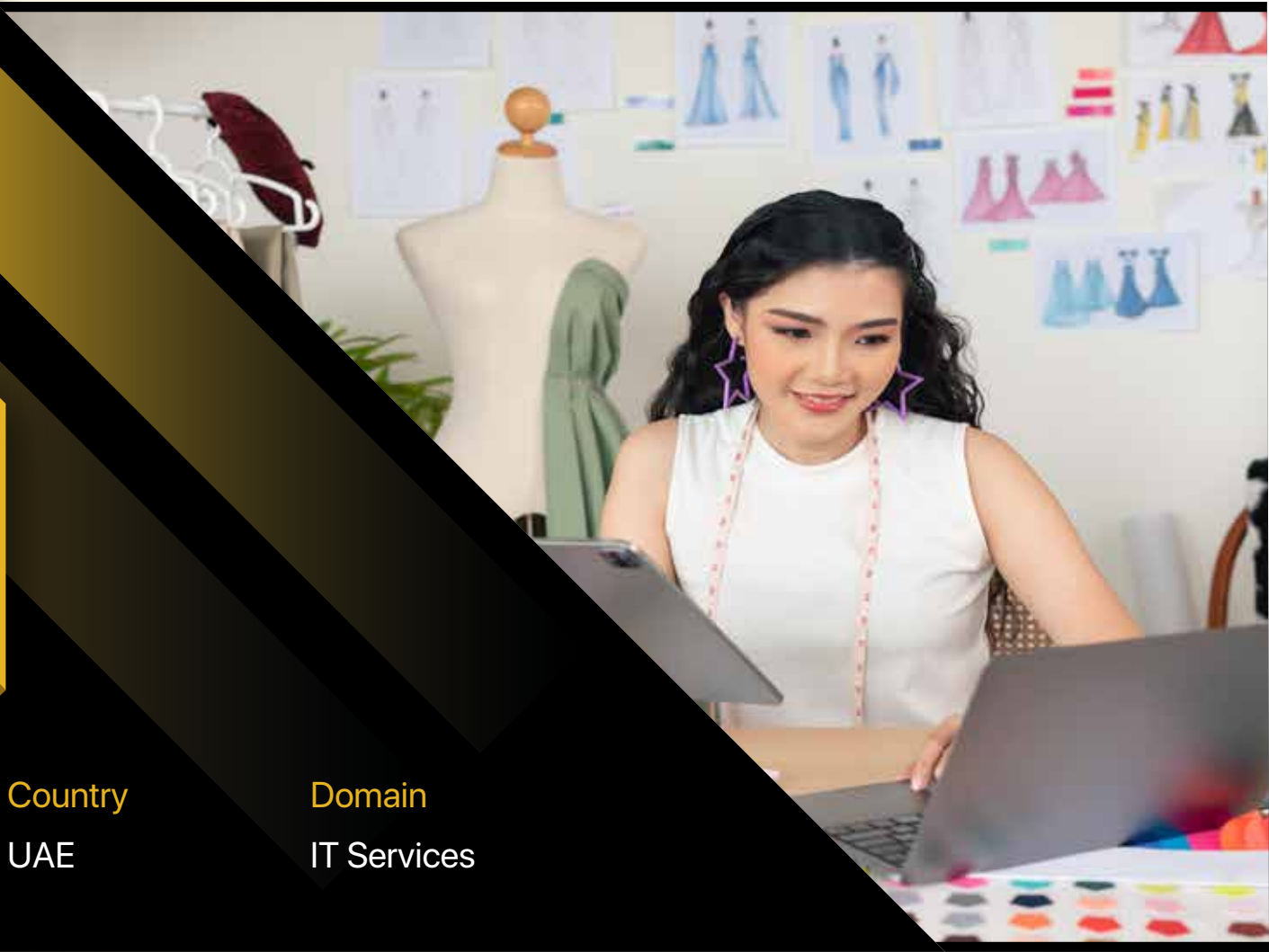




Silwana Infotech
Investing into Innovation

CASE STUDY

Building an Online Tailoring Application for an Australian Clothing Brand



Country

UAE

Domain

IT Services

THE OVERVIEW

The client is an Australian brand focusing on custom-tailored clothing. They came up with the idea of letting the consumer develop their own line of customised clothing instead of paying someone else to wear their designed clothing. The client wanted to do this by providing the platform for men who want to build their own custom apparel.

The client approached team Silwana to develop everything from a frontend website for users to design the clothes to a backend interface to track and manage orders from the warehouse. Team Silwana thus developed an application called online custom suiting to fit the client's needs.

THE CHALLENGE

The online website requires all features necessary for developing custom clothing. With a higher level of user interaction, the focus was on making it as user-friendly as possible. The major challenges faced while creating this website are as follows.

- User-friendly Interface for smooth interaction
 - Large selection of fabric, patterns, and colours for suiting
 - Easy to use the platform to manage orders and tailors.
 - Supports multiple currencies to enable purchase internationally
 - Secure payment gateways for online payments
 - Log-in options for users and vendors
 - Communication channels to resolve customer queries
 - Eco-friendly measures, reduced use of plastic
 - Can be accessed from across the world at any given time
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The client was provided with an online website that encompassed all their needs. The “Online Custom Suiting” website was outfitted with the following features.

- Hosts an extensive collection of design patterns, fabric patterns, thousands of textiles, different cuts, pockets, yokes, lapels, and epaulettes.
 - Add contrast to areas like the inner collar, whole cuff, or whole collar.
 - Include preferred monogram designs, ties, buttons, socks and pockets styles, etc.
 - Advanced zooming capability to allow customers to zoom in on the patterns and design to get a better understanding of the end product
 - Get a predesigned range of suits from style consultants that give better insights into the latest trends
 - Book fitting appointments by finding the nearest style consultant through Google Maps
 - Save measurements for future use
 - Discount coupon and Gift card functionalities
 - Supports multiple currencies
 - Make payments online through secure portals
 - The vendor will get a popup message when a user makes an order
 - Unique barcode tagged pdf containing basic information, measurements, and order details generated with each order.
 - Tailors are assigned by vendors, and details for stitching are forwarded
 - The vendor account tracks the progress of different orders
 - Update stock of fabrics, ties, buttons, etc from the vendor interface
 - Track shipment progress from the vendor account
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Administrative Features

- User account management
- Stock Management
- Style Consultant Management
- Tailor Management
- Pre-designed clothes
- Order management
- File management
- Manage and generate discount coupons
- Catalogue management
- Global eCommerce settings and reports
- CMS management

The technologies and tools used in this project include:

- Development Platform: OsCommerce, Core PHP
 - Server: Apache Server
 - Database: MySQL Server
 - Tools & Technology: eFinder, LiveChat, Capsule
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The Outcomes & Business Benefits

Team Silwana created an online website that provides the perfect platform for a user to generate a custom-made suit that is tailored to the customer's needs. This software integrates all the features the client needs and provides a smooth customer interface. The end result enables a customer to design clothes that suit their taste.

The website provided the client with the desired benefits and more. It increased the client's customer reach and improved business prospects. It provided cost savings to the client as well. The online website, with its feature-rich format, made the client satisfied as well. Team Silwana was able to increase the client's business efficiency and productivity with its finely crafted website.

Want to Develop a Custom Application for Your Specific Business Idea?

Get in touch with us today!

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About Silwana Infotech

Silwana Infotech is a market-leading name in global IT services. With headquarters in Dubai, UAE, development centre in India, and presence across 7+ locations, we are spearheaded by a leadership team comprising industry expert, business-technical analysts, and subject matter experts with far reaching experience of more than 2 decades.

Our comprehensive IT services range from software development, product engineering, infrastructure services, and solutions based on emerging technologies like AI, BI, IoT, Blockchain, AR-VR etc. to digital marketing, content creation and resource augmentation. Our technology products include ERP, HRMS, CRMS, and various industry-specific solutions.

As a complete IT partner for enterprises and businesses, we harness advanced technologies to conceptualize, develop, and implement innovative products and solutions that make lives easier. We are proud to be your partner in success!



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