

SUCCESS STORY

BEAUTY e-COMMERCE

Elevating Beauty Brand's Digital Presence

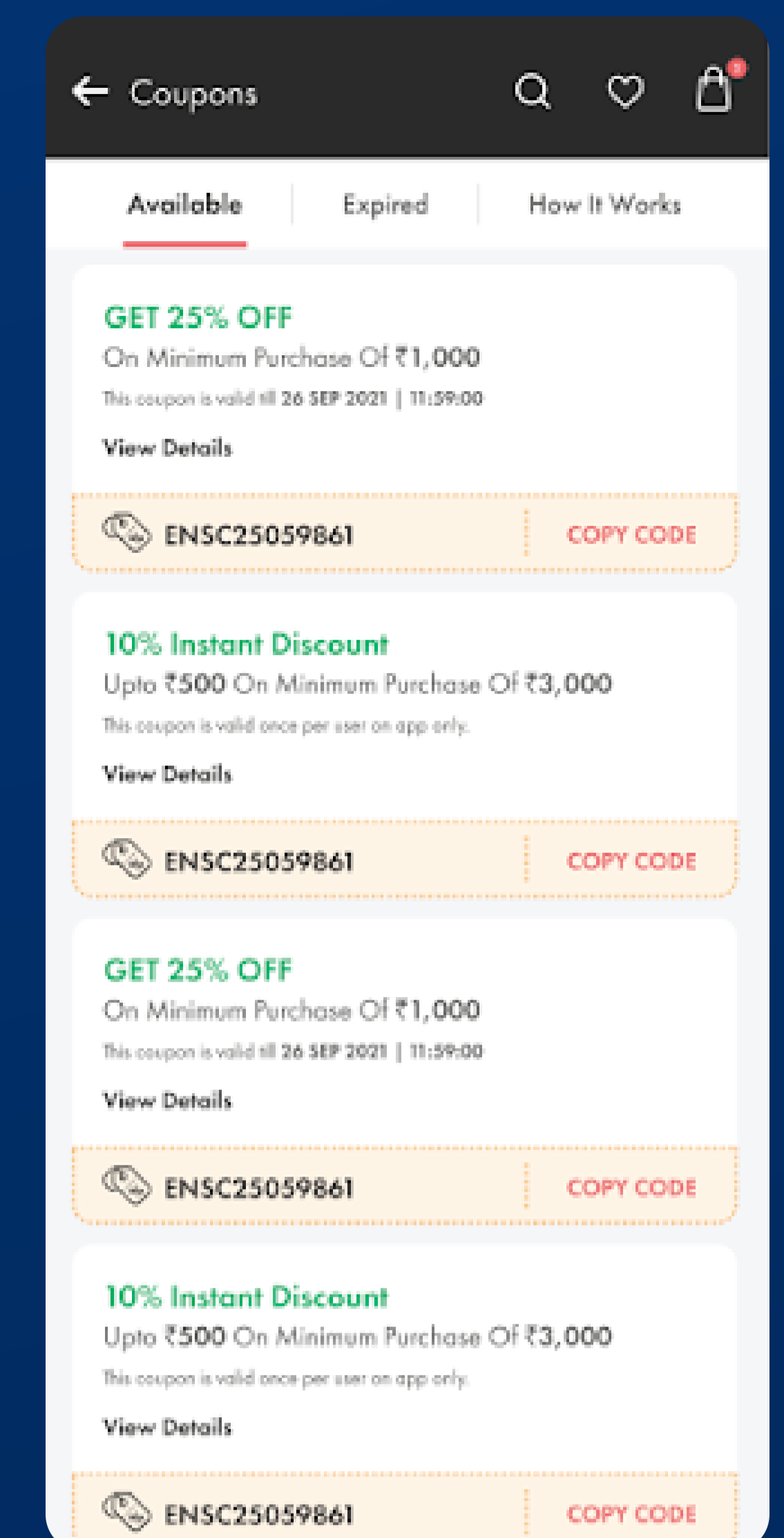
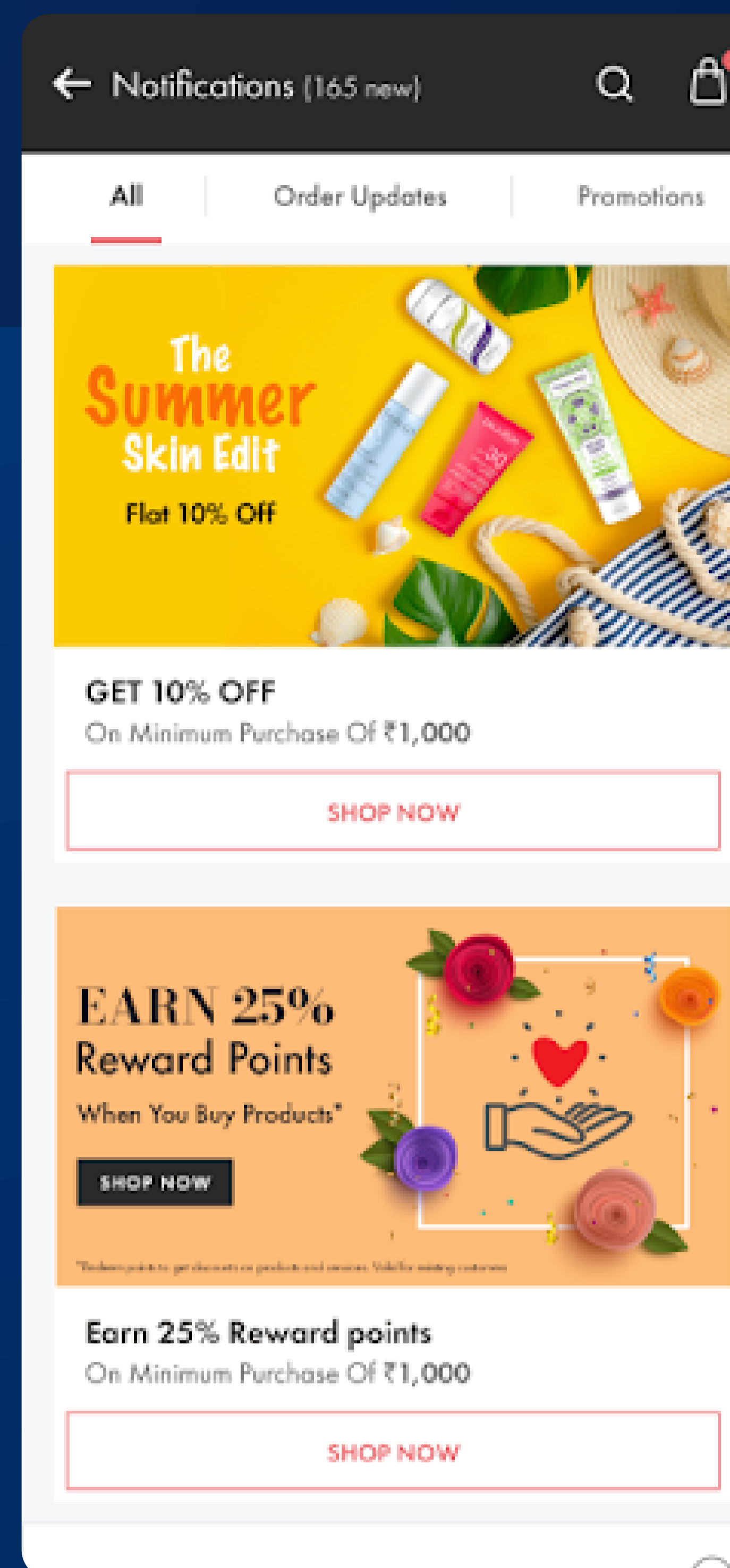
Our Beauty Commerce client wanted to develop an eCommerce platform offering a wide array of beauty services such as hair care, skincare, and manicures, both through their website and mobile application. It's objective was for it's clients/users to have the convenience of booking appointments and purchasing beauty products online, while also benefiting from features like wallet integration, discount coupons, and gift vouchers.

Beauty Brand Delivers Seamless Omni-channel Commerce Experience

IMPACT:

The collaboration between our team and the Beauty eCommerce client led to significant enhancements in their web & mobile applications, resulting in:

- Improved user experience with personalized settings and streamlined navigation.
- Enhanced code reusability and consistency across the application.
- Increased customer satisfaction with dynamic policy pages and seamless coupon management.
- Greater engagement and retention through efficient notifications and wallet integration.
- Expanded offerings with comprehensive beauty value packages, catering to diverse user needs.



Our Contribution

User Settings Page:

- Developed a settings page with slider-type inputs for notifications, location access, camera, contacts, microphone, and SMS permissions.
- Ensured seamless integration with AsyncStorage to remember user settings across app sessions.

Text Input Wrapper:

- Created a common text input component wrapper to maintain consistency and promote code reusability across the application.

Policy Pages:

- Implemented policy-related pages dynamically fetched from the backend, ensuring optimized formatting and responsiveness across devices.

Coupon Management:

- Designed a split-tab screen for managing coupons, allowing users to categorize and copy coupon codes as needed.

Notifications Management:

- Developed a multi-tab notifications screen with dynamic formatting based on notification types and age, enhancing the user experience.