



Success Story

Developing an eCommerce application for Powerlook- one of the fastest growing apparel brands in India

Customer	Country	Industry
Powerlook	India	E-commerce

About the client

Powerlook is a dynamic fashion brand, growing its presence in India committed to providing a unique range of casual menswear with a touch of Western influence. Through its platform, the brand attracts a significant number of visitors to its digital channels each month. Furthermore, Powerlook aims to set up 50 stores throughout India by 2027 enhancing its presence in the fashion sector.

Tech Stack



Business Situation

Powerlook initially had a web application as its primary digital sales channel. However, in order to expand their market reach and align with the growing mobile commerce trends, they sought to establish a strong presence on mobile platforms.

The brand's vision extended beyond merely replicating its web app on mobile. They aimed to enhance the user experience by overcoming the web app's limitations and integrating advanced features through a dedicated mobile application.

In this endeavor, Powerlook was on the lookout for a proficient technology partner capable of developing a comprehensive eCommerce app from scratch. After a thorough evaluation, Powerlook selected Daffodil Software as their technology partner. The decision was driven by Daffodil's expertise in crafting robust e-commerce solutions and their ability to deliver the project within strict timelines.

The key requirements were to:

- ✔ Conceptualize, design, and develop a mobile application that offers users an intuitive and seamless product buying journey, starting from the initial search and culminating in the final purchase.
- ✔ Design a scalable and efficient architecture for the mobile solution, and propose a comprehensive feature list that is tailored to enhance the overall user experience and meet the brand's specific needs.
- ✔ Integrate advanced features into the app, including order management, product discovery, a digital wallet system, and many others.

The Solution

To meet Powerlook's requirements within a tight timeline of 10 weeks, the Daffodil team began with a detailed analysis of the existing web application to identify strengths, weaknesses, and opportunities for innovation. This included analyzing the UI/UX and performance of current features in detail and reviewing customer feedback and behavioral data in order to understand user preferences.

In the development phase, our team used the Flutter framework for a high-performance user experience across iOS and Android. We seamlessly integrated our functionalities with the backend support provided by Powerlook.

A mobile app was developed, along with the following features we integrated:

User Onboarding:

To simplify the onboarding process, we included features such as logging through social media accounts, verifying email addresses and taking a guided tour of the features of the app. Our goal was to create an experience that could motivate users to explore the apps, hence increasing the application engagement.

Product Discovery:

We incorporated a search function with filtering and sorting options to improve how users explore the products. Users can easily find products based on categories, price ranges, popularity and other preferences. Additionally, we included product recommendations to assist customers in discovering items that align with their tastes.

Cart Management:

We designed a cart management system to provide a hassle-free shopping experience. Users can remove and add items from their carts adjust quantities and view the costs including shipping and taxes. Additionally, we added a feature that lets users save items for later so they can manage their carts conveniently.

Powerlook Wallet:

The Powerlook Wallet feature was designed to improve user engagement and loyalty. Users can keep their funds, earn rewards and make payments directly from their wallet. This system is connected to the payment gateway to ensure transactions and easy fund management.

Order Management:

A robust order management system was created to give users detailed order tracking, status notifications and a comprehensive order history. The system was developed to keep users informed at each stage of the process to enhance their shopping experience.

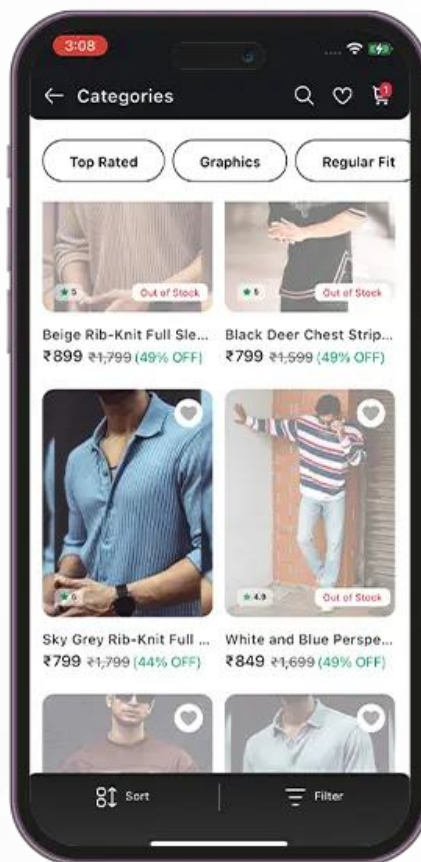
Impact

Powerlook's mobile app developed by Daffodil Software led to significant positive outcomes. The app's intuitive interface and personalized recommendations enhanced user engagement, leading to longer session times and increased sales. The Powerlook wallet and effective cart management made purchasing easier, resulting in higher conversion rates and customer loyalty. The flexible architecture ensured high performance on both iOS and Android which supports Powerlook's expansion plans. Positive feedback from customers highlighted the improved shopping experience, boosting satisfaction levels and app ratings. Overall, the app positioned Powerlook as a competitive and customer-centric brand in the eCommerce market while driving growth and efficiency.

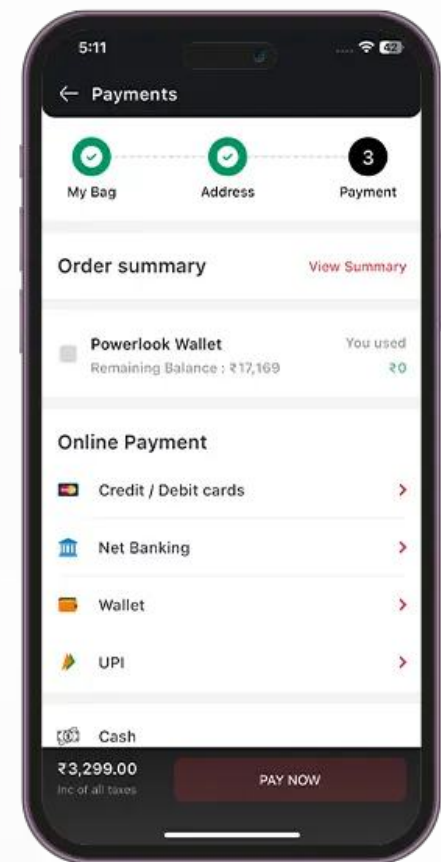
Product Screenshots



Powerlook's comprehensive homepage with various features



Powerlook's product discovery feature with filtering and sorting options



Powerlook's wallet feature to streamline payment processing

Services Used

Mobile App Development

eCommerce Development

Have a software product vision in mind?

Setup a personalized consultation with our technology expert.

Let's Talk