Ecommerce App for Canvas Portraits

Overview:

The project involved developing an ecommerce mobile application for revamping the online business for one of our highly acclaimed clients in the field of printing canvas portraits. Their intent was to have an application which is highly intuitive for the customers, leading to better engagement and transactions. The application provided an elegant interface to allow users to navigate seamlessly through their gallery images in their mobile/tablet devices and customize it as desired to order portraits in various dimensions.

The app was designed keeping in mind that our client wanted a hassle free experience for their customers. Therefore, the application design was made such that the user would simply download the app, select an image, edit and personalize it with utmost ease and move to checkout where they would be able to make payments seamlessly and confirm their order.

Client Details:

Name: Confidential | **Industry**: Ecommerce | **Location**: USA

Technologies:

Frontend: React Native, iOS, Android, Typescript, Redux, Bitbucket

Backend: Python, Django Rest Framework, PostgreSQL

Cloud Services: AWS EC2, IAM, S3, RDS, SES

Integration: Stripe, Circle Graphics

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Project Description:

The application provided the client with a cross platform mobile application solution that supported both iOS and Android. This helped them reach out to an even larger customer base. The product can be best described in terms of the following sub modules.

- Image Selection Module
- Customize Image Module
- Cart and Checkout Module
- Payment Module
- Admin Dashboard

Image Selection Module -
In the image selection module we focused and delivered a clean interface where the user is first able to view all the albums within their device and select the image of their choice. Image albums are listed out in a sorted fashion such that the album with the largest number of images appears first.

Customize Image Module
In the customize image module, the user sees their image in a default frame. Users can customize their image here such as rotate it, crop it and add color to the frame border. The available frames along with their price listings are available in this module. There were a variety of frame dimensions for the users to choose from.

Cart and Checkout Module
In the cart module, users can see their selected image frames and view cart total.
Selected images are uploaded to cloud (AWS S3 bucket). The Checkout module provides users to enter their address information with details such as Name, Mobile number and Pin code. This information is utilized to show the cost of shipping information. Users can add multiple addresses for future transactions.

Payment Module
This module relates to the payments section. Users are asked to enter their billing address and card information to complete their payment. Once a payment is successful, users will be shown a confirmation page and receive a confirmation email as well. In case the payment fails for any reason, appropriate messages are displayed to the users.
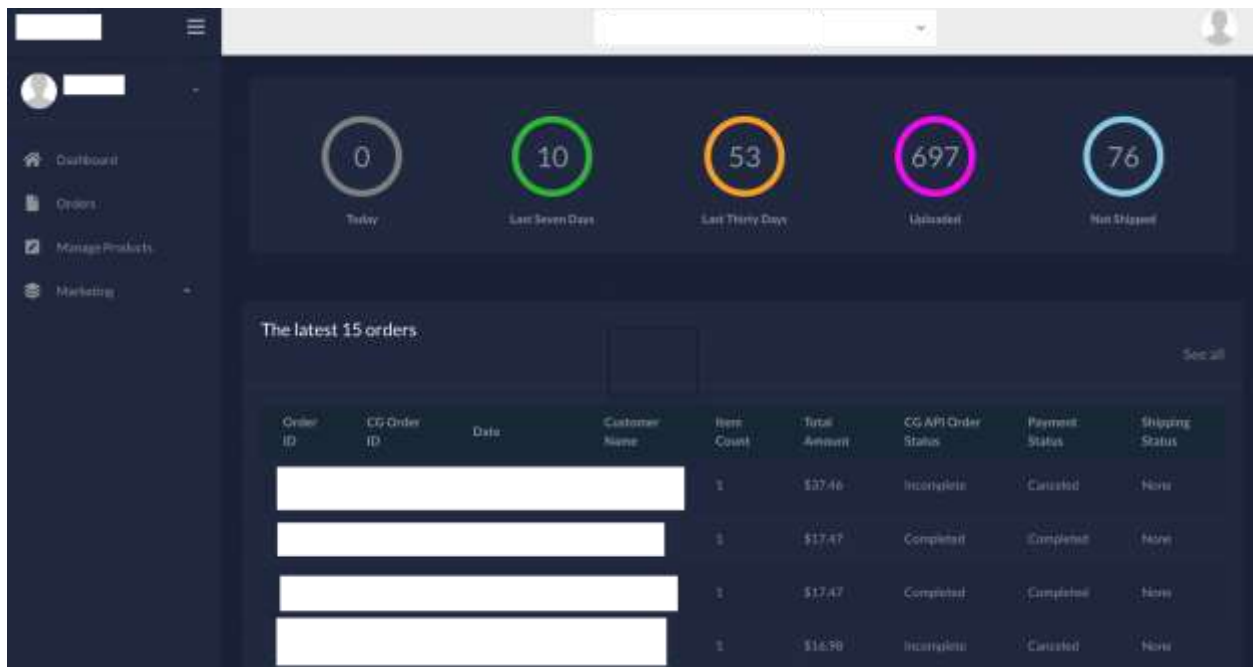
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Admin Dashboard

A dashboard was also developed for the system admin user with following features (see screenshot section):
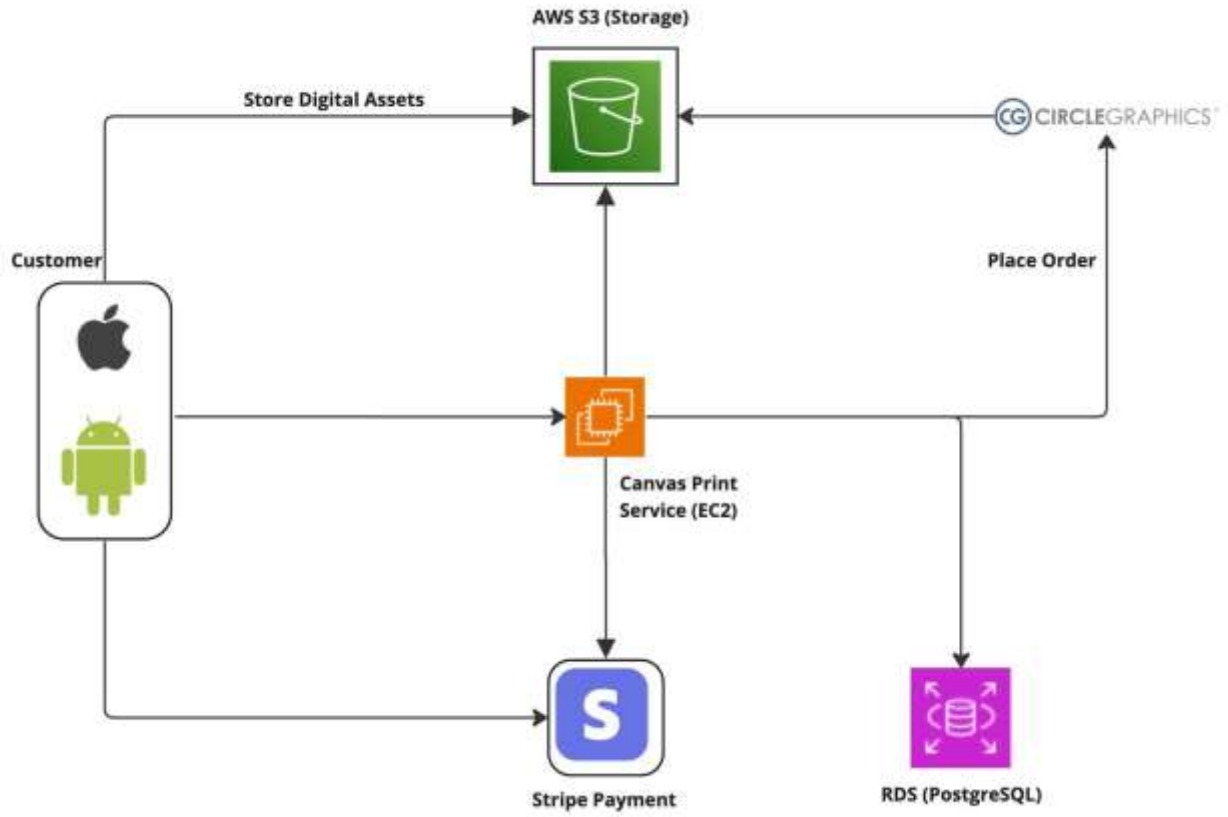
- Quick Analytics of Orders
- View Latest Orders
- All Orders
- Manage Products
- Marketing

The quick analytics showed total orders placed for Today, last seven days, last 30 days, and other details. The latest orders showed 15 orders that were placed. The All Orders feature provided users a paginated view with search filters to search orders. The manage products feature allowed users to manage (add, update and delete) all products (canvas templates). The marketing section involved setting up discounts for specific products and also had a feature to display top users, which are the users who made the most number of orders.

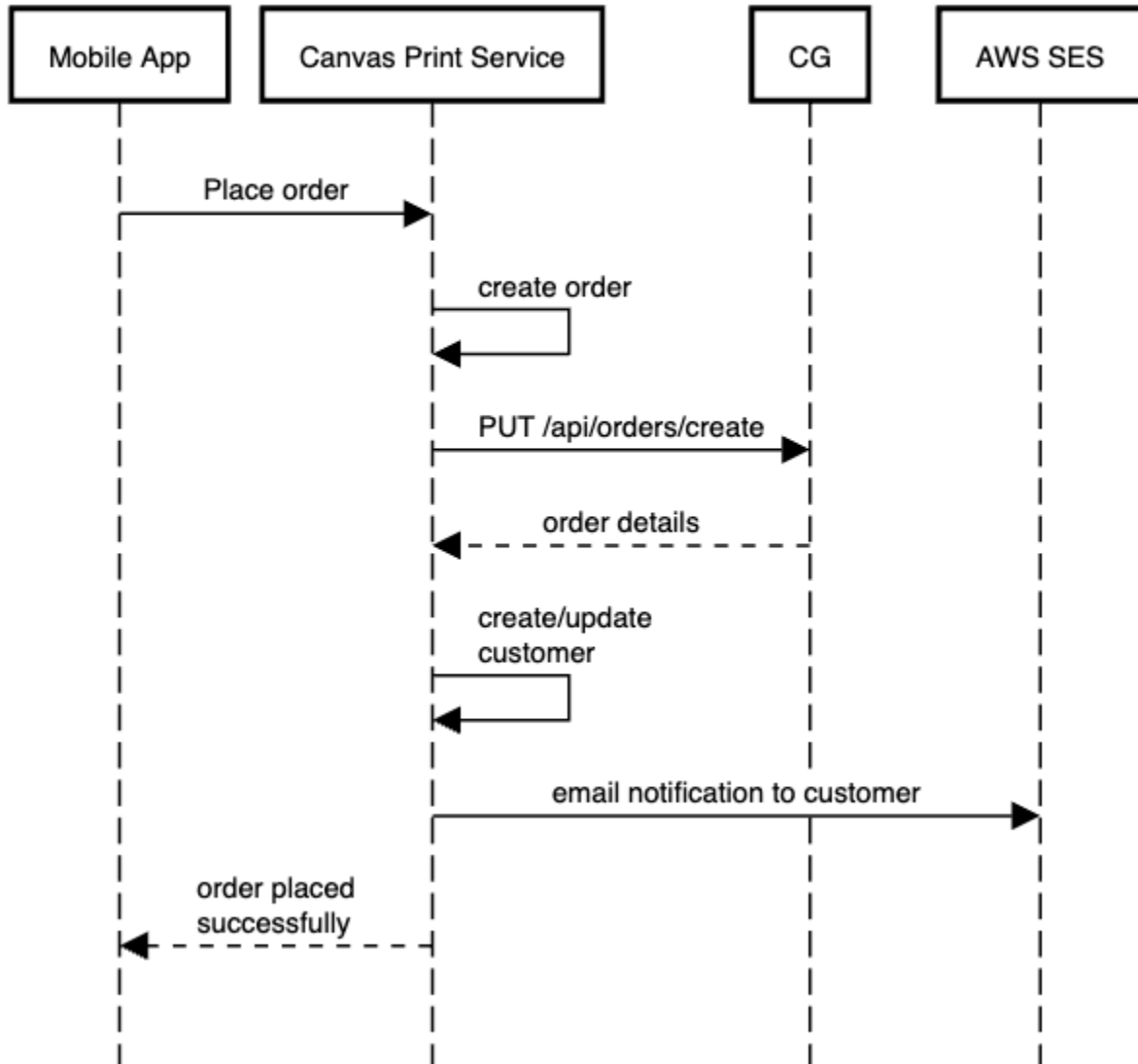# Ecommerce App for Canvas Portraits

Architecture Diagram:

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Workflows:

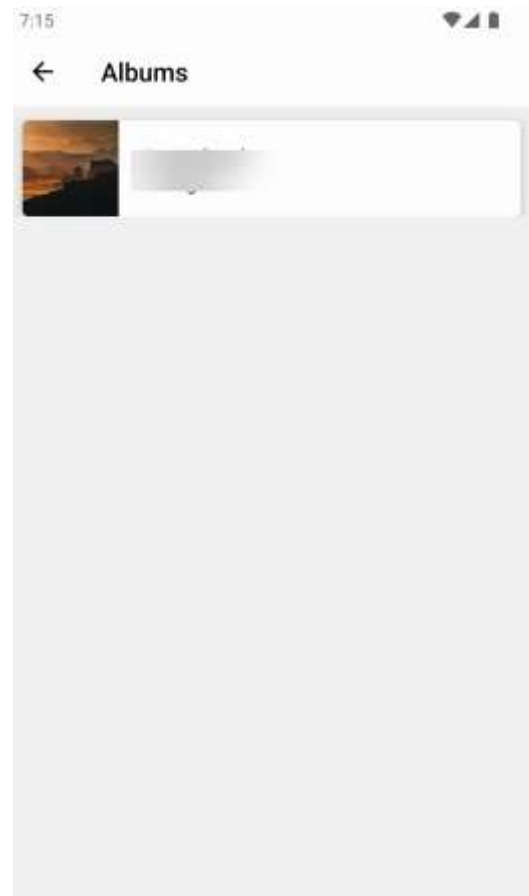### Create order for canvas print

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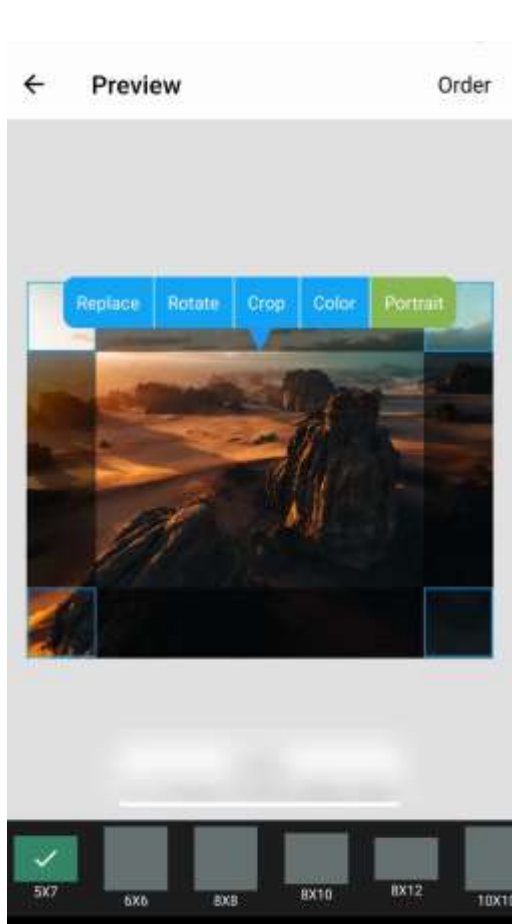
Screenshots:

Screenshot 1: Landing Screen

Screenshot 2: Albums Screen

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Screenshot 3: Image Edit Page

Screenshot 4: Image Crop Screen

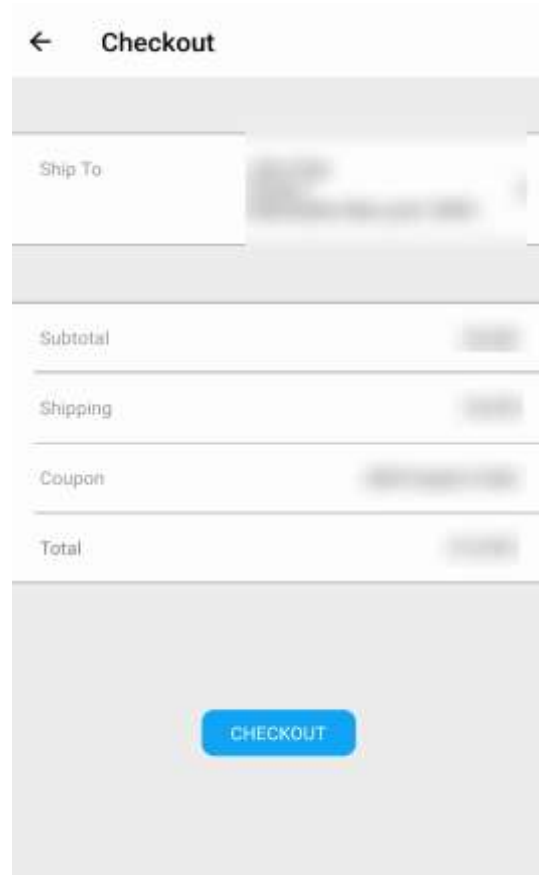# Ecommerce App for Canvas Portraits

Screenshot 5: Cart Screen

Screenshot 6: Checkout Screen