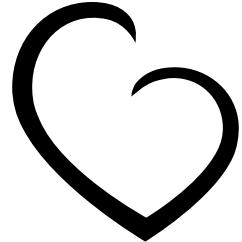


IORDANIS CH.

MY DESIGN PORTFOLIO

CASE STUDIES



MOTHERCARE

We had to see through the eyes of a parent and make the mobile app easy and enjoyable. We developed features such as To do list and/or Essentials lists, to personalize the app.



WAREHOUSE

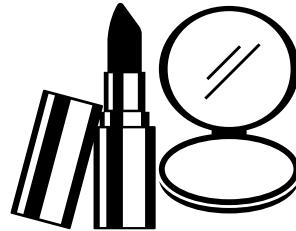
Designed this app was quite of a challenge because we had to combine the typical shopping experience with the new social media way of life.

CASE STUDIES



RIVER ISLAND

The large amount of products used to make the shopping experience difficult so we had to come up with a more pleasant shopping journey.



THE BODY SHOP

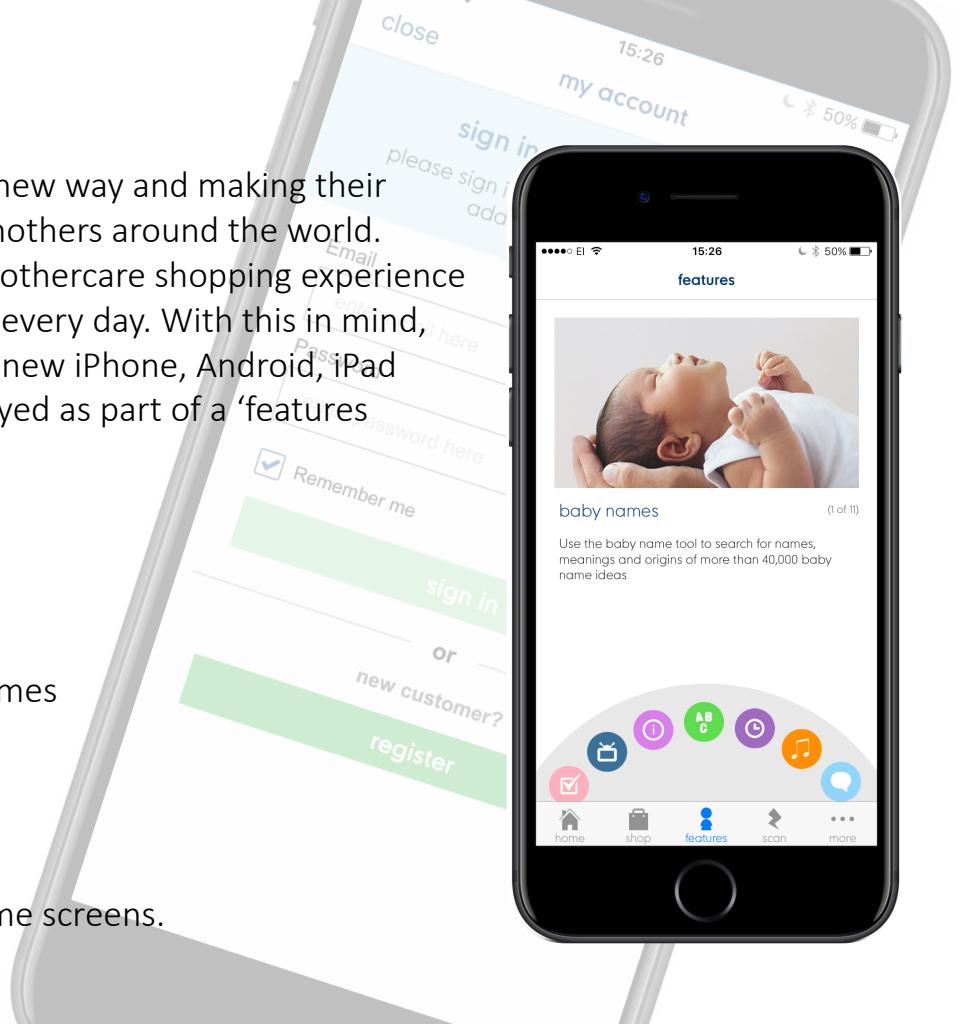
In order to create a more guided experience, customers have the option to use The Body Shop TV with a how-to tutorial collection, the Skin care advisor and/or The Consultant locator.

MOTHERCARE

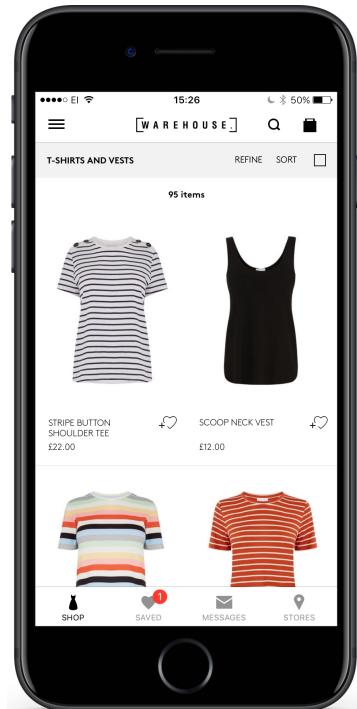
Mothercare had a vision of engaging their customers in a new way and making their service and offerings more convenient and accessible to mothers around the world. Mothercare wanted to offer customers not only the full Mothercare shopping experience but also provide parents reasons to come back to the app every day. With this in mind, we worked closely with the retailer to develop pioneering new iPhone, Android, iPad apps. In the iPhone and Android, these features are displayed as part of a ‘features wheel’, which contains:



- A Baby namer
- Kick/Contraction counters
- Pregnancy week by week guide
- A collection of lullabies and nursery rhymes
- Essentials lists
- To do list
- Mothercare TV
- Baby Tunes
- Ability for users to personalise their home screens.



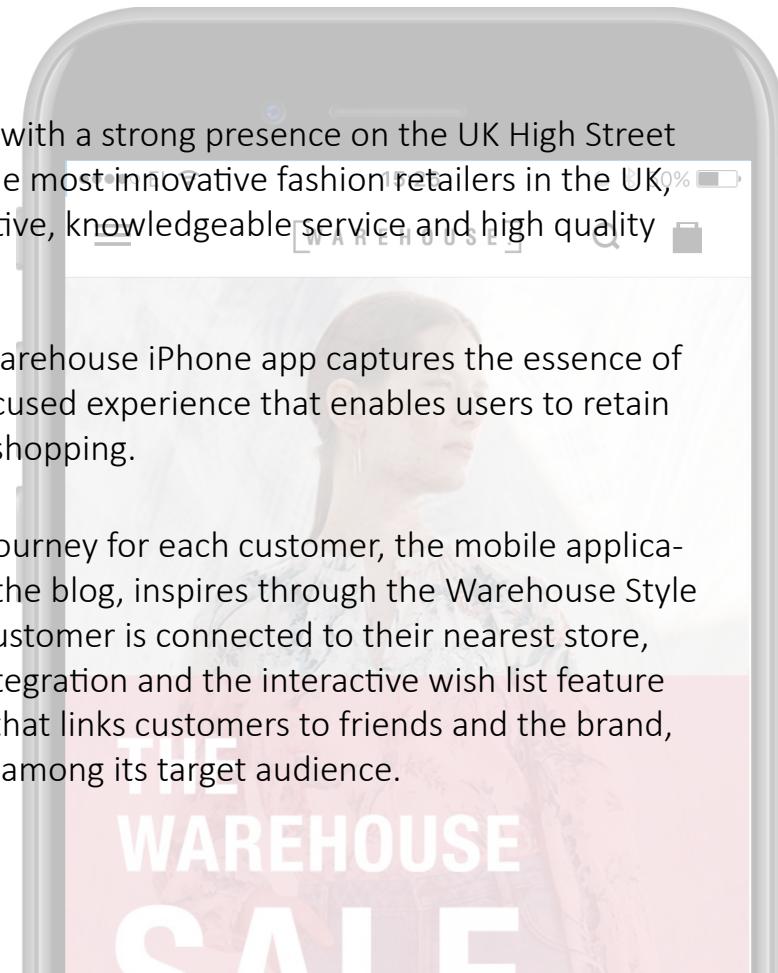
WAREHOUSE



An exciting, fashion-forward brand with a strong presence on the UK High Street since 1976, Warehouse is one of the most innovative fashion retailers in the UK, serving stylish shoppers with attentive, knowledgeable service and high quality products, delivered effortlessly.

The experience delivered on the Warehouse iPhone app captures the essence of the brand – a fashion and trend-focused experience that enables users to retain that all-important social nature of shopping.

Forging an innovative multimedia journey for each customer, the mobile application offers fashion consultancy via the blog, inspires through the Warehouse Style Studio TV, and ensures that each customer is connected to their nearest store, wherever they are. Social media integration and the interactive wish list feature facilitates an engaging experience that links customers to friends and the brand, while widening the retailer's reach among its target audience.

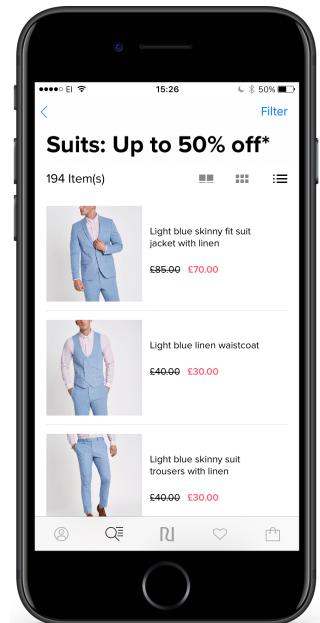


RIVER ISLAND



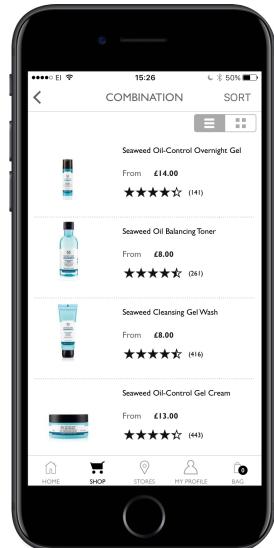
Our goal is to encapsulate their brand as the perfect destination for everything fashion-savvy shoppers need to create head-to-toe outfits for themselves, their family, and friends.

Capable of customising their experience according to style, trends, size and taste – and create Wishlists of favourite items – River Island's iPhone, Android, iPad, Blackberry apps are fully integrated with store locator functionality and social media communication to enhance the social nature of the shopping experience. You can also check stock in your local store before you go to avoid disappointment. We know that River Island customer service is highly attentive, so we made sure this was clear throughout the app. Our team built in a direct channel of communication to the app, offering customers the opportunity to receive River Island news, events and exclusive offers, while the dynamic 'Message Inbox', and 'My Account' features strengthen customer relations and enable customers to monitor their order and account activity.

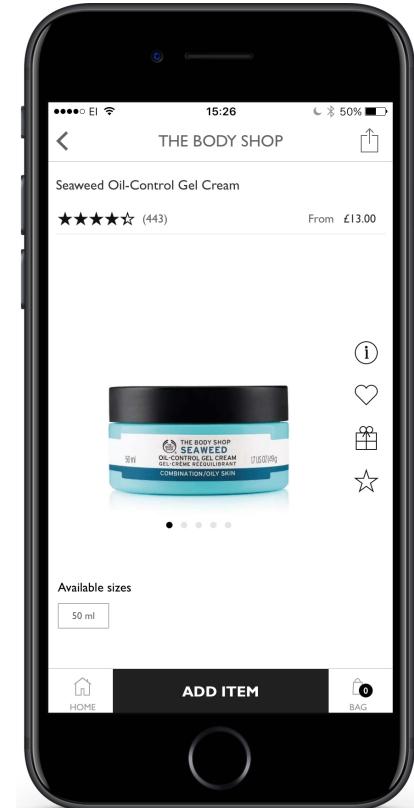


THE BODY SHOP

A retail brand with a huge following both in the UK and internationally, The Body Shop identified a native mobile app as the natural progression for their already burgeoning online retail success. In order to live up to The Body Shop's reputation for quality both in-store and online, we worked hard to create an app that was easy and compelling to use from start to finish.



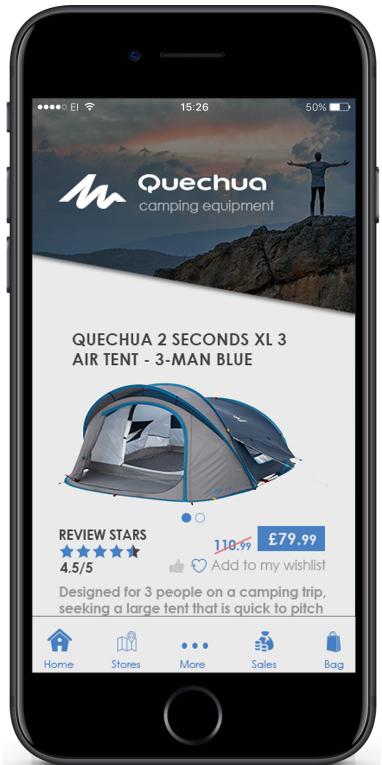
Whether customers wish to browse the vast product range, engage with the philanthropic side of the brand in the social hub or even host a Body Shop party, the app allows all of this and more with an intuitive and engaging experience tailored to The Body Shop's customers' unique and specialised needs. The app also features a social hub, The Body Shop TV with a how-to tutorial collection, a skincare diagnostic tool to discover your perfect beauty regime, integration with The Body Shop's Love Your Body Club™ reward scheme and a store locator. Users can also use the Consultant locator to find a consultant near them.



FEELING CREATIVE



FEELING CREATIVE



FEELING CREATIVE

