Project: e-commerce & Socio-media mobile application

Idea:

Our brand is focusing on women's wear and associated products that are only for her.

The idea of penetrating the market and creating a **unique value proposition** is circling around generating a direct bond between our customers and two imaginary characters (represented in the brand name).

Sharing thoughts, ideas, motivations, problems, hobbies, photos, situations or even some personal matters – to some extent, and all others tools needed to create this bond.

While the bond is created and a situation is raised, **a proper product shall be introduced**.

On the other hand the mob-app is the gate to the store of our collection of products, availing surfing and completing a full purchase cycle as a regular e-commerce platform.

Main Features:

General Feature
- Sign in and Account management
- Search feature
- Sharing Capabilities
- Responsive design
- Android / IOS
- User feedback
- Allow changing settings and interfacing features
- Ability to work offline

Social Feature
- Personal Network
- Direct Message
- Chat-bot feature
- Upload media
- Analytical Reports

E-commerce Feature
- Show local Catalogue
- Push product
- Reviewing Cycle
- Complete payment cycle with different payment method
- Abandon cart analysis
- Analytical Reports
- Augmented Reality