ROO

Estella **Furs** Mobile **App**

Product Overview

Estella Furs is a cross-platform mobile app built by our experienced PhoneGap mobile app developers. This is basically a mobile commerce app to help the business reach out to its prospects and customers globally. Users can explore the whole range of Italian furs available with the brand, locate stores, and stay updated on new products or upcoming events.

Factors Necessitating the Mobile App

- Growth in the mobile usage (Increased by 58%)
- Growth in the mobile app usage (80% of the mobile time is spent in apps alone)
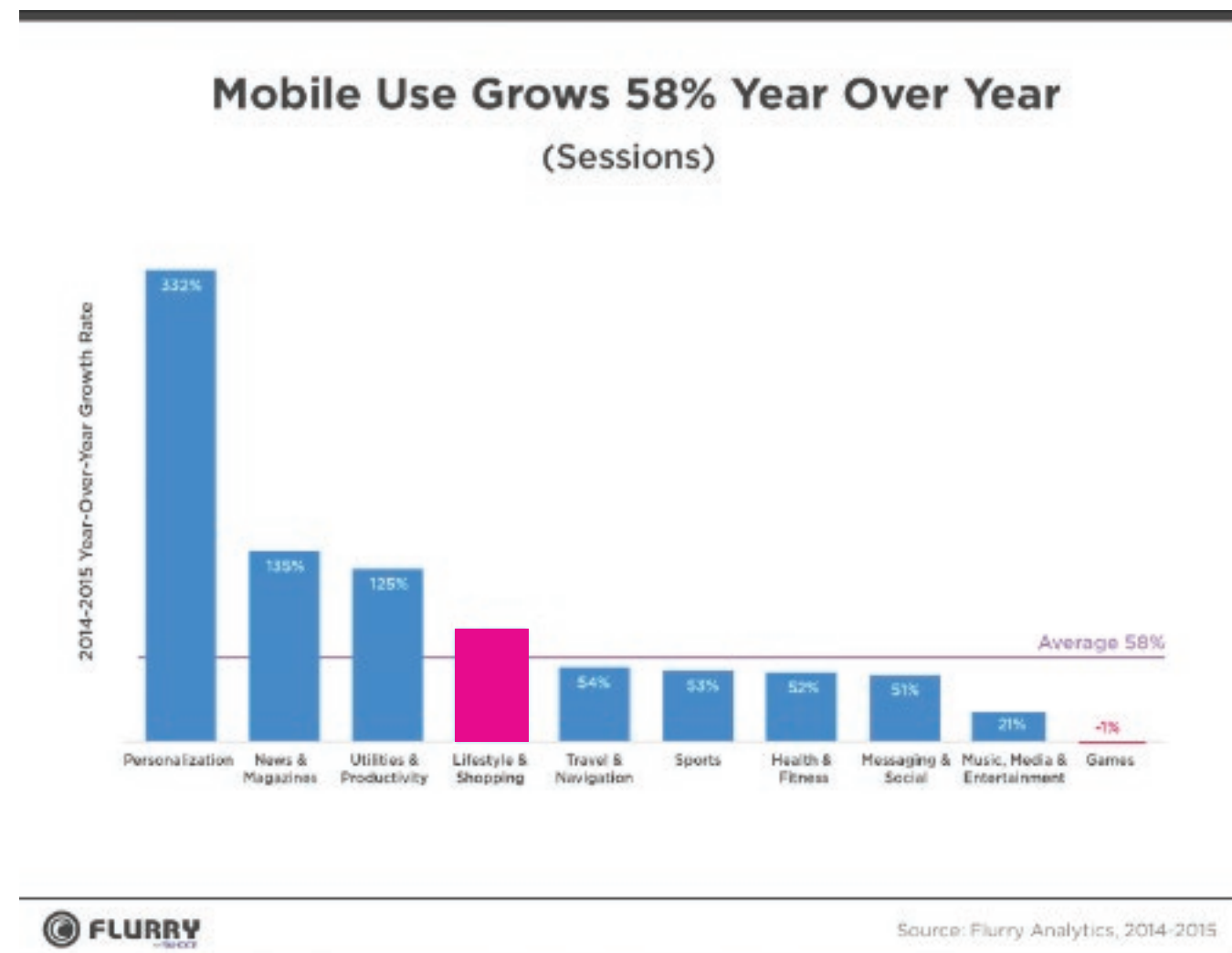- Growth in shopping apps adoption (Lifestyle and shopping apps recorded 81% growth)

Image Courtesy: Flurry
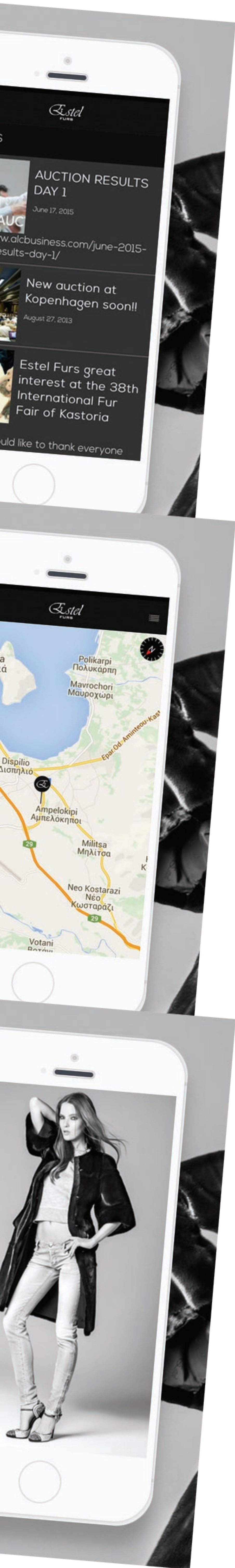
Business Challenges

- Improving the user-engagement across multiple devices
- Improving digital engagement
- Containing digital marketing budget
- Pushing lead generation and conversion
- Improving customer-experience

Solution

Understanding the business objectives and challenges, our PhoneGap mobile app development team designed and developed Estella Furs to expedite its customer-acquisition endeavor, and let it have a better reputation and authority in the market.

Shoppers can:

- Explore the fur designs and merchandises
- Find and locate nearest stores
- Get notification on the latest arrivals and events
- Read news and explore media coverage about the brand
- Upload images showcasing their experience with the brand

Result

Cross-platform Estella Furs witnessed a good success. Women fitness freaks all round the world discovered a new shortcut to adorn a body like their favorite celebs. Key benefits can be summarized as:

- Improved user-engagement
- Improved customer-acquisition
- Increased productivity and business efficiency
- Improved brand reputation

Why it Interested Us?

Shopping is a challenging section of the mobile app development domain as it involves not just coding but a cognitive coding. Building Estella Furs was a task where we need to build a mobile app that understands the shopper's mood and preferences and gives them the complete experience of real-shopping but in a virtual digital environment, and that too on a smaller display format. But that is what interested the most to our PhoneGap mobile app developers.

Strategy

- Understanding the likes and dislikes of mobile app users
- Building simple and interactive UI
- Enabling strong synchronization of data from different plug-ins
- Incorporating effective privacy safety settings
- Building a modular and scalable mobile app

Development

Ruled by the strategy, we ventured with the PhoneGap mobile app development process, and with meticulous use of the custom and built-in plugins (Geolocation, camera, media, compass, contacts) and Web capabilities including CSS, JS, and HTML5, we succeeded in building a user-friendly mobile app. We also offered active support in integrating the mobile app with the backend system to let the client fetch and upload data in a quick and easy manner as per its emerging needs.

Testing

Our software testing team is committed to deliver the best digital experience to mobile shoppers. We examined the app in different conditions to locate and fix flaws that may discourage the adoption and user-engagement.

1. Interrupt conditions

Calls, messages, notifications, browsing, gaming, etc., we made our app immune towards all mobile activities to let users make the most of the device without any restriction.

2. Installation/Uninstallation

We optimized the installation and uninstallation processes across different devices and under different network conditions.

3. Network conditions

From browsing the product-range to locating a physical store to making the checkout, we tested the shopper's journey in different network conditions, viz, ISDN, DSL, wireless connection, 4G, 5G and more.

4. Performance conditions

We examined the accessibility of different features of the app on myriad devices with varying hardware configuration, and optimized the app to make sure it doesn't kill the time of users.

5. Device integration conditions

We tested the interaction of the app with different hardware components, viz., GPS, video and camera, and more.

Publishing

With a bid to make the distribution of the app faster and lower the time-to-market time for the business, we uploaded the app on Google Play and iTunes. We keep monitoring the customer-reviews that pop up on the store or across other customer review portals and provide quick and easy fixes to them to make sure the business enjoys a good reputation in the market.

About Us

Root Info Solutions (RIS) is a globally recognized Information Technology consulting and software outsourcing company based in the UK. In addition, we have an offshore software development and implementation center in New Delhi, India. We provide enterprise web and mobility solutions using different programming languages/frameworks including PhoneGap, Drupal, Angular JS, Magento, Python, Android, Swift, and more. We have been serving clients across different sectors and verticals since 2004.