



SUCCESS STORY

Modernizing Shoppers Stop's Web & Mobile Commerce Platform For A Seamless Onmichannel Experience

Customer

Shoppers Stop

Country

India

Industry

Retail



ABOUT THE CLIENT

SHOPPERS STOP

Shoppers Stop is one of India's leading omni-channel department store retailers, offering a curated portfolio of international and national brands across fashion, beauty, accessories, and lifestyle categories. The company operates an extensive network of department and beauty stores across India. It also serves millions of customers through its website and mobile application. Its retail ecosystem spans two primary verticals: Shoppers Stop, a multi-category department store format, and SS Beauty, a premium beauty retail concept focused on global beauty brands.

BUSINESS SITUATION

Customers in retail now increasingly expect seamless experiences across online and offline channels. For established department store retailers, this creates pressure to ensure that digital platforms perform well during high-traffic events while supporting omnichannel operations.

While Shoppers Stop's physical retail network remained strong, rising online demand began exposing structural gaps in its website and mobile applications. As digital traffic increased, performance issues came up during peak events. Mobile experiences were inconsistent, and backend systems, including inventory synchronization and order management, were not designed to support true omnichannel scale.

SERVICES DELIVERED

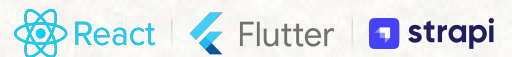
UX/UI Design Services



eCommerce development



TECH STACK



Both customers and internal teams began seeing increasing friction across the digital ecosystem. Customers encountered slower page loads, checkout disruptions, and inconsistent product availability during high-demand periods. Merchandising and marketing teams struggled to manage promotions, campaigns, and product visibility efficiently across digital and physical channels.

To address these challenges, Shoppers Stop needed to modernize its digital commerce architecture and develop a scalable platform to support growth. The key requirements were to:

1. Improve platform performance during high-traffic events

2. Deliver a consistent experience across web and mobile platforms

3. Simplify high-intent commerce journeys such as checkout and payment

4. Implement a scalable CMS to support faster campaign management

5. Enable structural alignment across Shoppers Stop and SS Beauty brands

THE SOLUTION

Daffodil approached the project as a complete modernization of Shoppers Stop's digital commerce ecosystem rather than a series of marginal improvements. From the start, the goal was to enhance user experience and preserve critical backend systems.

Our solution focused on improving performance during high-traffic events, simplifying high-intent commerce journeys, and enabling faster campaign management across both Shoppers Stop and SS Beauty.

Instead of disrupting the retailer's existing commerce stack, we focused on the areas that most directly impact customer experience and operational efficiency: front end architecture, mobile application performance, content management workflows, and key e-commerce user journeys. The new platform was delivered within a four-month timeline and introduced several major improvements.

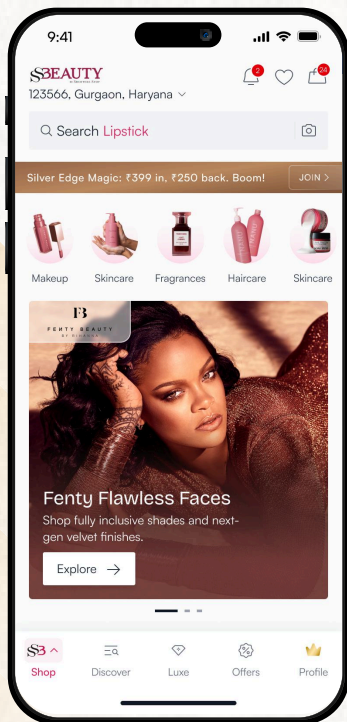
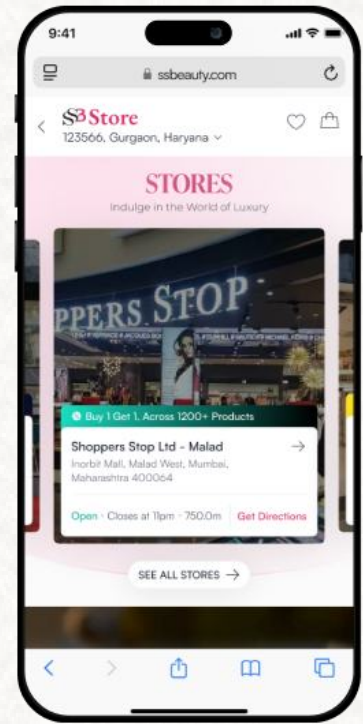
Modernizing The Frontend For Web-Based E-Commerce

We rebuilt the web platform using a modern ReactJS architecture designed to improve scalability, performance, and maintainability. The redesign focused on improving product discovery and reducing friction throughout the purchase journey.

We restructured the home page with a clearer content hierarchy and redesigned product listing pages to support faster browsing and filtering across product catalogs.

We also streamlined checkout and payment flows to reduce user drop-offs during high-intent moments.

From a performance perspective, we engineered the front end to improve key performance metrics such as First Contentful Paint (FCP) and Time to Interactive (TTI) while reducing Max Input Delay (MID) during cart and payment interactions. These changes enabled key revenue-driving pages to achieve a PageSpeed Insights score of 99, ensuring stable performance during peak traffic events.



Rebuilding The Mobile Application Using Flutter

To ensure a consistent experience across devices and accelerate future product development, we rebuilt the mobile app using Flutter. This approach helped us create a unified design system across web and mobile, while maintaining consistent customer interactions.

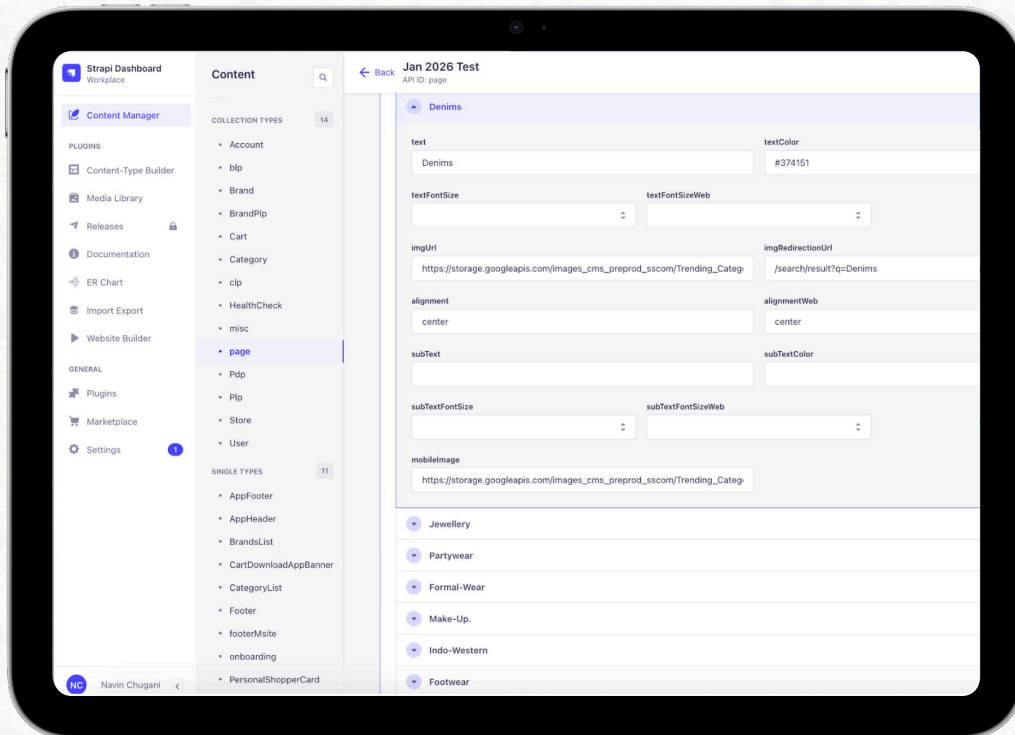
The rebuilt application improved performance across devices and simplified the release cycle for future feature updates. We optimized the mobile experience for high-intent commerce journeys, including cart review, checkout, and payment flows.

Implementing A Scalable Content Management System

We implemented a new Strapi CMS instance to improve content operations and campaign management across both brands. The migration was carefully executed to avoid disruption to ongoing business operations.

The legacy CMS continued to operate in parallel while new content models and campaign structures were rebuilt in the new system.

We redesigned the homepage banners, category configurations, and promotional screens to support dynamic campaign management. The migration followed a Zero Downtime Migration (ZDM) approach, ensuring uninterrupted platform availability. With the new CMS in place, marketing teams could launch campaigns faster, update homepage content more efficiently, and manage promotions across Shoppers Stop and SS Beauty from a centralized system.

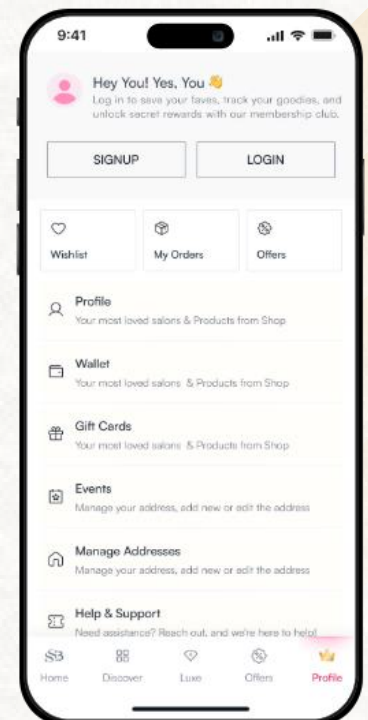


Optimizing High-Intent Commerce Journeys

Beyond architectural improvements, we focused on improving key user journeys across the platform.

We simplified checkout flows to reduce friction between cart review and payment completion. We redesigned the payment-stage information hierarchy to make critical information clearer and easier to navigate.

The visibility of the First Citizen Club loyalty program was also improved within purchase journeys to encourage membership engagement. These improvements focused on reducing friction during high-intent purchase actions and improving overall conversion



IMPACT

By rebuilding its web and mobile architecture, Shoppers Stop delivered a faster, more consistent digital shopping experience while maintaining uninterrupted operations across its retail ecosystem.

Customers now experience faster load times, smoother product discovery, and more reliable checkout flows during high-traffic events. These improvements reduce friction in high-intent purchase journeys and help the platform handle large traffic spikes during major sales and promotional campaigns.

Internal teams now manage campaigns and content more efficiently. Marketing and merchandising teams can launch campaigns faster, update homepage content dynamically, and manage promotions across Shoppers Stop and SS Beauty from a centralized CMS. The new architecture also establishes a scalable foundation for Shoppers Stop's long-term omnichannel strategy.

NUMBERS THAT SHOWCASE THE IMPACT

99

Key URL Score On
Google PageSpeed
Insights

100%

Uptime During Peak
Traffic Periods

Zero

Downtime During
CMS Migration

**HAVE A SOFTWARE
PRODUCT VISION IN MIND?**

Set up a personalized consultation with our technology expert

Let's Talk 



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