IN-AD PURCHASE APPLICATION FOR A LEADING ONLINE SHOPPING SOLUTIONS PROVIDER

CLIENT OVERVIEW

Our client is a US based provider of online shopping solutions aimed to deliver e-commerce gateway through in-app ads, email, social media and various affiliates to create an optimal mobile consumer experience. They provide a dynamic ad commerce solution for cross platforms that allows in-app purchases directly from an ad and other sources thus empowering end-users to ease their purchase process through a single click.

KEY REQUIREMENTS

- A comprehensive content management system for quick updations of products and collections
- Easily customizable campaign application with a user friendly interface and seamless customer experience
- Tag management implementation for campaign measurement and tracking ability
- Tax module integration for tax computations based on the respective State laws in the USA
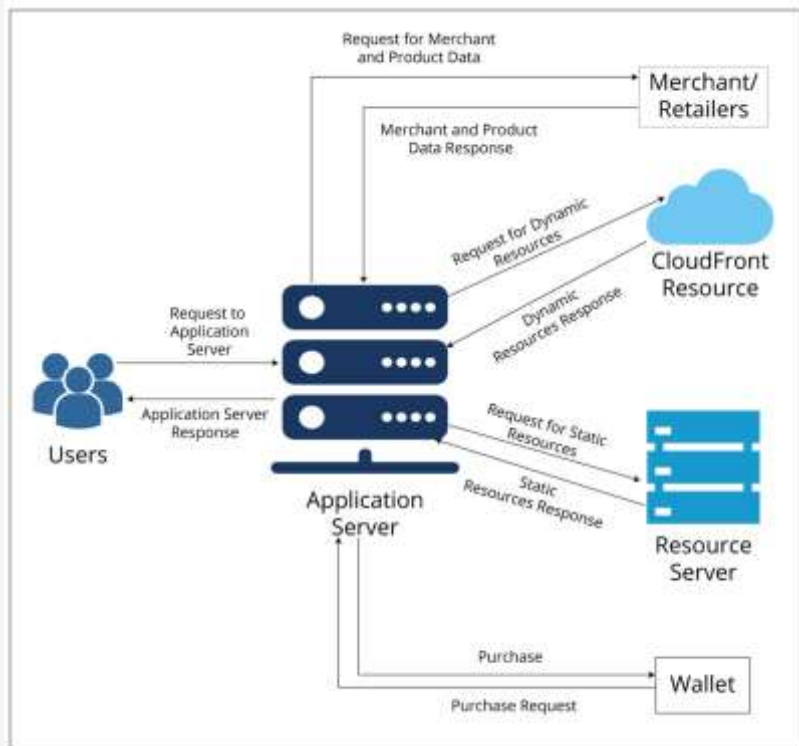
KEY CONTRIBUTIONS

- Developed a web application using Material Design and Web Components to deliver a consolidated experience across all platforms and device sizes
- Developed a content management system for updations of products and collections
- Used TweenLite and Material Design for advanced animation and enhance campaign designs for easy customization
- Used AngularJS, CSS3 and HTML5 for rich and responsive user interface
- Integrated REST APIs to enable wide scalability and easy load balancing
- AWS CLI was used for timely builds and sprint releases
- Code management and documentation was done using GIT
- Tracked end-user experience by implementing AWS Mechanical Turk
- Conducted end-to-end testing of the application functionality manually to assure accuracy in meeting the client requirements

KEY BENEFITS

- Cross platform support assured seamless user experience on in-app purchases and witnessed increased purchases for various retailers

- Enhanced user experience increased the conversion rate from 0.6% to 10.5%

HIGH LEVEL ARCHITECTURE

TECHNOLOGY STACK

- Java/J2EE
- Spring
- Rest
- AWS-Lambda
- AWS-Mechanical Turk
- HTML5
- CSS3

- GIT
- AngularJS
- WebComponents
- TweenLight
- JS
- Material Design
- Promises
- Grunt

About Xoriant:

Xoriant Corporation is a Product Development, Engineering and Consulting Services Company, serving technology startups as well as mid-size to large corporations. We offer a flexible blend of onsite, offsite and offshore services from our eight global delivery centers with over 2000 software professionals. Xoriant has deep client relationships spanning over 25 years with various clients ranging from startups to Fortune 100 companies.