

Case Study: Blendicons

Blendicons is a one-of-a-kind platform that offers a vast collection of free and editable icons for download. Digital Aptech designed and built the official website of the platform where its users can access and download millions of icons and edit them as they want. The business specifically wanted the platform to have a simple and elegant UI with an organized collection.

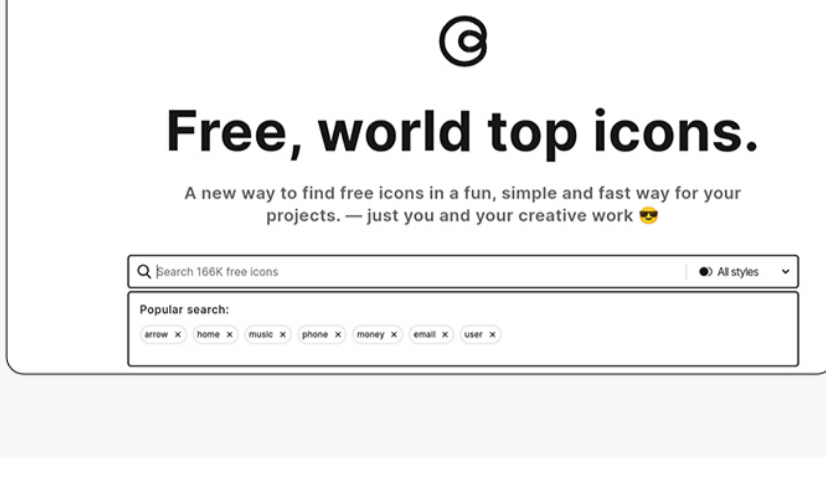
Avg. reading time: 2 min

blendicons

Project Overview

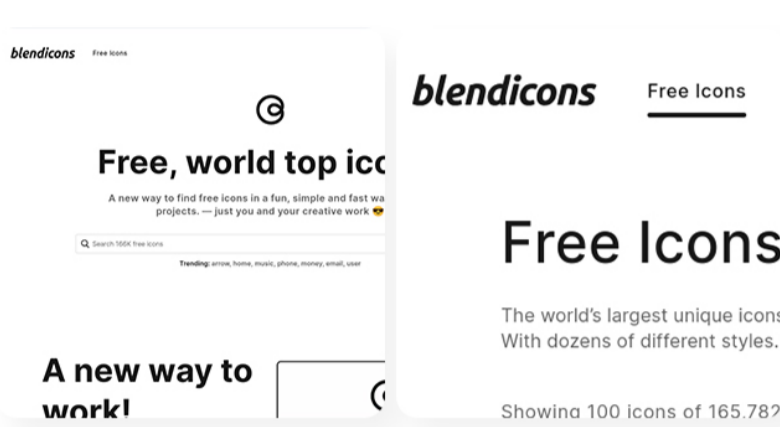
- Digital Aptech's team had to build a website that is clean with a simple user interface
- The website would store and display a massive collection of high-quality and free icons
- Our team decided to use Custom PHP and REST API to develop the platform

Read more



Client Background

- Blendicons is a free icon app that provides users with thousands of high-quality and free icons.
- The platform that we designed for the brand in question wanted us to develop a website with minimalistic design and functionality
- The website would house a massive and organized collection of icons



Challenges

- The website user interface had to be clean and elegant despite being loaded with thousands of high-quality icons
- The website has to offer lightning-fast search and seamless pasting onto any application
- The platform has to be compatible with third-party software like Figma, Sketch, Adobe, etc
- Users should be able to directly edit the icons before downloading them
- The platform has to support bulk download
- The huge icons collection will have to be updated to house more categories of fresh icons

Technology Stack used



Custom PHP



WooCommerce

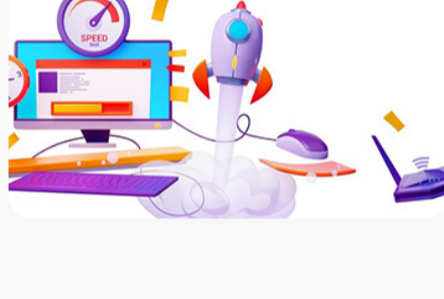


REST API

The Solution Provided

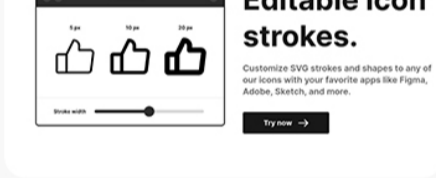
Solution #1

A fast and secure platform with a smooth UI



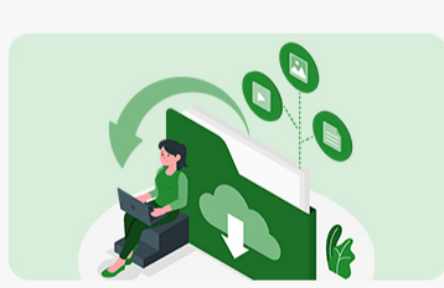
Solution #2

Organized collection of icons across multiple categories



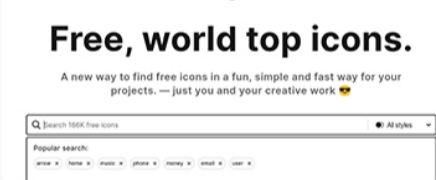
Solution #3

Option for bulk icon download



Solution #4

Segregation of icon collections in New Addition, Most Popular, Staff Pick



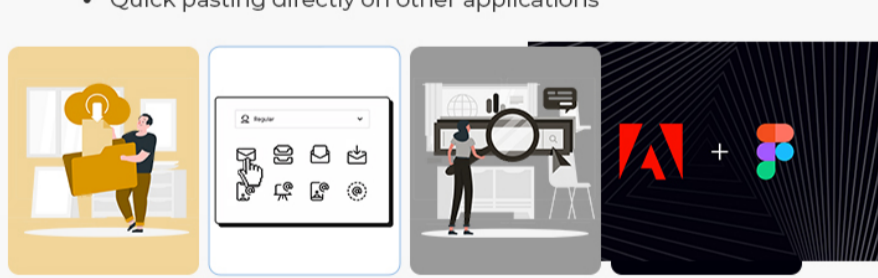
Solution #5

Minimalistic design and outlook



Key Features and Benefits

- Direct icon download
- Option to edit icons on the platform itself
- Option to use Figma, Adobe and Sketch
- Seamless and fast search of icons across thousands of categories
- Quick pasting directly on other applications

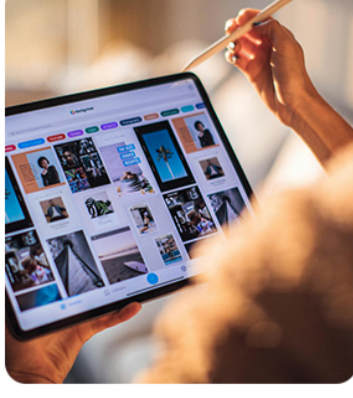


The results

- A smooth and fast Custom PHP-powered platform
- Elegant UI
- Minimalistic design
- Advanced search option
- Easy signup and log-in feature

Conclusion

- The free availability of icons helped improve the customer base of the business
- The option to edit icons before downloading or copying them assisted other businesses in using the platform
- User-friendly features improved customer experience
- The website has helped in maintaining a superior customer relationship which promoted better revenue.
- The platform's popularity increased as more users began to use the free platform



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