# Your Wish On

**Project Overview:**

The eCommerce landscape has witnessed some drastic changes in recent times. Online shopping was already making its mark and overshadowing the traditional shopping methods. This trend was especially escalated during Covid times when most people were home-bound and there was a spike in the demand for online shopping. The idea behind the app was to build a platform that offers convenience to shoppers. A one-stop-shop or a virtual mall that categorizes products in an organized way so the shoppers can save, build a wish list, and later buy whatever they need through a single platform.

**Challenge:**

The main challenge rose during the initial stages when a blueprint of the app was being devised. Our developers knew that they have to put in extra work to build features like add to cart, and a secure payment method. However, the bigger problem was how to list these products in the app that would be the most convenient. The app had to be built in a way that not only is enticing but also has AI in place that gives relevant suggestions as per the customer's needs. We only had a span of nine months to develop this app and a limited amount of resources. Our main challenge was to make the app stand out amongst all the other eCommerce apps that are operating in the market.

**PHASE I:**

**Idea Creation**

The idea was to release an app in the eCommerce market that plays on the customer’s side. A convenient user-friendly interface that only accommodates secure transactions, but also allowed the users to track their previous purchases. There have been many famous eCommerce platforms that came under fire due to many reasons. The complaints regarding a different or low-quality product being delivered became prevalent as the market saturated. The market was in dire need to get a platform that lists legitimate sellers who show what they sell. Our team worked hard on this aspect to ensure that the sellers we took on board were all legitimate and were matching our quality standards.

**Concept Art**

Our designers worked with sophistication to not only come up with a professional color theme that gives the app a legitimate look but also created product categories seamlessly. It was mutually decided that the app will have main categories of the products first, and then in the subcategory, the product will be differentiated under brand names. This was done so that the user does not get overwhelmed by the clutter of so many products listed on the app, and can make informed decisions under specific categories.

**PHASE II:**

**UI/UX Design**

Our developers meticulously developed every page of the app and ensures an interactive GUI that would keep the shoppers hooked to the app. Moreover, it was decided that the smart feature of the app will use certain keywords to show relevant products that the user might be interested in, based on their search history.

**Build:**

The app-building phase was not completed all at once. After the successful development of each feature, our team would get it approved by the client before finalizing it. We believe that it was important for the app to be perfect in order to drive traffic and improve conversion. Our team also did a background check on the authorized list of sellers before allowing them to use our platform as a marketplace. The building process also ensured a design that attracted more customers and ensured that the mobile app was compatible across all iOS and Android devices.

**PHASE III:**

**Testing and Launch**

This was the most important phase of building the app. Even after every feature was approved by the client and finalized, it was important to check the functionality of the app. It was important that the app worked smoothly, and this would also prove the efforts of our team. We did multiple test runs on the app so we can address bugs and fixes before the app was going to be launched into the market.

**RESULTS:**

* The app does a great job safekeeping user data
* The app has a robust CC and DC payment system in place
* A level of integrity has been maintained by the app so the users put their trust in us while giving personal information
* The sellers are approved and authorized to show a true picture of the items they’re selling