ONLINE STORE MIGRATION PLANNING / ILLUSTRATIVE CASE

Can current shoppers still buy after the move?

The management decision

Protect the pages and order journeys customers already use. Give the team a shortlist of unresolved destinations it can check before it commits to switching stores.

A platform change can leave shoppers on broken product pages or interrupt an order that used to work. The effect can be hard to see if teams only check the home page and a few products. Migration planning helps you protect important customer journeys and agree what to verify before switching stores.

Worked example

A store checks 120 frequently visited old addresses before switching platforms. Of these, 108 lead shoppers to suitable destinations. The remaining 12 form a short list of decisions to resolve before launch.

Example figure	What it represents
120	Old addresses
108	Verified destinations
12	Priority checks

What changes the answer

If eight addresses concern one discontinued range, decide where each shopper should arrive and test the result. Sending everyone to the home page could hide a broken product-finding journey.

Online store migration planning

What to commission

Plan the move of one product family’s pages, variants and customer checkout journey to the new store.

We review representative product records and web addresses, then walk through a typical order. We flag dependencies such as product options, stock information and open orders so the team can decide how each should be handled before the move.

How to judge the result

Priority old links reach suitable destinations and the team can run a representative test order on the proposed platform.

Review arrival, product selection and test purchase separately. Track visits and orders after launch so lost traffic can be distinguished from a checkout problem.

Decision worksheet

Project detail	Starting point for your team
Decision owner	E-commerce or digital trading lead. Name the person who will approve the next step.
Records to gather	Key product pages, sample orders and the current and proposed store platforms.
Agreed output	A migration inventory, a redirect map and a checklist with test orders.
Decision date	Record the deadline, any unresolved assumption and who will confirm it.

Discuss this case

Tell us your planned platform and likely move date. Point out the product families or page addresses that are most important to sales or support and any order scenario that concerns you. A sample buyer journey gives us a useful place to start.

Email info@oxetc.co.uk and mention IT-10. All figures in the worked example are illustrative.