

Case Study



500,000+ app downloads

Client Profile:

BlueStone is a Bangalore based online jewelry store that houses high quality jewelry and accessories with strikingly exquisite designs. One of the first companies to serve the online elite, BlueStone aims at revolutionizing the jewelry and lifestyle e-commerce scene in India with its firm focus on affordability, quality and user experience. BlueStone differentiates from traditional offline jewelers with its just-in-time manufacturing model where the jewelry is manufactured within three-four days of an order being placed.

Tecnology Used:

Android 4.2 and above, iOS 7 and above, Third party libraries, Cloudinary, Hipmop chat, Crashlytics, Push notifications, SQL Lite, Backend- CMS.

Business Situation:

BlueStone has set their online presence on a responsive website. With an increasing number of youngsters relying on smartphones for e-commerce purchases, the company decided to add mobile platform too in its portfolio. After analyzing the current mobility trend, the client wanted to provide an intuitive and more focused user experience for their targeted customers, especially the young audience who comes under the age of 40.

Understanding BootUP experience and expertise in delivering best in class enterprise mobility solutions for our prominent clients like Myntra, BlueStone approached us for an efficient solution. The client requirement regarding the apps was it should inspire discovery and the user experience should incentivize purchase. Identifying the specific requirements, the BootUP team proposed two native mobile apps, one in Android platform and the other in iOS platform.

Solution Approach:

An efficient delivery team at BootUP designed, developed, tested and deployed the native mobile application for iOS and Android platforms. The solution methodology was focused on building native applications to deliver product categorization, product search, user management and providing inventory visibility to retailers. Based on the defined functional and content requirements for the app, the UX design team developed a set of wireframes, visual designs and flowcharts describing how users will interact with the site. BootUP UX team has done the complete user experience design with clickable wireframes/ prototyping and visuals-screen preview, assets and guides.

BootUP Android and iOS development teams incorporated the following features in the mobile apps:

- ✕ User Authentication – secure shopping experience with unique user id+65-67186204, +65-81574120
- ✕ Search products- various category of products like earrings, rings, pendants, bangles
- ✕ Shopping cart & payment gateways – easy to add products to cart and check out with third-party payment gateways
- ✕ Social Media integration- integration of Facebook and Twitter platforms ✕ Chat integration- for better customer support



- ✘ Push notifications- for more targeted product marketing
- ✘ Image management- for an organized image view
- ✘ App install/ uninstall analytics- to analyze the installation/ uninstallation trends
- ✘ Deep linking- for improved search and user experience for customers
- ✘ App crash analytics- to analyze app crashes

The solution architecture and the API designs were done in a flexible manner to accommodate future expansions and iterations as well. The team followed agile project management methodology with multiple quick iterations, daily stand up's, weekly PM reviews to have an iterative development along with continuous delivery. BootUP QA team has done rigorous and continuous testing on all stages of the development, which ensured the best quality of the native app in both the platforms.

Benefits & Results:

- ✘ Dynamic form generation
- ✘ Customized form for each group
- ✘ Eliminated any confusion regarding approval with approval data displayed on dashboard

BootUP

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