Social Shop: One stop solution E-commerce Hub

Overview

Our client is desired to create an E-commerce site for its own product to do its business through its social media presence. The project aims to empower the client to boost their revenue by selling their product in digital media. It required to build the web-application from scratch keeping the branding to be visible. The targeted audience are youth population and aims to sell the Garments to same.

The Project is designed for both the Web and Mobile platforms to avail the. Currently the project disrupting the local with its branding and creating the sale pipeline through the website. Growth have been impressive in the community and aims to achieve 10X growth in next 2 years.

Objectives:

Our client desired to use its social media users to sell its product through its own e-commerce site. To create an E-commerce web- application and mobile application to fulfil its branding and e-commerce needs.

Technologies used:

Java, PHP, MySQL

Architecture used:

- MVC (Model View Controller) for Web Application

Project description:

                The Project has been developed in two platforms Web Application and Mobile Application. It allows both user and its community to brand themselves through its site. It empowers the community users to be hassle-free buying of community products. The UI/UX of both the web and mobile application is user friendly to scroll easily and find the desired product.

The Client can showcase products by using the application easily get started to get order. The developers leveraged use of latest technologies to develop itself to function seamlessly. Integration of geo-spatial location technology calculates the real time distance between the users and shops. Currently the client generating more revenue than its target and will disrupt the market high scalable growth.

Workflow:

We have made the dashboard as simple as it can be. The interactive User-Interface have an attracting beauty to provide service User for better In-app experience. The user side integrates designed sales pipeline which makes it more awesome experience for users and to boost the revenue.

The Workflow starts with free registration for its user and directs the client to list its product in the available category for its community users. The user will search the category he needs the services for. The application will filter the best product available for community for the required categories. Branding of viral product through the digital media for the community leads the huge potential to the site. The user will have to select the product following the hassle-free process finally leads to the order.

Architecture:
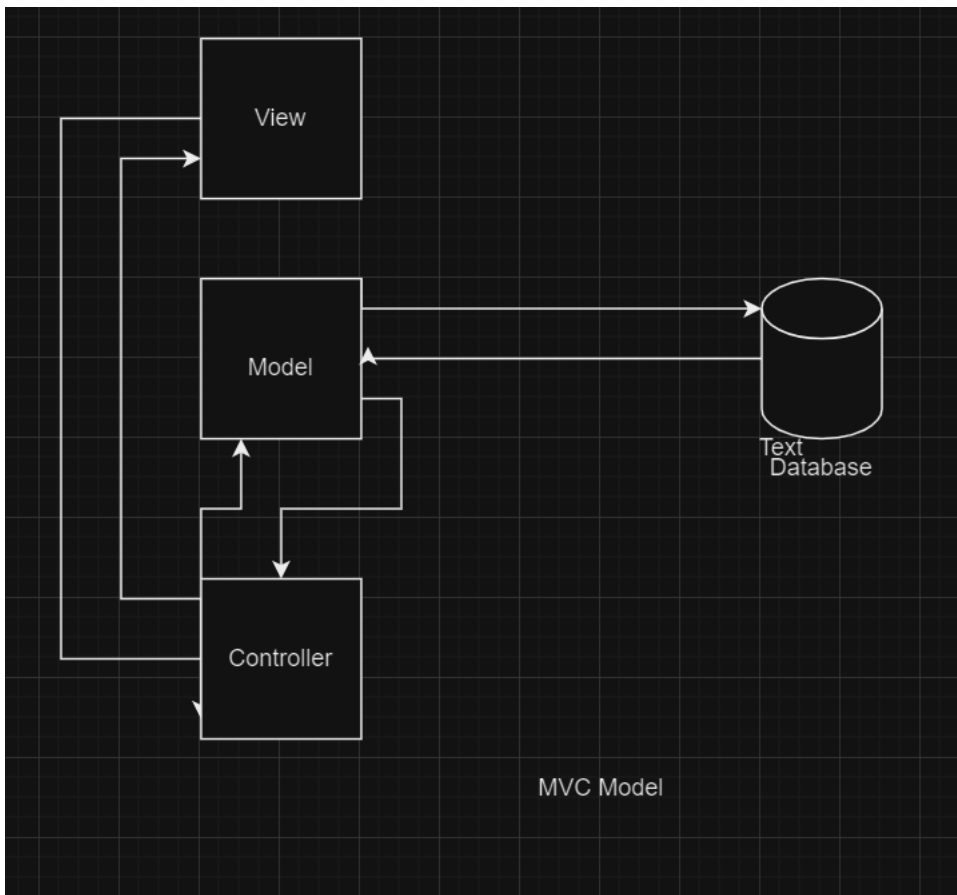
MVC (Model View Controller)

Conclusion:

The project effectively boosts revenue for own product and enhances the brand visibility and accessibility for its community and users respectively. It solves the problem of creating physical stores and money required for common man. The use of the project shown many results beyond its required target. It have been made available for both web and mobile platform through Web Application an Mobile Application respectively to make the choice for its social media users.