

LUSHLANE: Fashion & Lifestyle Mobile Shopping App

A Kotlin-based mobile app delivering seamless fashion and lifestyle shopping.

BY,

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Made with **GAMMA**

Introduction and Problem Statement

Current Challenges

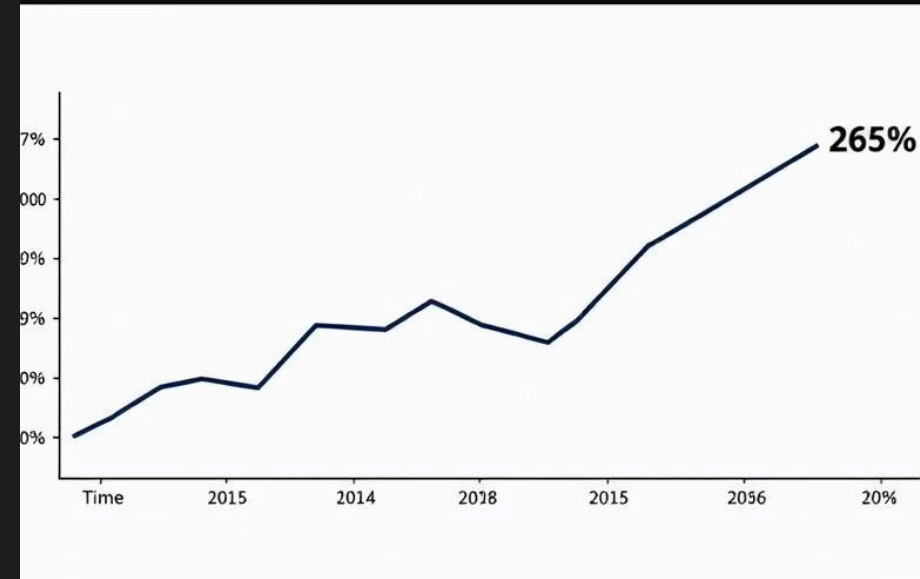
Many e-commerce apps lack personalized experience and efficient search.

Impact

High bounce rates and cart abandonment disrupt sales and user retention.

Our Goal

LUSHLANE solves these issues with Kotlin's powerful features and design.



Proposed Methodology & Technical Stack

Development Approach

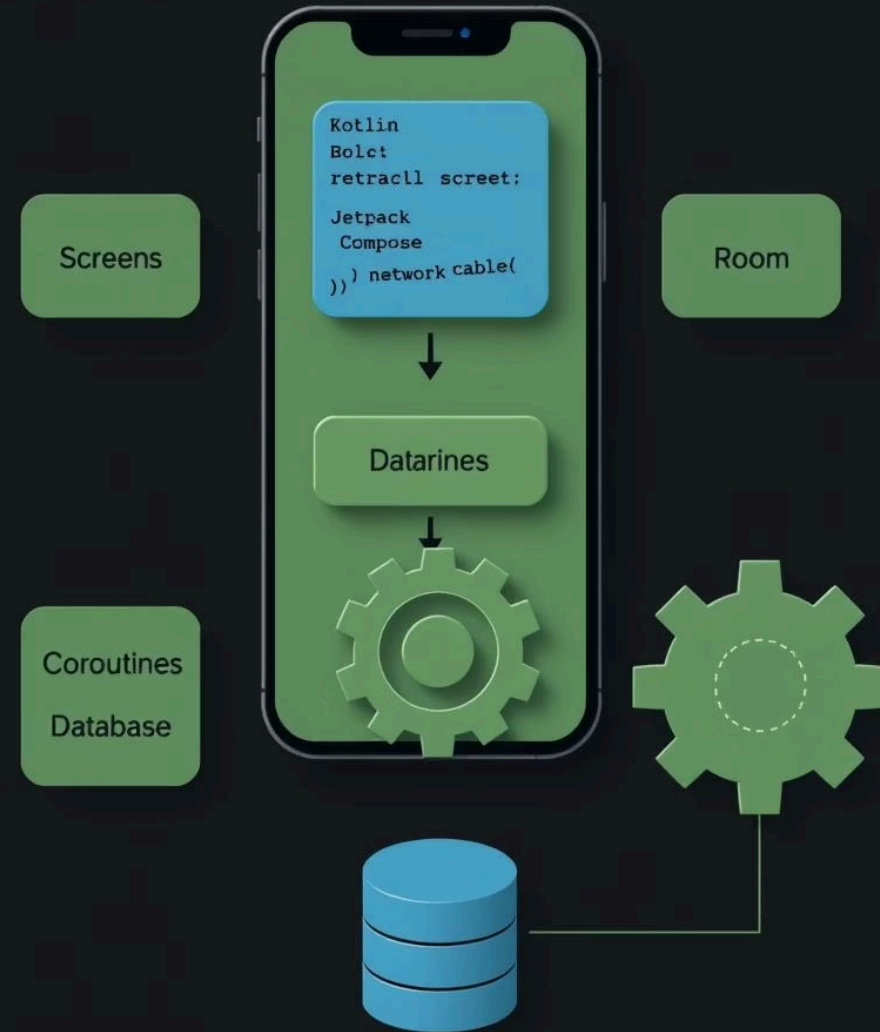
Iterative Agile methodology for continuous improvements and testing.

Build System

Gradle Kotlin DSL manages build variants and configuration properties.

Core Technologies

Kotlin, Jetpack Compose, Coroutines, Retrofit, Room Persistence Library.



Application & Use Cases

Product Range

Fashion apparel, accessories, home decor, and beauty items available.

Personalized Shopping

Custom recommendations tailored to user preferences improve experience.

User Engagement

Push notifications keep users informed about promotions and orders.

Usage Scenarios

Online retail, direct sales, and expanded market reach through mobile.

Project Timeline, Cost, and APK Details

Timeframe

Complete development in approximately 6 months.

Cost Estimate

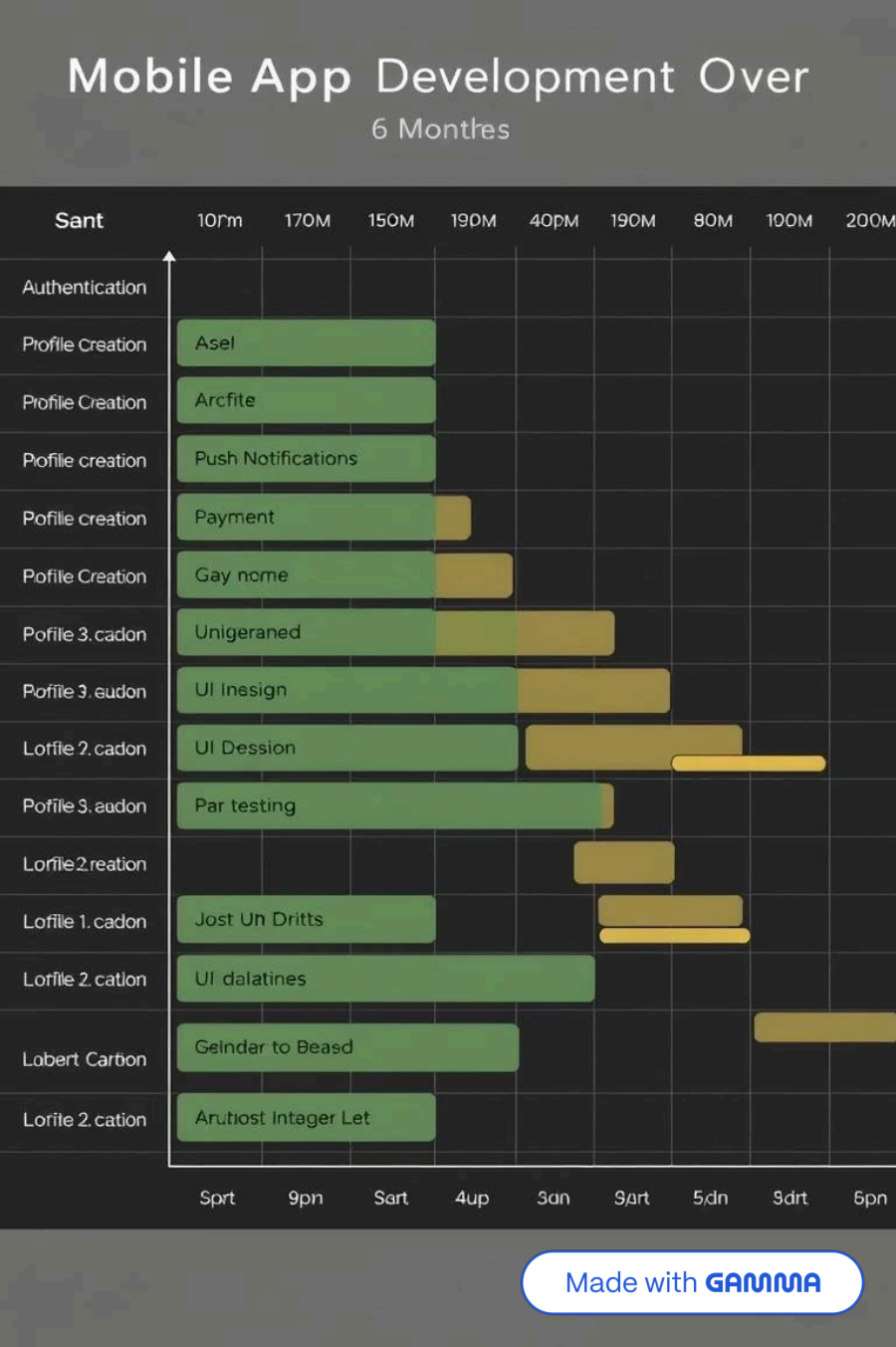
Between \$50,000 and \$75,000 including testing and deployment.

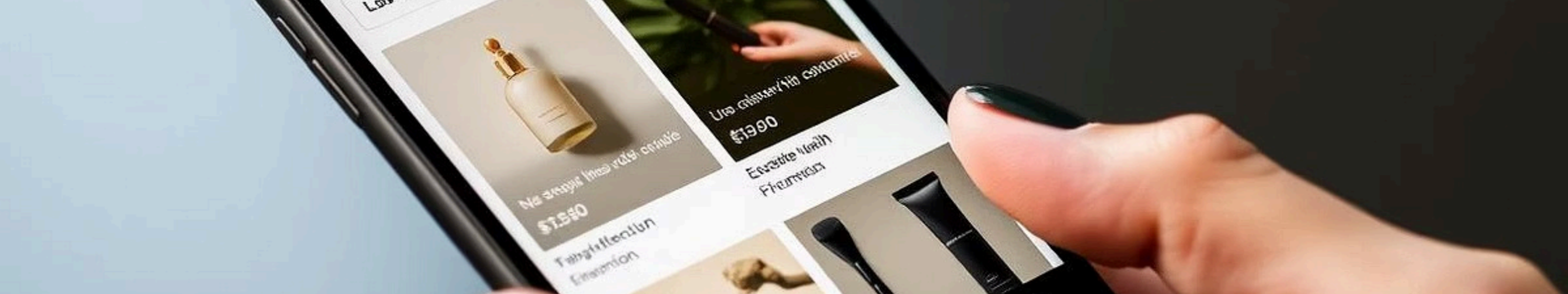
APK Variants

Includes debug and release builds for development and production.

Gradle Properties

Configured for versioning, API keys, and build settings management.





Execution and Sample Output

Key Features

Network requests handled using Retrofit for fast data fetching.

Versioning & API Keys

Uses gradle.properties like `appVersionCode=123` and `apiKey="YOUR_API_KEY"`.

Data Persistence

Local caching and storage with Room database for offline support.

Sample API Response

Shows JSON data with product details powering the app UI.

Existing System Comparison

Feature	LUSHLAN E	ASOS	Zalando	H&M
Performance	High (Kotlin-based)	Medium	Medium	Medium
Personalization	Advanced	Basic	Basic	Basic
UI/UX	Modern & Intuitive	Average	Average	Average
Exclusive Features	Custom recommendations	Limited	Limited	Limited

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	FEATURES:	#M	#M
	USER INTERFACE	ZALANDO	ZUALLADOS
	✓	✓	✓
	✓	✓	✓
and asos	✓	✓	✓
zzalando	✓	✓	✓
thipping options	✓	✓	✓
price price	✓	✓	✓
shipping fatures	✓	✓	✓
custonear	✓	✓	✓
saving grals	✓	✓	✓
customer service	✓	✓	✓
collante	✓	✓	✓

Future Scope & Conclusion

Next Steps

- AR/VR virtual try-on integration
- AI styling assistant with chatbot support
- Expansion of product categories and brand partnerships

Conclusion

LUSHLANE aims to revolutionize mobile shopping by blending innovation with usability.