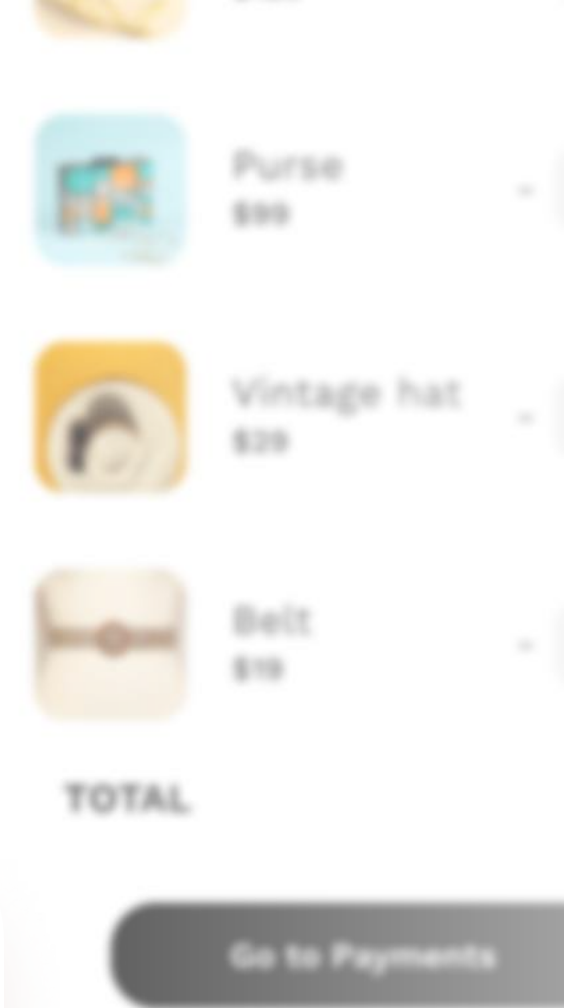
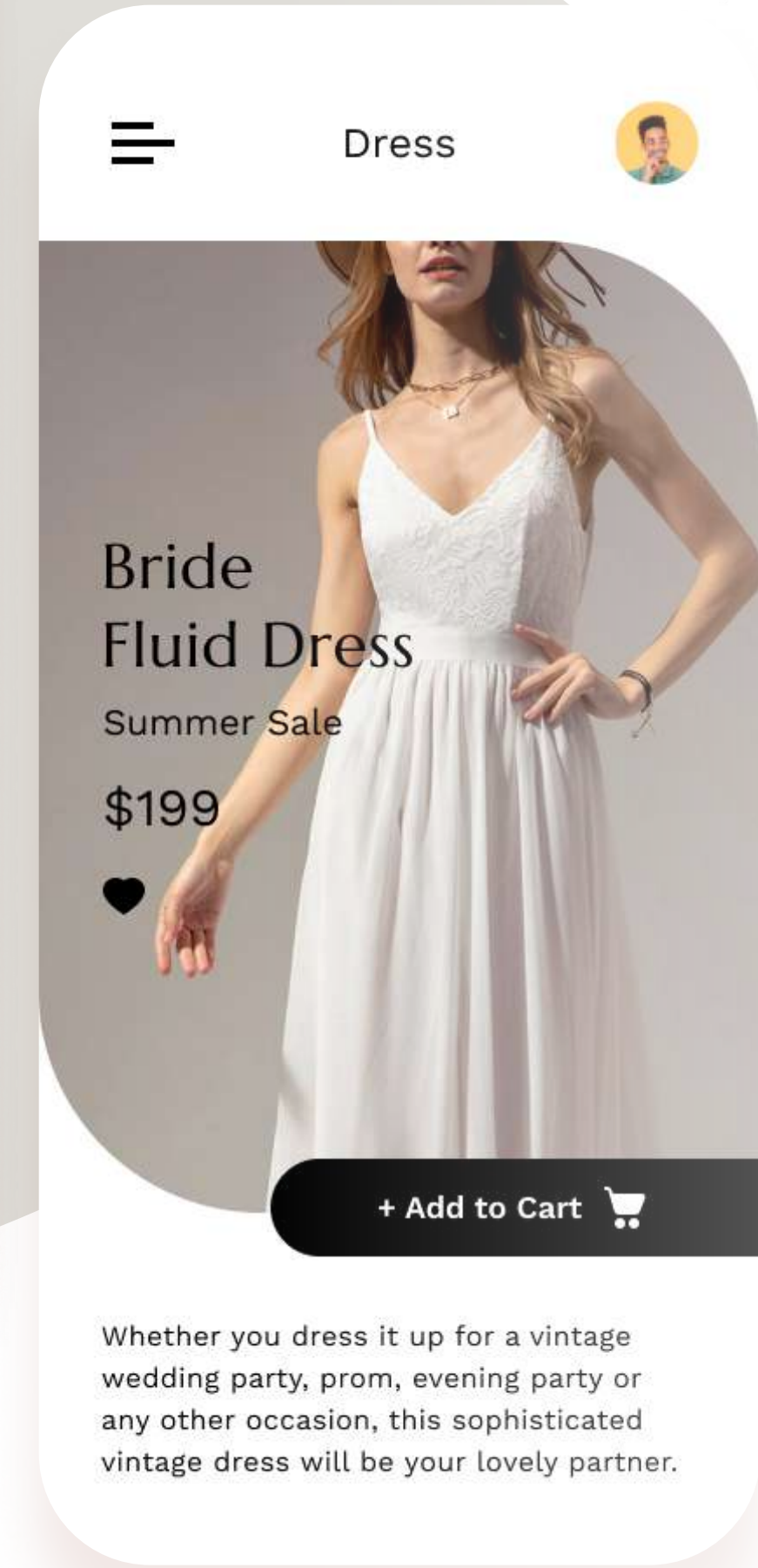
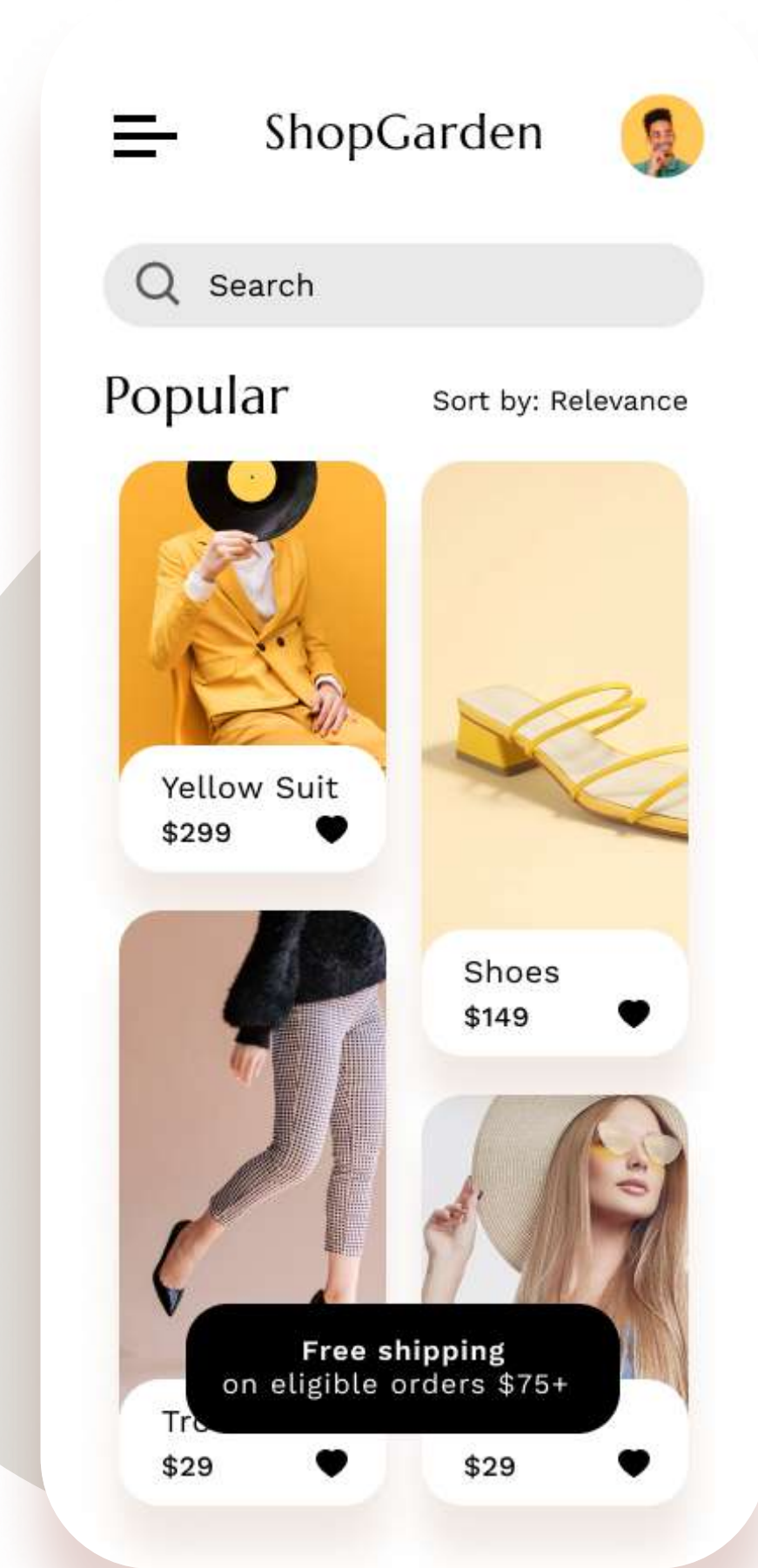


Case Study

ShopGarden

Mobile application for retail and e-commerce business

For one of our clients in Pennsylvania we have built a mobile application for his retail and e-commerce business.



Project Overview

The Code

The client already had an outdated mobile application, which was not running properly, had poor designs, and no longer fulfilled its function. We have been asked to build a new app based on the old one, which required us to reuse the existing code, refactor it and create new functionalities on top of it.

It has been especially challenging as the client asked us to stick to the already selected technologies. Additionally, we needed to expand the existing code and **add new innovative features requested by the customer**. Moreover, our solution needed to be compatible with the Magento e-commerce platform the client uses for his business.



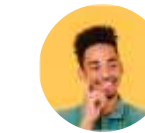
DevsData LLC
1820 Avenue M, Suite 481
Brooklyn, NY 11230, USA

(917) 300 1752
general@devsdata.com

You can find us here:
devsdata.com



Your Cart



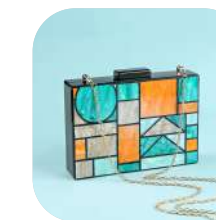
Bride dress
\$199

- 1 +



Shoes
\$129

- 1 +



Purse
\$99

- 1 +



Vintage hat
\$29

- 1 +



Belt
\$19

- 1 +

TOTAL

\$475

Popular

Sort by



Yellow Suit
\$299

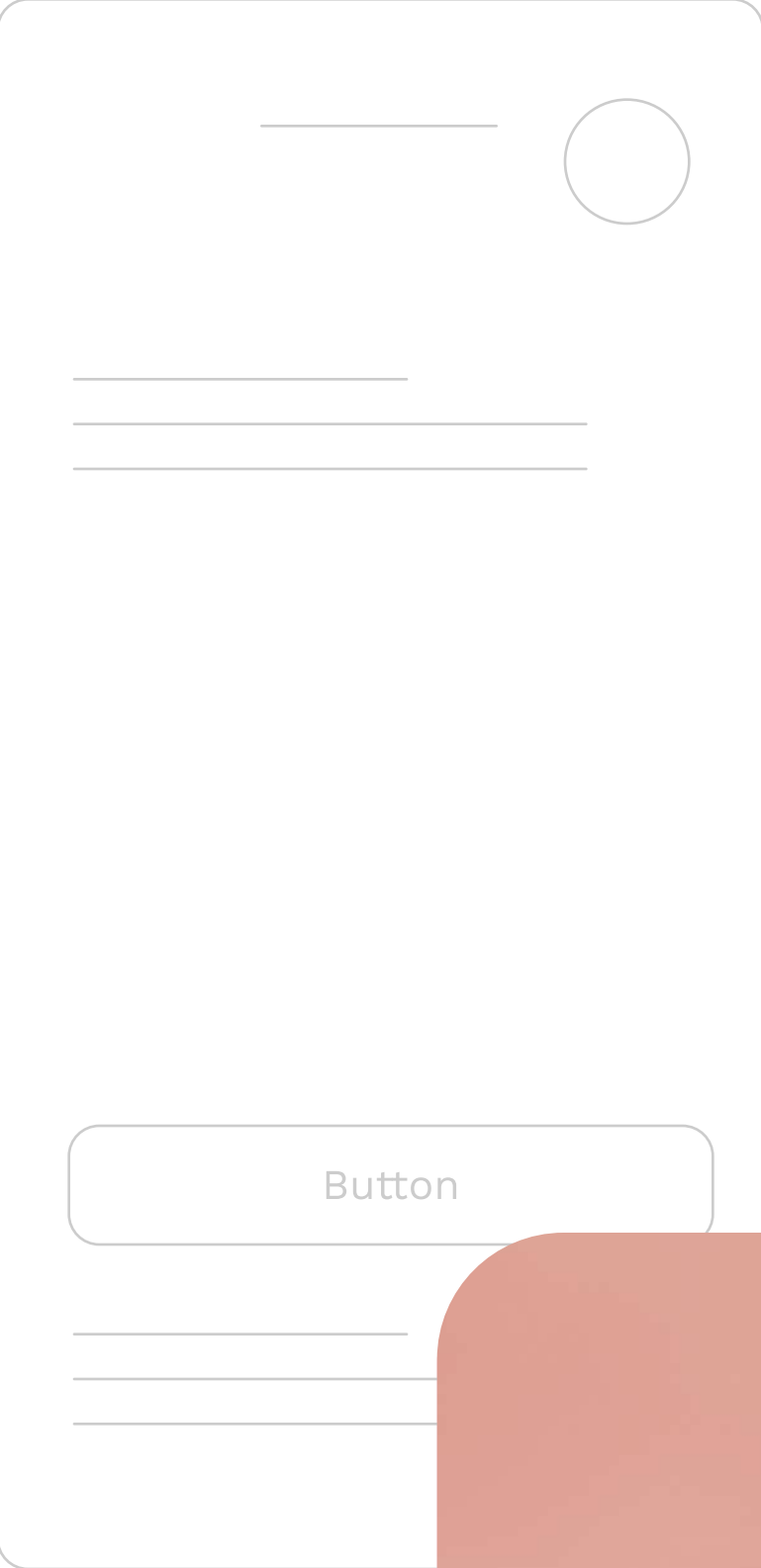
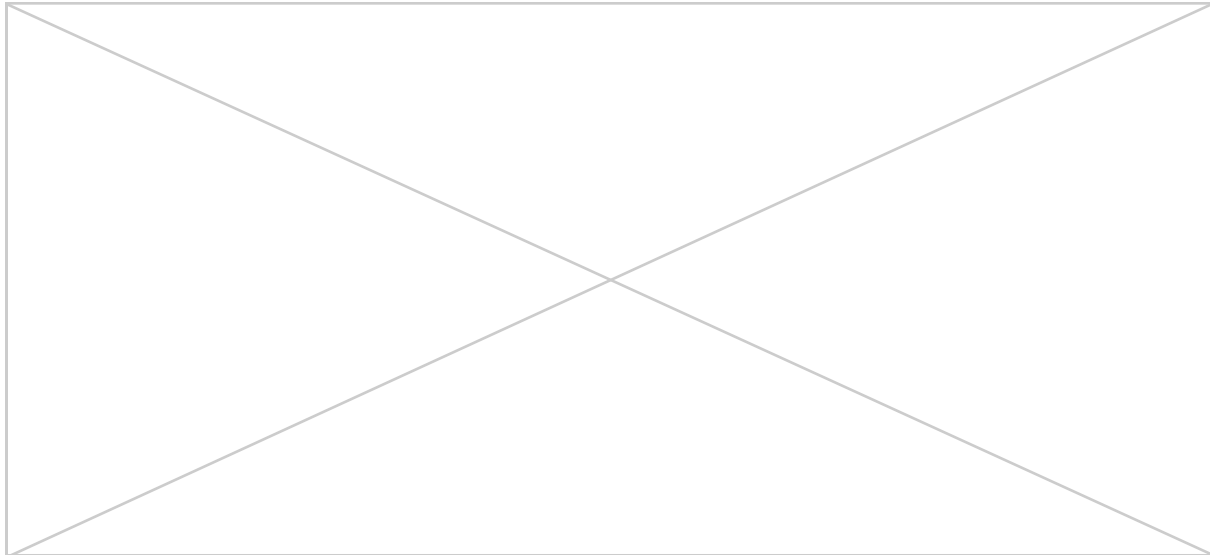


Trousers
\$29

The design

The app's design was outdated and **needed a fundamental redesign to cope with modern challenges**. In addition, both UX and UI needed to be changed.

The old look did not correspond to current market trends, was highly unattractive and non-intuitive for potential users.



WCAG

Moreover, the application needed to be compliant with **WCAG 2.2 requirements (AA level)**. Having this requirement in mind, we needed to adjust the development process and design process accordingly.

Web Content Accessibility Guidelines is a normative web standard — it is a W3C Recommendation and an ISO International Standard (ISO/IEC 40500:2012) — that explains how to make web content (including static web pages, dynamic web applications, mobile applications, etc.) more accessible to primarily people with disabilities, but also for all user agents, including highly limited devices, such as mobile phones.

This generally refers to the information in a web page or mobile application, including:

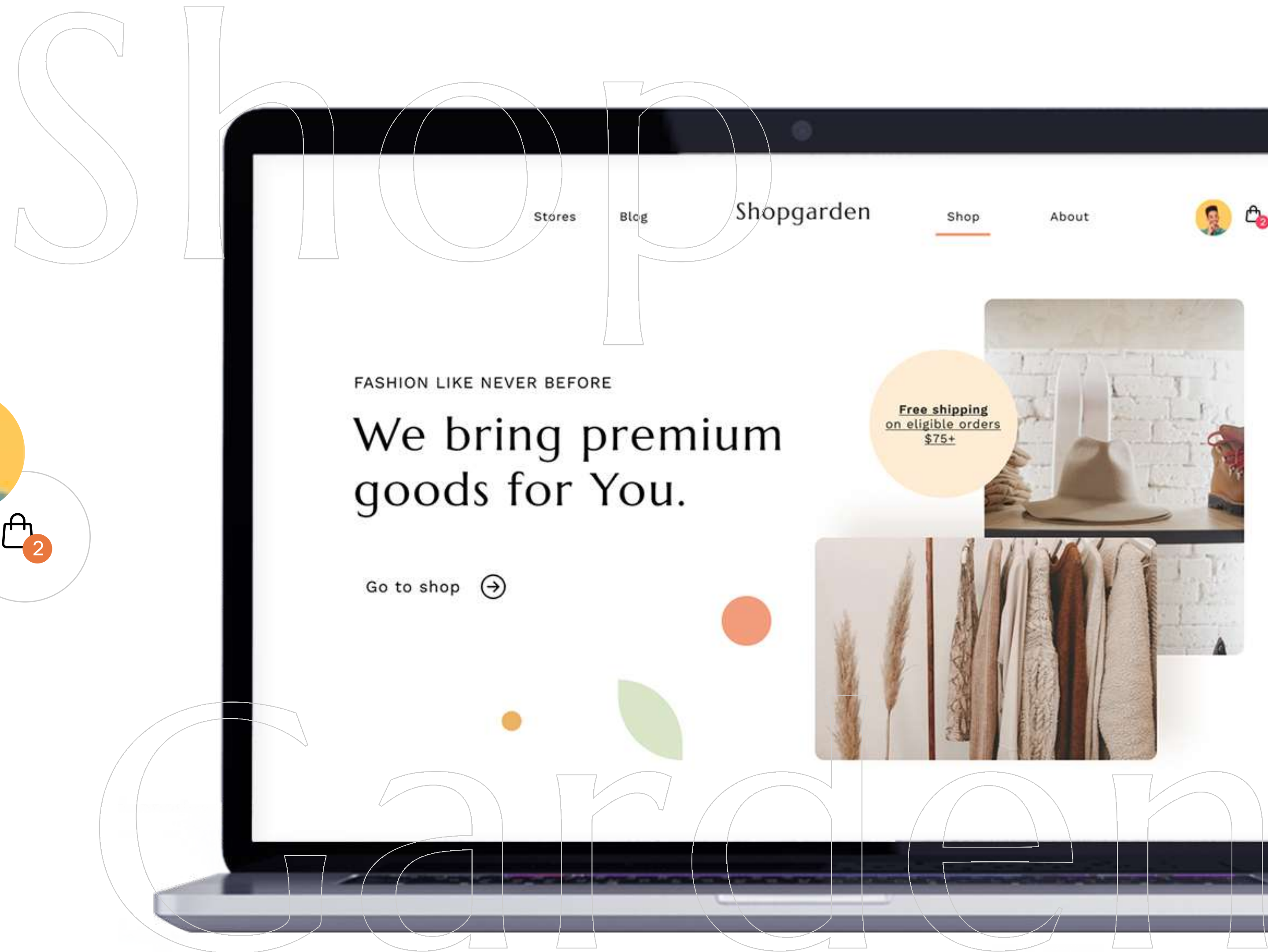
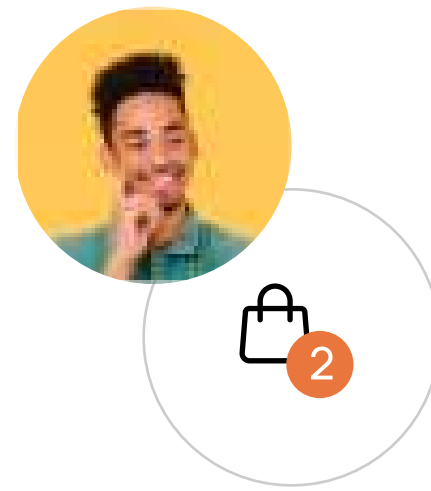
- natural information such as text, images, and sounds,
- code or markup that defines structure, presentation, etc.



The solution

At DevsData, we refactored the application code by extending it and adding new functionalities to the app. In addition, **we ensured that the app fulfilled the strict WCAG requirements.** Finally, we made the app fully functional and integrated it with the client's e-commerce platform - Magento.

In order to make the experience of using the app more personal, we have implemented a feature thanks to which the app tracks the users' localization. It **sends them personalized push notifications**, informing that the client's local brick and mortar shop is nearby and offers attractive special deals. The tracked data is not stored anywhere and is not used without users' consent (compliant with the W3C Geolocation standard).





Semi-belted blazer

Max-Mara

Colour



BEIGE



WHITE



MUSTARD



GREY

Size

XS

S

M

L

XL

Quantity

- 1 +

+ Add to Cart 

The solution

When it comes to the new app design, **we engaged our most talented graphic designers to propose new UX and UI** according to the latest standards and trends in the e-commerce sector. We conducted a series of working sessions with the client, presenting him with our proposals for the new look of the app. After a couple of iterations, we reached an agreement and **created from scratch a new, sexy / fresh, and modern design** for the refurbished mobile app. We did all this, keeping in mind that we had to comply with strict WCAG guidelines.

The result of our work is a fully functioning e-commerce mobile application with elegant designs and intuitive UX. It also meets all the requirements of the WCAG 2.2 at the AA level.

Technology and integrations

React Native technology has been used to build this mobile application. RN is a popular JavaScript-based mobile app framework that allows developers to construct natively rendered mobile apps for iOS and Android.

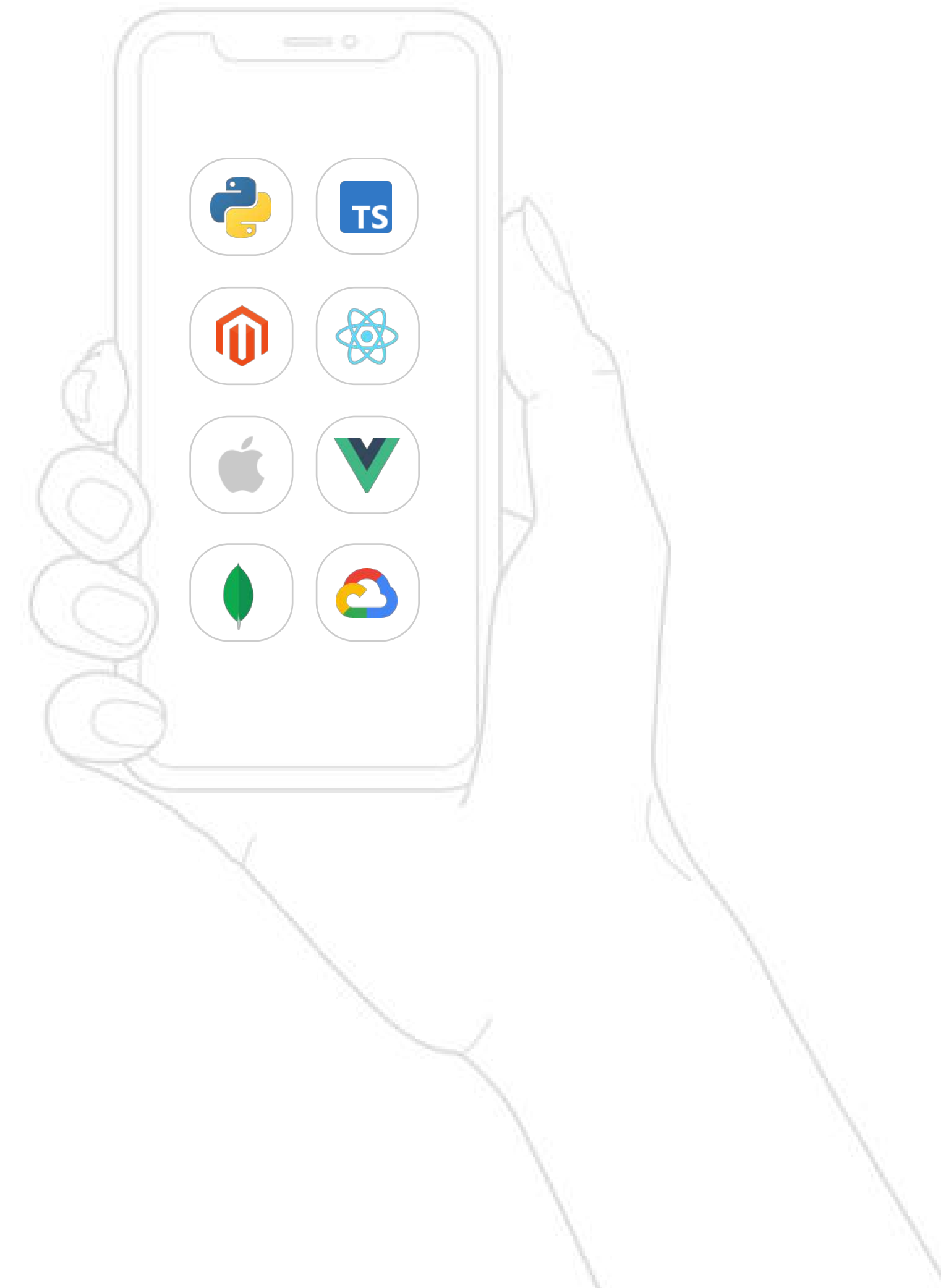
The framework lets you create an application for various platforms by using the same codebase.

The app has been integrated with the **e-commerce shop placed on the Magento platform**. This platform is run and maintained by the client.

Another integration is the React-hook-form. It is a library that helps validate forms in React. React-hook-form is a minimal library without any other dependencies. It is performant and straightforward to use, requiring developers to write fewer lines of code than other form libraries.

Finally, **the app has been integrated with a geolocation feature** which allows us to track users' localization and send them **personalized push notifications**. Typically, most geolocation services use network routing addresses or internal GPS devices to determine this location.

Geolocation is a device-specific API. It means that browsers or devices must support geolocation in order to use it through web applications.



DevsData LLC - a premium technology partner

- ✔ Worked with **premium & extremely demanding clients** before (hedge funds, fast-moving VC-backed startups).
- ✔ **100% client satisfaction**, 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



STRONG WORK EXPERIENCE FOR THE US STARTUP ECOSYSTEM

techstars_

idealab

[/] Devs_Data

Let's talk!

general@devsdata.com
(917) 300 1752

calendly.com/devsdata/hello

REVIEWED ON 
Clutch 5/5 | 31 REVIEWS

TRUSTED BY

VARNER

Cubus

 **SKYCATCH**

 **NOVARTIS**

DevsData LLC
1820 Avenue M, Suite 481
Brooklyn, NY 11230, USA

(917) 300 1752
general@devsdata.com

You can find us here:
devsdata.com

