Shinetech Software, Inc. | Global Client Case Study

SHINETECH
SOFTWARE

Changing the Way You Wear and Buy Through An App for Fashion

The Client

With the growth of mobile shoppers, client wishes to build a digital fashion community, named Dahlia Wolf, giving inspirations and recommendations for those who are keen on wearing chic, and providing a mobile-commerce platform.

The Challenge

The idea of the app is to attract users to post the clothes or design they like in the community and to engage with one another; the app should also include brands and shops allowing users to receive product information and price, also to purchase conveniently. The four key technical points are: 1) to get JSON format data from WebService; 2) content sharing on various platforms; 3) to take/select photos and record video; 4) to make sure the app is compatible with iPhone, iPod touch and iPad.

The Solution

After identifying the business requirements with the client, Shinetech quickly defined the technology to be used and created mock-ups to discuss with the client. Team worked out a practical timeframe for each functionality development, helping client to see the task alignment and time arrangement, allowing sufficient time for review, evaluation and optimisation. Team considered the user behavior and expectations, therefore they chose a minimalistic design for the layout and buttons, allowing fashion items catches user focus easily, whilst ensuring the user experience is intuitive and pleasant.

The Results

Client is satisfied with Shinetech's quality delivery, the finished app allows users to share everything related to fashion. Users can vote for others images, visit shops that sell the goods in the image and buy clothes at their fingertips; as a social networking community, they also can share photo/images with friends via Email/ SMS/Facebook/Twitter/Tumblr.