

Smart Shopping Cart

(an Android-based Application)

Industry:

Retail

Client:

Leading
Retail
Company

Location: India

CHALLENGE

The client wanted to develop an e-commerce application that would offer a seamless user experience to provide device compatibility, online and secure payment options, product and user data management, special offers, and more.

SOLUTION

VLink developed an Android-based application, a smart shopping cart for electronic products for both online and offline stores. After an in-depth analysis of our client's business and its goals, our team developed an enriched user experience design, while simultaneously improving the client's connectivity to other offline stores.

TECHNOLOGY STACK

iOS Objective

C Web Services

PHP

Adobe Photoshop

MySQL

BENEFITS

- A more efficient inventory management was enabled.
- Responsive, user-friendly design enabled reduced bounce rates and increased conversion rates and helped build brand loyalty.
- The app offered fast and secure online payment options.



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Case Study

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