

Video E-commerce Web Portal



Industry:

Retail

Client:

Leading
Retail
Company

Location: India

CHALLENGE

The client wanted to develop a video e-commerce platform that would offer a seamless shopping experience for their customers. The platform needed to provide an efficient product and user data management system with easy navigation capabilities.

SOLUTION

Our team developed India's first video e-commerce platform which showcases a wide selection of lifestyle products via video. After an in-depth analysis of our client's business and goals, we chose Magento (an open-source e-commerce platform written in PHP) for the implementation.

We developed the following sections for the user experience design and functionality:

- My account (wishlist, checkout, login/registration)
- Contact us
- Full shopping cart functionality
- Menu navigation
- Video autoplay on product landing pages



Headquarters: 701 John Fitch Blv.
South Windsor, CT USA 06074
Email: info.us@vlinkinfo.com
Phone: +1(860)247-1400

Global Delivery Center: 698, Udyog Vihar,
Phase V, Gurugram -122016, Haryana - India
Email: info.india@vlinkinfo.com
Phone: +91(124)426-0818

Case Study

VLink, Inc. All Rights Reserved.

Video E-commerce Web Portal



Industry:

Retail

Client:

Leading
Retail
Company

Location: India

TECHNOLOGY STACK

Magento

HTML5

CSS3 Java Query and JavaScript

MySQL

AWS (Amazon Web Server)

BENEFITS

- Improved customer engagement which encouraged the consumers to stay longer on the product pages was a result of this functionality.
- Customers were able to gain comprehensive information about the products via product images, videos, and descriptions
- Product images, videos, and descriptions allowed the customers to gain, and this has led to the increased engagement of website visitors, conversion rate, customer loyalty, and ROI.
- The customers were more likely to share videos compared to images, and sharing attracted more website traffic.
- Website traffic improved drastically due to the customer being more likely to share videos compared to images.



Headquarters: 701 John Fitch Blv.
South Windsor, CT USA 06074
Email: info.us@vlinkinfo.com
Phone: +1(860)247-1400

Global Delivery Center: 698, Udyog Vihar,
Phase V, Gurugram -122016, Haryana - India
Email: info.india@vlinkinfo.com
Phone: +91(124)426-0818

Case Study

VLink, Inc. All Rights Reserved.