

A woman with dark hair and glasses, wearing a long pink trench coat over a white top and blue jeans, is smiling while talking on a silver smartphone. She is pulling a red rolling suitcase. The background shows a busy city street with cars and buildings, slightly out of focus.

Case Study

A one – stop – shop
for all the needs on the go!

Since the world is going digital, so are we!

BACKGROUND

Gone are the times, when people would hop skip different places for different things as a common place / platform was missing. It indeed used to be a mammoth task, but somehow it was eventually pulled off. Thanks to the ever emerging technology which has paved ways for good, people are now exploring the different avenues, thanks to the tech around us, which has made us synced in with the latest tech and, is great to be a part of. This technology has made way for the new shopping options, where in one can just shop a one-stop-shop away purchase.

With technology being the catalyst in the entire eco – system, it becomes easy for the organizations at large to be associated with the digital transformation. Knowing that the client is a renowned name in the e-commerce segment, it becomes quintessential to understand the buyer behavior, not only in terms of their likes but also in terms of the choices, availability, demographics, brands etc.

Keeping everything in mind, we decided to create a digital solution for them in terms of everything as mentioned above. We helped them create a platform, where in the goods are being bought as well as sold – across the globe. Thanks to the digitization, the entire shopping experience has been of an amazing one till now and, with so many people offering numerous products at sale, it becomes an easy process as well.

It's not only about looking at the amount of time which goes into developing a platform which has hassle free solutions and various options from which you can chose the best, but also get the best of brands at your fingertips. In a given scenario, just imagine that you are shopping somewhere in US and suddenly see some stuff which you would have thought of buying not only for yourself, but for others. In this situation, you can buy the same at the given rates and, when returning back to India or any other location, you can upload the same for selling the products on this platform. Not only that, you could even buy the same as well!!!

How does it work?

One needs to create a request or search the entire given database for the order or the item to be purchased. The traveler or the shopper who has these products, is given a notification for the same and once the product is available, you are matched with the traveler! The order is then confirmed on this platform and the payment transaction takes place. What more, you can even chat with the traveler, to understand and see the product or for any other queries etc. Once done, you can meet the traveler for taking your product and, get connected.

This isn't all! You can even exchange your roles vice – versa for you being the traveler or the traveler being the shopper!! So, keeping in mind when you love traveling, you can be the shopper for the same and, be the traveler as well.

