compassites
digital transformation experts

Case Study

Shopping app

Business Situation:

With increasing number of people engaging in smartphones, mobile has significantly changed the way people shop. Myntra realizing the mobile trend wanted a prefect digitalized sell strategy. Myntra.com aims at providing a hassle free and enjoyable shopping experience to shoppers across the country. For a satisfying shopping experience for its customers Myntra wanted to build a shopping app to ensure seamless access on all devices, on all platforms of Android, iOS, and Windows. Myntra approached Compassites to build their shopping apps on all the platforms i.e. Android, Windows 8, and iOS.

Solution Approach:

Compassites team analyzed Myntra's web application to understand its rendering and decided to build an app that is fast and easy to use. We aimed to build fast loading pages with easy-to-use shopping carts and simple checkouts.

Technical overview

Employing aspect-oriented programming SDK in portable class library which can be ported to desktop, tab, or phone was built. Within this reusable library all the latest patterns were followed. CQRS, Command Query Responsibility Segregation which gives a higher level of reusability was used. It helped in consuming the services quickly. The library was referenced in Windows phone 8 application following MVVM design pattern. The View model consumed the services built in portable library.

Functionality

The custom app we created for Myntra opens with a Login or registration page. The page allows login with Facebook or directly via the registered e-mail ID. After successful login the page opens to the hub page where there is a top navigation which has categories such as Men, Women, Kids, Sales, Offers, etc. This hub page also has banners, clicking on which, will take to search page which displays items depending on the search criteria. Options available on search page are Sort, Filter, and search by

Client Profile:

Myntra.com is India's top e-commerce company for fashion and lifestyle products, headquartered in Bangalore, Karnataka. It provides the widest range of brands and products on its portal. It offers an array of latest and trendiest products bringing the power of fashion to its shoppers. Myntra allows shoppers to choose apparel, accessories, cosmetics and footwear from over 500 leading Indian and international brands. They are in the lead in changing the face of retail and shopping in India.

Technology Used:

Platform: Android, iOS, Windows

- Microsoft Silverlight
- WinRT
- Splunk
- Parse for push notification
- Google Analytics

text. For Sort, Filter, and search to give successful results MVVM was tweaked by embedding a router. The items on hub page are displayed as picture. Image management is done using cloudinary service. With all the images uploaded to cloud, image extraction was done in a snap for the request. As soon as the picture on the listing page is selected the app proceeds to product details page. The product page carries description of the product along with reviews and various views of the product. If the product carries an offer then the coupon code for the particular offer is displayed. This page also has a PIN code check which on entering the information lets you know how many days it may take to deliver the product. A property called image carousel was used to provide a high resolution image upon mouse hover or click. Tap-on-offer feature was built into the app to know offer on each product just by tapping. Device-specific discount coupon generation feature was built where users with a particular device can only avail the discount. A wish list option to add items to list for buying at a later time comes with the app. For the SDK 180, odd test cases were written pushing a complete test driven development. Later regular updates and build was given to QAs and new features and bug-fixes were given in terms of weekly scrum. Both manual and automation testing was used to debug the app.

Benefits & Results:

- The app was downloaded more than 10 million times by enthusiastic shoppers
- Previously web contributed to 70% of their revenue, now more than 50% of revenue is generated by apps
- Less number of resources as compared to the resources required to build and maintain an web app
- Saved time and money