

## Case Study: Sept

Sept is an online shopping mobile application that offers buyers a unique and personalized experience. The app prioritizes individual freedom, choice, belonging and being. Digital Aptech designed and created an online shopping platform that would offer a unique and one-of-a-kind customer experience and transform the way of online fashion retail shopping.

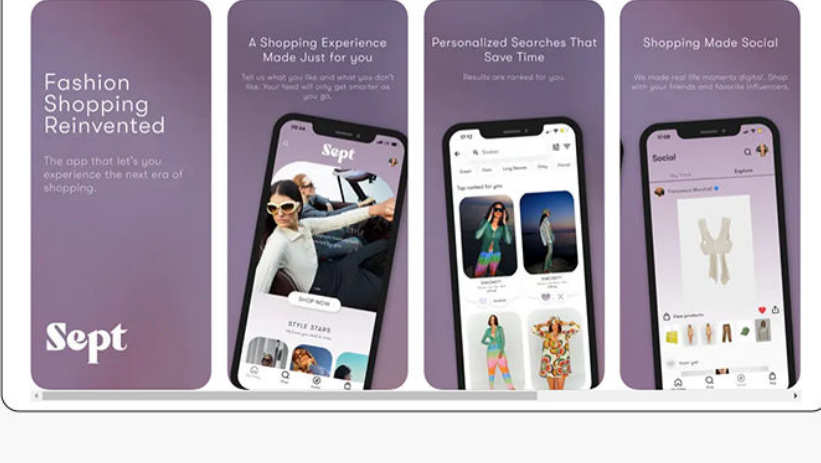
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### Project Overview

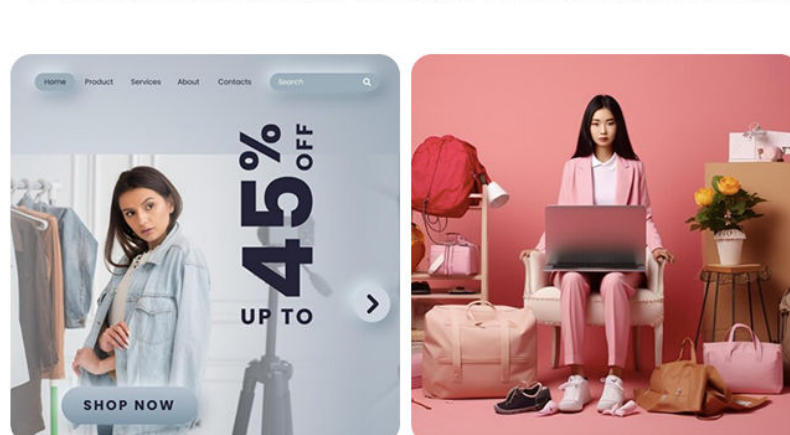
- The business wanted to specifically target the younger generation offering them a new-age platform that understands their individual style and needs
- Our team collaborated with the Sept team and designed a visually aesthetic high-performing and interactive Magento platform

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### Client Background

- There weren't any existing online shopping platforms that would let buyers recommend or purchase outfits according to their unique fashion preferences
- The already present shopping platforms lacked the option and features to customize one's shopping experience as per one's preference and style



### Challenges

- To design an online e-commerce platform that would recommend styles, designs and outfits to users based on their personal style and what's saved in their shopping bags
- To let users connect with a community of like-minded fellow shoppers to allow them to share their style and chosen outfits
- To give a unique shopping experience to users where they would be able to shop and have fun with a community of real and virtual friends

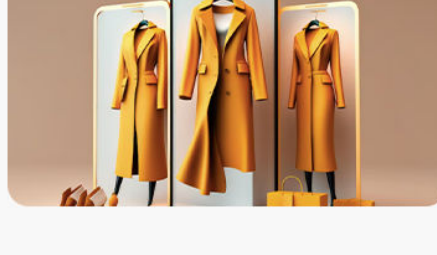
### Technology Stack used



### The Solution Provided

#### Solution #1

Our team designed a simple, easy-to-use yet highly intuitive and interactive online platform that would elevate the shopping experience of fashion lovers



#### Solution #2

The platform would help find products as per one's preferences and fashion choices



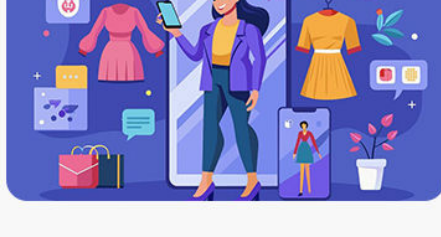
#### Solution #3

An online shopping platform to create and automatically save a personalized shopping list



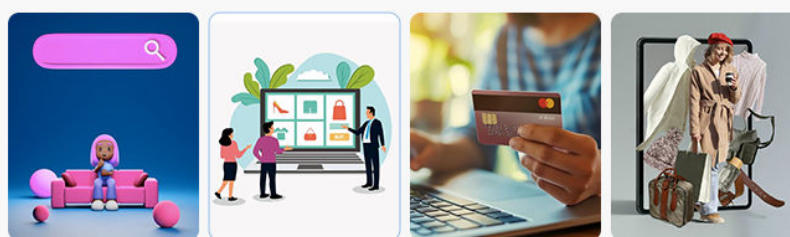
#### Solution #4

Designing a platform with the aim of providing a one-of-a-kind shopping experience that caters to one's exclusive choices



### Key Features and Benefits

- Advanced search option
- Smart product categorization
- Online e-payment option
- Simple account creation and log in with email
- Smart product recommendation based on past purchases



### The results

- A clean, intuitive, interactive and high-performing mobile app that comes with an attractive interface and is loaded with user-friendly features
- Integration of secure online payment options that support multiple payment options
- Option to let users share their style and outfit choices with a virtual community through the app

### Conclusion

- With superior flexibility, useful features, zero lag, easy navigability and more, users have been highly satisfied with this shopping platform.
- The platform witnessed improved efficiency and scalability of the operation that benefitted in its popularity and business growth
- A satisfied customer base helped the platform to expand itself and add new users.
- More traffic on the website resulted in increased brand awareness and credibility
- Sept gained new users with improved customer experience and higher engagement resulting from it



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