Devs_Data
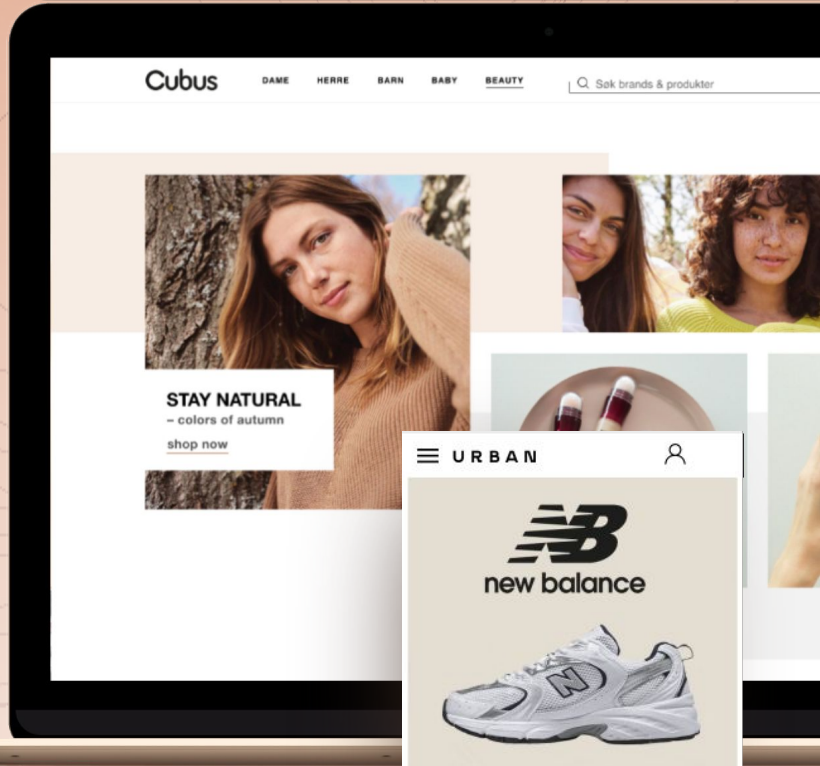
BB Cream
Maybelline

shop now

Cubus
URBAN

E-commerce

Case Study

Developing software and UX/UI design that hits world market.

UI/UX design and business development

Cubus & Urban E-Commerce Platforms

Product Overview

Dynamically growing e-commerce platform

Cubus is an **emerging European fashion brand** operating on the Scandinavian market, selling not only clothing, but also cosmetics and accessories, both in brick and mortar stores and using an e-commerce platform.

Urban is a **dynamic fashion brand** from Norway. As DevsData LLC we managed to develop a platform fitting customers and partners - the effect of which is now the fact that now Urban was acquired by a bigger Scandinavian brand - **Junkyard.no**

Product Objectives

Software development and modern UX/UI design

Project deliverables were mainly:

- Developing a more modern and functional e-commerce platform
- Creating a UX/UI Design System (including Layout Rules, Design Patterns, Reusable Components)
- Integrating new solutions with enterprise ecommerce products and software APIs
- Providing a convenient financial transactions system
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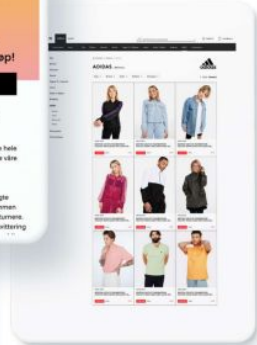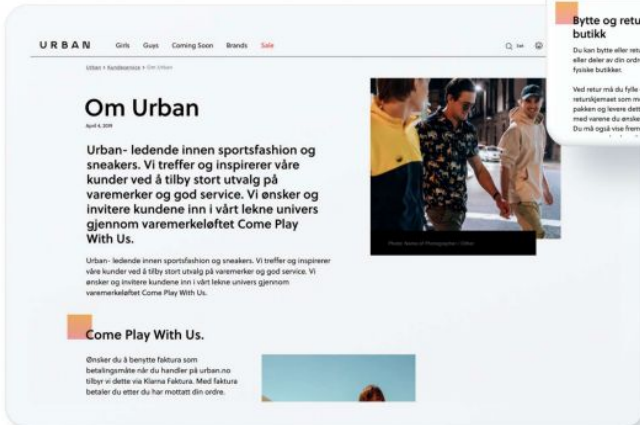
Design Process

Modernising & internationalisation

Our work on the project began with gathering the detailed business and technical requirements, and checking and adjusting the information architecture of the system. We moved some tools to other modules, grouped them more logically, and simplified their inter-connections. The purpose of the modifications was to **shorten and simplify** the user's path and create unique, outstanding design solutions.

The changes we introduced were based on knowledge and industry experience of the client's team, combined with our technical expertise. They were a solution responding to the needs and frequent problems observed while working with customers.

Another objective was to **make the platform internationally accessible**, since before our work it was available only for Scandinavian languages speakers.

Design System

A flexible, durable and reusable solution

To date, the design of the Cubus' website did not stand out of the competition on the Scandinavian market. The interface was not intuitive and captivating and costumer's path possesed lack of simplicity. Our goal was to **modernize the layout and consumer's path.** Thus we managed to create new beauty page concept to engage users to explore the website, and spent more funds on their purchases. The design concept was inspired by beauty-editorials artworks to make them more attractive.

We enhanced the overview of the page with new color palette matched with presented photoshoot style. The attractiveness was strengthen with features like **shortcuts, photo galleries and carousels, and photos combined with CTA buttons.**

Design changes were closely monitored and adjusted by the marketing team, with AB testing, tools like HotJar, Google Analytics and Full Story, we were able to perform series of tests and tweaks to boost conversion and the average basket size.

I have the pleasure of working with **Devs_Data as business partners on a big-scale digital transformation project for Varner Group – a European fashion group with 14 thousand employees worldwide. Devs_Data assembled the core Machine Learning, Software, and UX teams for the operation (26 people** in total). **I can personally guarantee their dedication, ability to understand the business needs and to track down those exceptional individuals** (we're very picky) wherever they are located.

Nikolai Fasting
CEO OF SYNCANO. INC.
EVP OF VARNER DIGITAL TRANSFORMATION

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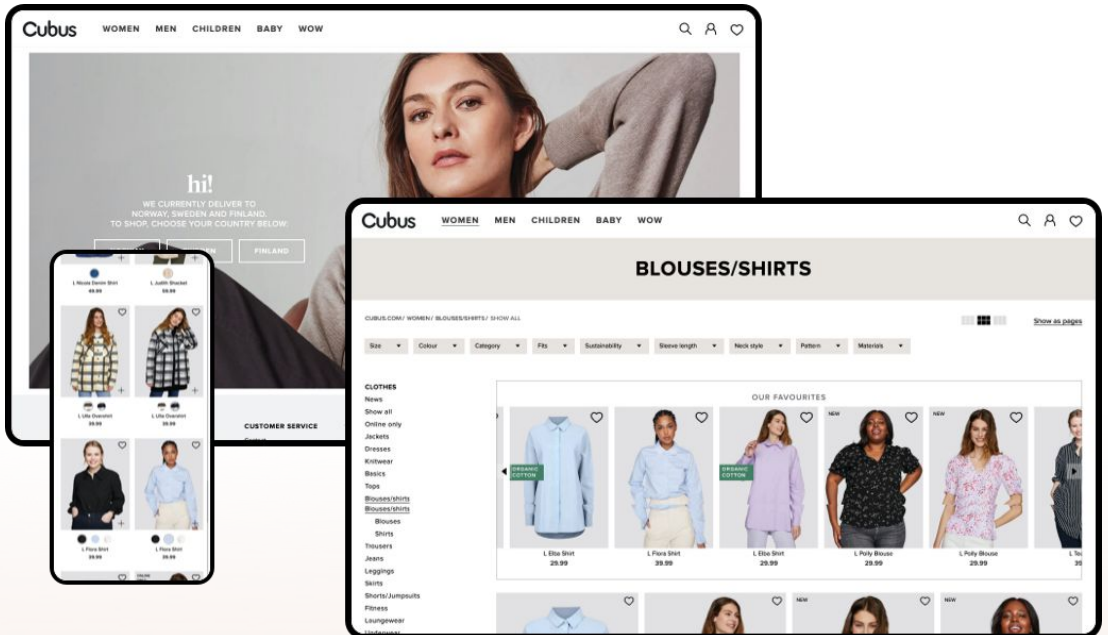Brooklyn, NY 11230, USA

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Cutting edge software development, business consulting and improved UX/UI design

As a result, we managed to design and develop a high-level, modern and user-friendly software, combining well designed front-end but and complex back-end. We implemented an advanced financial transaction system. Our team has taken care to fully understand business and provide consulting services for clients.

Moreover, developers received over 100 screen projects with interactions, and clickable prototypes, a complex Design System enabling easy future expansion of the current product and Design Principles describing the rules of project implementation.

Technologies

Most recent technology tools and frameworks

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DevsData LLC - a premium technology partner

☑ Worked with **premium & extremely demanding clients** before (hedge funds, fast-moving VC-backed startups).

☑ **100% client satisfaction** rate, 5.0/5.0 score on clutch.co.

☑ **Strong business & marketing** focus in addition to high engineering skills.

☑ **Extensive experience** in very recent technology tools, frameworks and languages for innovative software development.

☑ Ultra **transparent** way of work.

TRUSTED BY

VARNER   Cubus   ▲ SKYCATCH   ↻ NOVARTIS

REVIEWED ON
Clutch
★★★★★
5/5 | 31 REVIEWS

TOP
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2021

aws partner network
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Consulting
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STRONG WORK EXPERIENCE FOR THE US STARTUP ECOSYSTEM

techstars_   idealab.

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You can find us here:
devsdata.com

Let's talk!

Our skills, experience and battle-tested process allow us to scale your business with top-notch engineers.

Regardless of your tech stack and location.

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