, and customer communication disconnected. The solution needed to include both the shopping experience and the processes that followed an order.

02 / THE APPROACH

Connect each customer step to order handling

I used SvelteKit for the storefront and PocketBase for its backend. Product discovery, filtering, cart, and checkout lead into order creation; customers can look up order status with an order ID and name.

For notifications, PocketBase hooks schedule email work when orders are created or updated. A separate scheduled worker processes the queue and retries unsent messages, keeping delivery attempts outside the customer's checkout request.

03 / THE SOLUTION

A custom shop backed by queued email processing

The customer-facing system includes product pages with image galleries and sale pricing, category filters, a responsive cart, and checkout. Its cart presentation adapts between a desktop sheet and a mobile drawer, and product pages include SEO, Open Graph, and Twitter Card metadata. I delivered more than 15 custom Svelte components.

On the backend, create and update hooks schedule confirmation and status emails. The notification collection tracks pending, processing, completed, and failed work; the scheduled job checks records before processing to reduce duplicate sends during overlapping runs.

04 / WHAT CHANGED

Shopping and post-order communication share one system

The delivered application connects catalog browsing and checkout with order lookup and email updates. The frontend was deployed on Cloudflare Pages and the PocketBase backend was hosted separately.

The selected screenshots and workflow diagram show the storefront, product catalog, management table, and notification/retry design.

A USEFUL PLACE TO START

What is slowing your business down?

[Schedule a call](#)

Tell me about the workflow, the friction, and what a better version would look like.

TO GOD BE THE GLORY!

And we know that all things work together for good to them that love God, to them who are the called according to his purpose.

- Romans 8:28