



Startup

How eLuminous helped a Startup from USA right from concept visualization, internal system management, web development & marketing the web app successfully

About the Client

Our client is heavy funded Startup from USA who was willing to sell Smart sport Shoes to all the Fitness Enthusiasts. Keeping full-fledge concept in mind he was willing to get the competent partner for executing it in reality.

His Wish list

01

Crisp & clear shoe display in distinct categories.

02

Proper inventory management system for internal process.

03

A well-designed checkout page to provide smooth user experience.

04

Decent flow of emails, SMS, push notifications to the clients regarding order confirmation, promotional offers, etc

Challenges

- Client was't much updated to the latest trends in e-commerce domain that can be used for his concept.
- He was in search of web developers come consultants who can understand his concept & help him to visualize & execute the exact thing in reality.
- He was unable to tap the key points to be used for internal management, order tracking etc.



eLuminous's Solution

- eLuminous is being associated with the client right from concept visualization. Our developers understood & analysed entire concept of the client, documented it & confirmed with the client.
- APIs are created according to the requested functionality which can be used by admin panel.
- Full stack developers used an agile approach with MVP Design where client was able to get the module wise development updates & make the corrections immediately if needed. The code written by front end developers was validated using Github which was giving clarity to the client about its authenticity.
- Our Front end developers helped him for inventory & Order tracking of smart shoes, emails, SMS & push notifications to his clients.
- In addition to this, we have developed some modules which could make his work easy for internal management.



Technology Stack



Benefits to the Client

- He had never imagined the product would get developed so fast. It was just flabbergasting moment for him!
- Our resources provided 24X7 support with quick response time, which helped the client to get issues sorted easily.
- Client was very happy with the consultative approach & great domain experience of resources which immensely helped him throughout the project execution process.
- Client is now able to track orders, easily doing inventory management & activities at his end are quite less & started increasing revenue.
- An extensive research and analysis gave him insight and ability to make right decision which would be profitable for him.