



Softvery

SOLUTIONS

CASE STUDY

E-COMMERCE APP FRAMEWORK

SOFTWARE DEVELOPMENT (MOBILE APPS) AND PWA

PROVIDER OF RAPID E-COMMERCE APP DEVELOPMENT PLATFORM



HOW WE PARTNERED

We provided **two types of services** to the client:

- **Outstaffing** to enrich the team's development capabilities
- Our experts enhancing the client's framework and creating **custom brand store**

Status:

Project finished

Support if requested

Roadmap:

4-8 weeks

MVP for the default e-commerce mobile app

3-6 months

Develop and implement core functionality for 15+ various clients brand stores

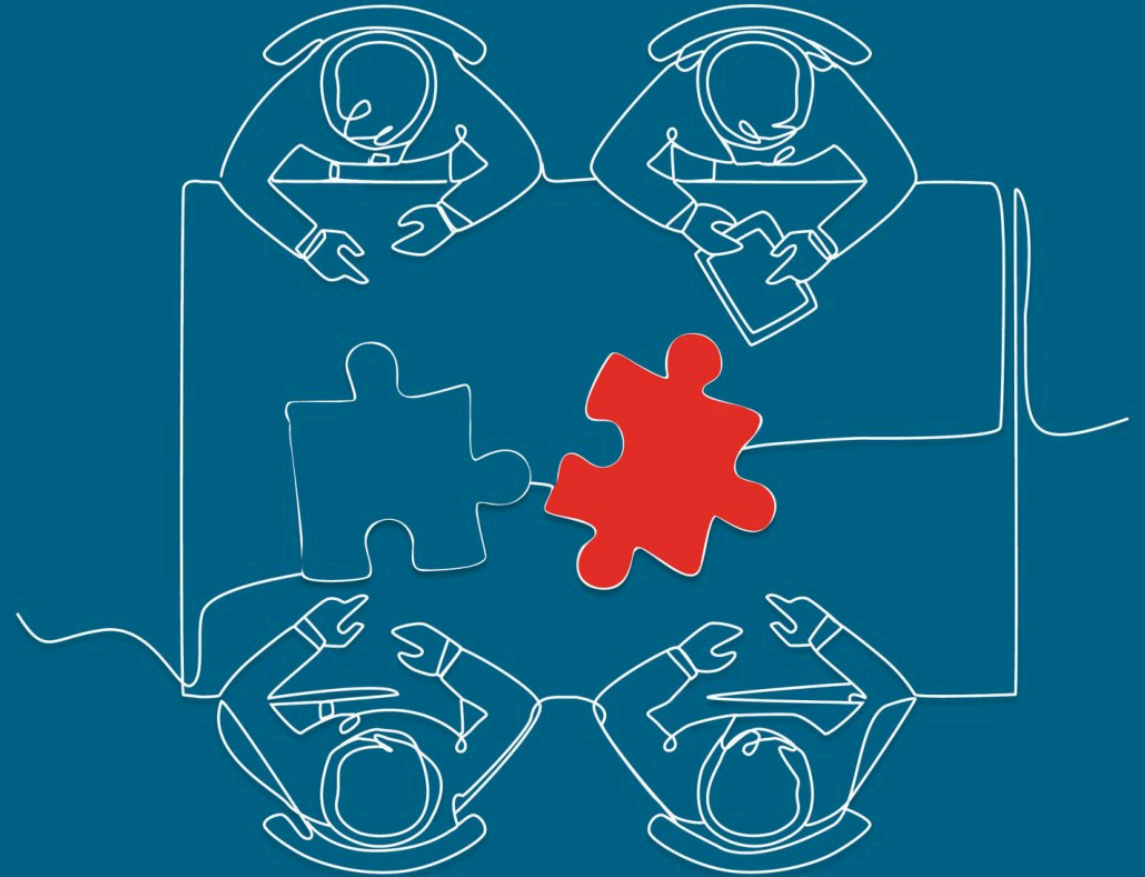
6-10 months

Continuous improvement, additional feature development, and platform optimization based on client feedback and market trends

COMPANY GOALS

The main client's goal was to **enhance the existing team** and get a **comprehensive solution** of the reliable IT company. Our customer was looking for a **dedicated team** to make the most of the existing framework to create a solution which would provide a default app and an ability to rapidly **customize** their **clients' stores**.

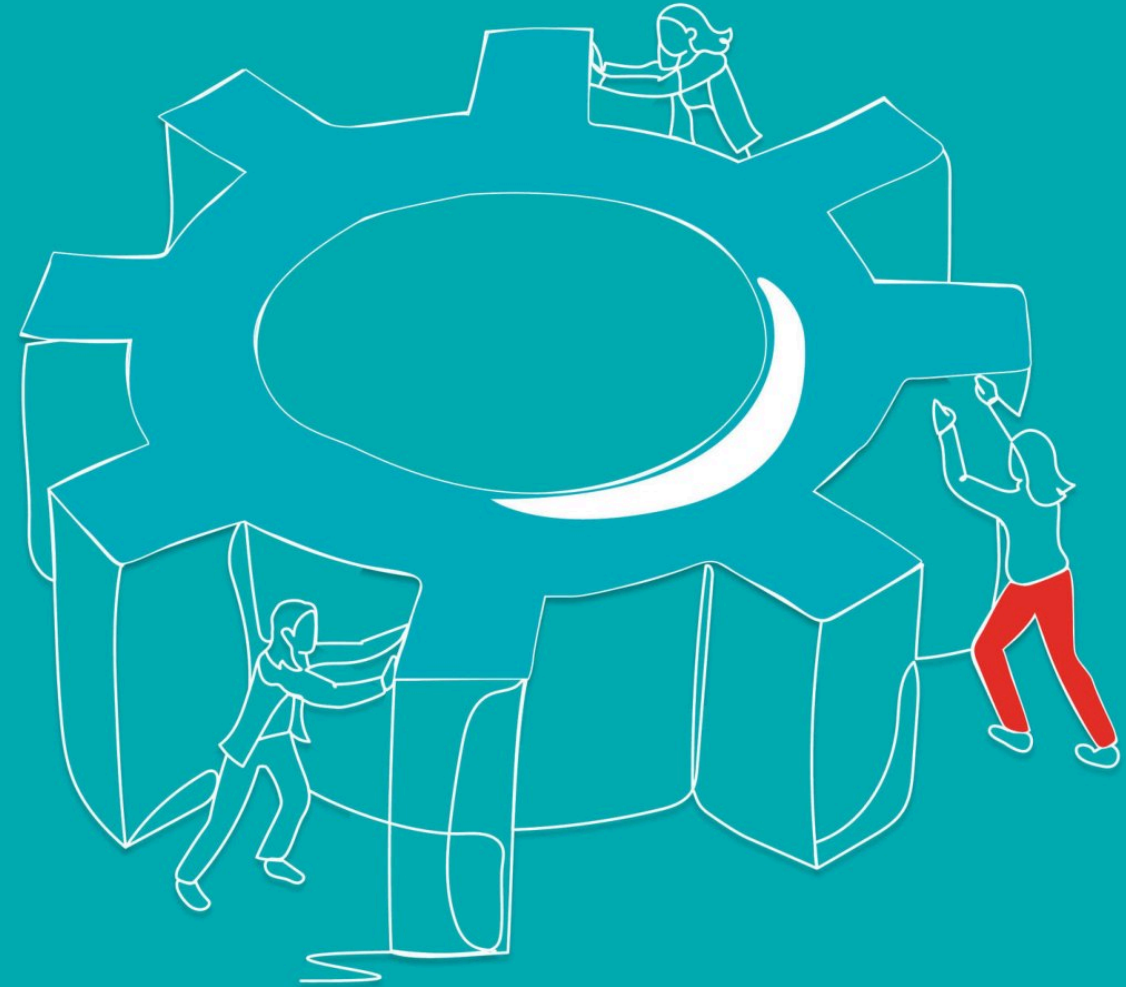
- Augment the client's frontend development team to **accelerate** development and **customization** efforts
- Develop a default e-commerce mobile app using the **existing framework** as a foundation
- Create custom brand stores for **multiple** high-profile apparel clients
- Tailor the app's **UI/UX** to align with each brand's unique identity and requirements
- Address potential limitations in **backend access** for certain clients



PAINS TO SOLVE

The focus was to prepare the functionality to create **multiple custom stores** with client branding and **custom flows**. The main problem was to **augment** the customer's **existing frontend team** by integrating our **dedicated developers** to create a default app and develop custom brand stores for various apparel clients. There were several pains for us to address::

- Seamlessly **integrating** our dedicated team into the client's existing development process
- Establishing effective communication channels and **project management** practices between our team and the client's in-house developers
- Ensuring our team could **quickly adapt** to and effectively use the client's framework and methodologies
- Navigating **potential challenges** in backend access for certain apparel brand clients
- Ensuring smooth knowledge transfer and collaboration on **advanced features** like custom checkout flows and loyalty programs



OUR SOLUTION

We began with intensive **onboarding and knowledge transfer** sessions to fully understand the client's framework and development processes. Our approach enabled efficient development, with an MVP for the default e-commerce mobile app delivered in 4-8 weeks. Additional time was allocated for **customization** to meet the specific needs of various apparel brand clients, including features like custom **checkout flows** and **loyalty programs**, as well a variety of brand-specific delivery methods to improve conversions and ROI.

Let's look at the **main achievements** of our joined efforts:

- Developed a default app contributing to private and open-source **existing framework**
- The fully functional MVP app allowed for a quick creation of **15+ customized stores**
- Added custom advanced features like **checkout flows** and **loyalty programs**
- Provided a **continuous support** as the part of the ongoing process

Screens withheld under NDA

DEFAULT APP AND CUSTOMIZATION TOOLS PANEL

The default app provides **core functionality** together for **client management** and **administration**, with a comprehensive set of tools enabling **rapid** customization of the **e-commerce app framework** for each client's unique brand identity.

- Managing users and plans, acting as a **centralized hub** for apparel brand stores
- Configure **color schemes and typography** for each of the client's store
- Customize product **layout and navigation** flow
- Implement **client-specific** features and functionalities

Screens withheld under NDA

BRAND STORE QUICK LAUNCH

A streamlined process for deploying customized e-commerce apps to stores for renowned brands enabled the launch of 15+ brand stores:

Automate app store submissions

Generate required assets from brand guidelines

Implement versioning and update management

Configure analytics and crash reporting

Ensure smooth search, cart and checkout procedures

Set up push notification services

Screens withheld under NDA

Screens withheld under NDA

TYPICAL WORKFLOW *FOR* *PARALLEL* DEVELOPMENT OF MULTIPLE RETAIL APPS:

Screens withheld under NDA

- Initial **consultation** and requirements gathering (2-3 days) - client's side
- Store **setup** and basic customization (2 days)
- Product **catalog** integration (2-4 days)
- Custom **checkout flows and loyalty** program development (7-10 days)
- **Testing** and quality assurance (2-3 days)
- **Launch** and final adjustments (1-2 days)

Screens withheld under NDA

TOTAL: 3-6 WEEKS ON AVERAGE

ADVANCED FEATURES *INTEGRATION*

Cutting-edge functionalities to enhance user experience and provide **valuable** insights for **e-commerce** businesses.

- Implement features for **price personalization** and **smooth checkout**
- Create a functionality for various **delivery** and payment options
- Implement **AR try-on** for immersive product visualization
- Integrate **3D** product viewing capabilities
- Create personalized product **recommendation** engines
- Implement checkout item **availability** widgets

Screens withheld under NDA

CUSTOM REVENUE AND RETENTION **BOOSTING FUNCTIONALITY**

Custom Upsell UX

- Data-powered product recommendations
- Dynamic bundle offerings based on cart contents
- Strategically timed pop-ups for relevant add-ons
- Customizable UI elements to match each brand's aesthetic

Results: 22% uplift in upsell conversion rates

Screens withheld under NDA

Custom Payment Options

- Integrated diverse payment gateways to provide flexibility for clients
- Implemented Buy Now, Pay Later (BNPL) solutions for improved conversion
- Customizable payment terms to match brand preferences
- Customizable payment terms to match brand preferences

Results: 15% increase in average order value across client stores

Custom Upsell UX

- Data-powered product recommendations
- Dynamic bundle offerings based on cart contents
- Strategically timed pop-ups for relevant add-ons
- Customizable UI elements to match each brand's aesthetic

Results: 22% uplift in upsell conversion rates

Screens withheld under NDA

CUSTOM STORE **CUSTOMER FLOW UX**

Created a flexible account framework adaptable to each brand's needs

Core features:

- Customizable user profiles with brand-specific fields
- Custom search filters for each brand store
- Integrated loyalty program tracking and rewards redemption
- Personalized product recommendations based on purchase history
- Easy order tracking and reordering functionality
- Robust wishlist functionality

Results: 30% increase in repeat purchases across client stores

10

10 FRONTEND DEVELOPERS
OUTSTAFFED TO
SEAMLESSLY IMPLEMENT
APPS' FEATURES

1

PROJECT MANAGER

1 project manager to report, iterate,
and coordinate processes and
operations

TEAM AND DELIVERY

DELIVERY *PROCESS AND MANAGEMENT TOOLS*



**Modified Scrum
methodology**



**Project
Management Tools**



**Jira: Task tracking
and workflow
visualization**



**Slack: Real-time team
communication**

TECHNOLOGY STACK

- React
- React Native
- Redux
- React Navigation
- Third-Party Integrations (Salesforce, PayPal)
- Web Scraping (when necessary)
- An open-source e-commerce framework



PROJECT ROADMAP



4-8 weeks

Initial Phase

- Onboarding and integration with the client's frontend team
- Development and delivery of MVP for the default e-commerce mobile app

3-6 months

Core Development

- Creation of separate stores for client's customers
- Development of custom checkout flows
- Integration of loyalty programs
- Implementation of additional requested features

6-10 months

Ongoing Phase

- Support for existing apparel brand clients as requested
- Maintenance and optimization of developed e-commerce solutions
- Potential further customizations or feature additions as needed

CHALLENGES OVERCOME:

- Balancing contributions to both **open-source components** and the private framework
- Developing a streamlined process for quickly customizing the **default app** for various apparel brands
- Meeting **tight deadlines** of 3-6 months per brand-specific e-commerce store
- Efficiently tailoring UI/UX elements to match each brand's **unique identity**
- Implementing **advanced features** like custom checkout flows and loyalty programs within compressed timelines
- **Integrating advanced delivery** options such as same-day, curbside pickup, collect from store etc to correspond to each client's needs

Screens withheld under NDA

PROJECT **HIGHLIGHTS:**

- Scaling development capacity to handle multiple **concurrent brand** store projects
- Refining expertise in complex **multi-tenant checkout** flows and customizable **carts**
- Efficient iOS and Android **cross-platform** app creation
- Rapid **deployment** of 3-4 month timeframe for customized apps
- **AR try-on** features for some clients by request
- Custom **analytics** solutions for specific clients' needs
- Establishing a strong expertise in complex checkout flows and **loyalty programs**

Screens withheld under NDA



Softvery Solutions can develop innovative e-commerce solutions tailored to your needs.
Let's discuss your project!

Contact us

 +38 097 371 62 91

 info@softverysolutions.com

 softverysolutions.com

Our offices

Head Office Romania

Module S 129, ground floor, b. 255, Mihai Bravu street, sector 3,
Bucharest

R&D Office Ukraine

Office 2, Building 8, Knyaskay street, Odesa, Odesa Region,
Ukraine 65029