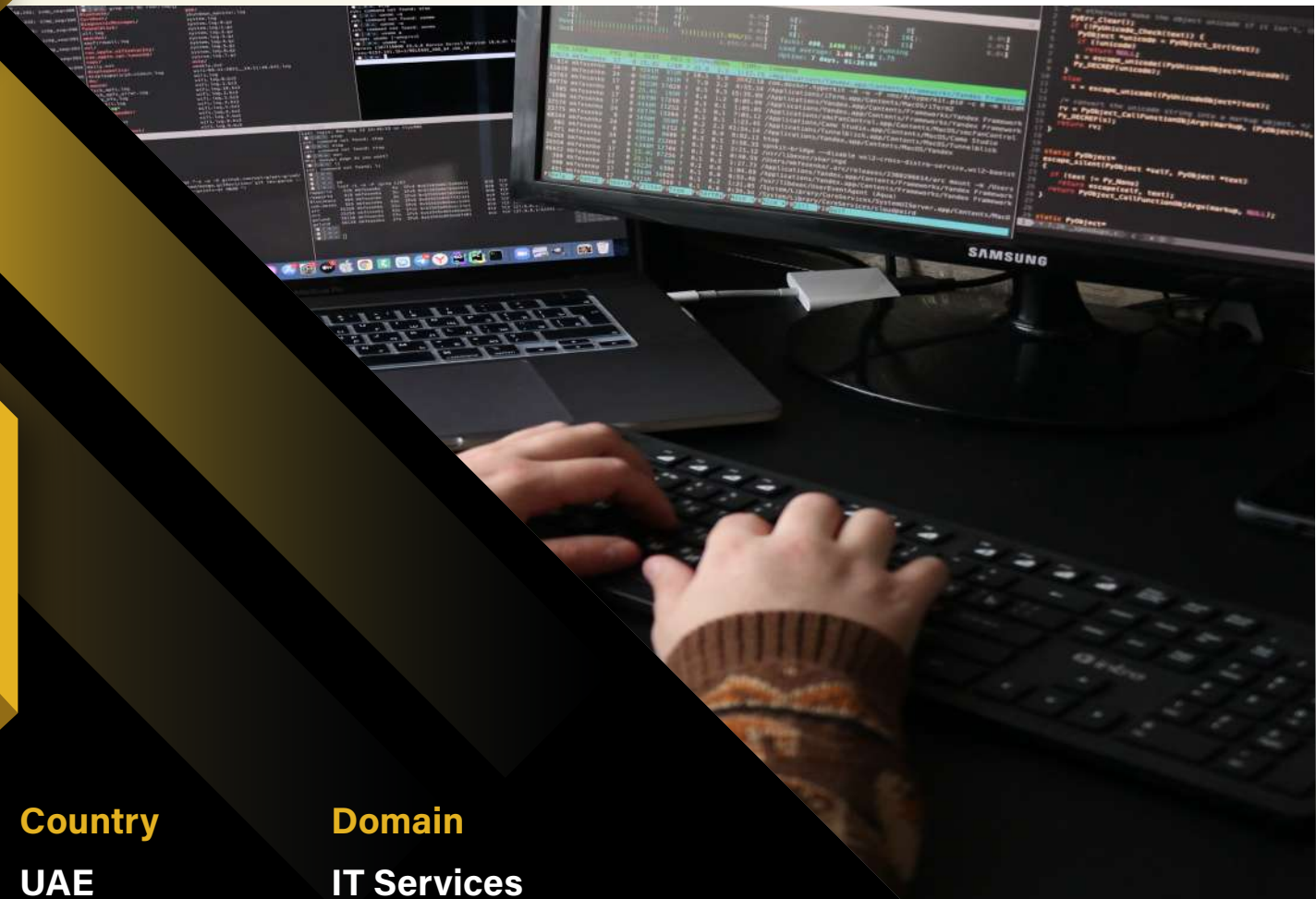




Silwana Infotech
Investing into Innovation

CASE STUDY

Helping a High Fashion & Lifestyle Brand Grow With an Inventive Mobile Application



Country
UAE

Domain
IT Services

CHALLENGE

- In this project, the task for team Silwana was to design an exclusive mobile app for a prominent lifestyle group that owns 100s of leading lifestyle brands and +200 showrooms across The Middle East Region.
- The client wanted us to create the ultimate lifestyle shopping app where users can find everything about fashion and lifestyle in one place. Most of the time, their users faced the problem of not finding the trends of top lifestyle brands in one place, even on the brand site or outlet. The latest in-market trends of high brands could be purchased from their website or outlet only. Even on websites, it was difficult to find the right product. Furthermore, the fashion and lifestyle apps that existed were either only for fashion items or for lifestyle items, not the two combined. So, users had to install 2-3 different apps on their phones to catch up with the latest trends.

SOLUTION

- We kicked off the project by defining our path to developing the key features the app would have. We ensured we were on the same page with our client with the approach. After collecting qualitative and quantitative data through iterative design thinking and field studies, we determined compelling visual design perspectives for the app. Our solution was a simple yet informative app with smooth user experience. With over 100s brands to browse and curated recommendations tailored to user preferences, our lifestyle app helps users shop straight from the app and stay on top of trends. The search catalog allows users to pick out products that are better suited to their taste.

OUTCOMES

- The lifestyle brands app brings numerous benefits and offers from prominent brands in fashion, beauty, lifestyle, food, and home. The digital card helps users earn and redeem points and stay updated about what's new in fashion and lifestyle. Users can open accounts in the app to enjoy membership benefits.
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A Snapshot of Results

- Enhanced mobile shopping experience for users
- Improved loyalty through exclusive benefits for users
- Consistent brand messages across all channels
- Increase in business agility
- More sales

Capture the Tech-Conscious Market With Silwana Infotech's
Feature-Rich App Development Solutions.

Talk to our team today!

Call us: +971 4554 2988

Email us: support@silwanainfotech.com



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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