



Development of an
eCommerce Application

**EAT WELL-FEEL WELL
AND LOOK WELL**



About Client

Client is a public incorporation with annual turnover of multi-million dollars pioneer in milk industry having collective Milk processing capacity of approx 2.5 million Lit per day. Client have various Hi-Tech labs at various locations across different parts of the country.

Business Challenge

- Client had a variety of products to offer and they wanted a new versatile eCommerce application that could accommodate their growing product inventory and other initiatives in a user-friendly environment.
- Client wanted very high rated UX/UI application.
- Integration with various payment gateways.
- Responsiveness on various screen size.

Solution

- After the research phase, we conceptualized a site architecture that allowed for simple product categorization, quick search returns, and automated order fulfillment.
- We gave much emphasis on design to make it highly usable.
- Throughout the process, we worked closely with the team to ensure fulfillment of all requirements.

Benefits

The highlight was the communication between the team members which ensured meeting the release deadline. As client wanted to launch the application before start of Summer season due to its product range.

As we have taken care of responsiveness of the application on different screen size so it turned out well as the client's end user range is quite vast from low end mobile phones to end high end tablets.



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