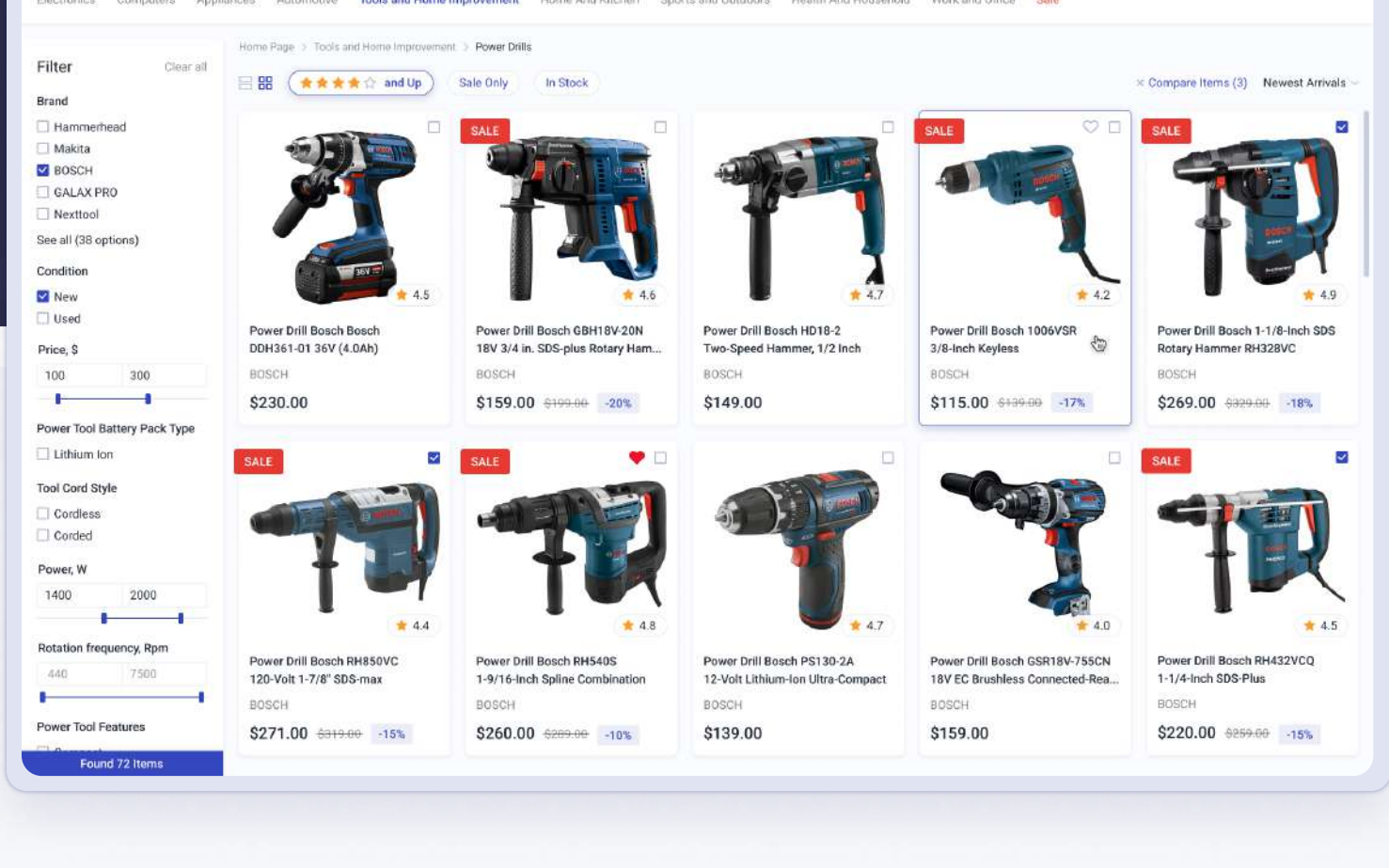


## Online Shopping Portal

An online marketplace that provides consumers with offers across many different retailers according to their preferences and helps online shop owners to achieve their goals more efficiently.



## Business Challenge

Our client asked us to develop an online shopping platform to replace the obsolete solution. The complaint was that new retailers were reluctant to come to the shopping platform due to a lack of tools to automate routine tasks such as order status tracking or feedback processing. As a result, more and more users preferred alternative shopping platforms with a greater variety of competing offers. The new solution should provide sellers with a set of features to place new products in the online platform, advertise them, monitor the number and state of all current orders, improve customer satisfaction, and receive timely information on essential sales metrics.

## Solution

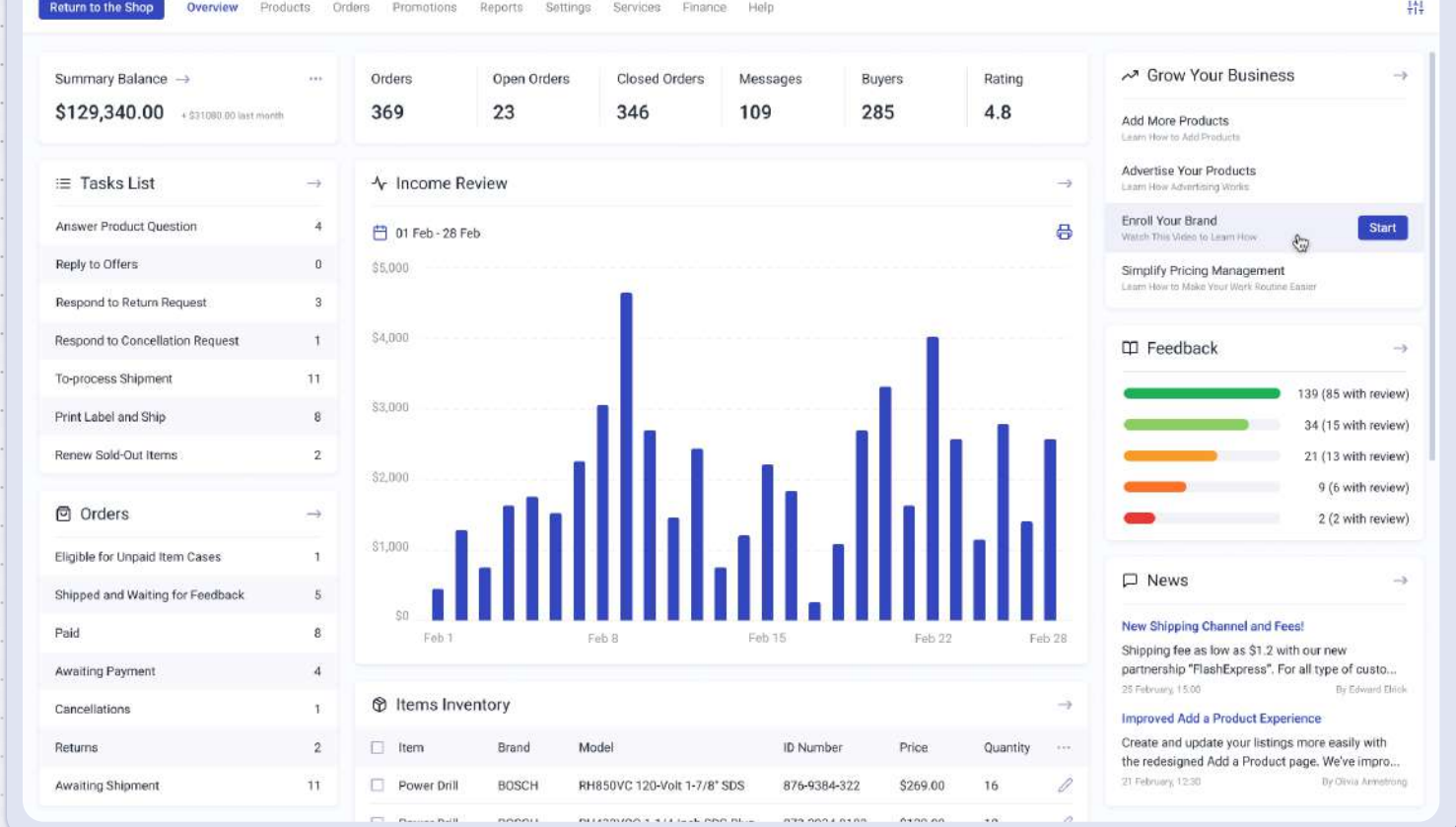
Our excellent team of developers and [UI/UX designers](#) have created an online solution that provides consumers with centralized access to offers from all retailers registered in the system. To find the needed products, users can navigate through specific categories (consumer electronics, household products, sports equipment, etc.) and apply filters narrowing the list of displayed items such as manufacturer, condition, price range, average rating, and many others.

Retailers have access to a personal account that provides advanced opportunities for managing sales. The system allows adding a new product to the catalog, set a price, and add a description and photos using an intuitive user interface. Goods can also be placed on advertising positions for a fee. Regular users can also utilize this functionality to sell used things.

Sellers can access the following state of the placed products via the seller's dashboard. It shows all current orders sorted according to their status (paid, canceled, closed), helps to control the number of goods in stock, and enables customers' feedback processing. Built-in order fulfillment control tools allow monitoring the status of a specific order from the moment the application is placed on the platform until the subsequent delivery to the consumer and receipt of feedback. All current tasks awaiting for seller's actions, such as answering the customer's question or responding to cancellation requests, are also listed on the dashboard.

The built-in reporting features can help sellers assess their work efficiency and make data-driven business decisions. According to a specific user's requirements, the system can automatically generate and send a report containing monthly or annual sales, products of the most and least interest among consumers, increased or decreased seasonal demand for certain types of goods, and other useful information.

To expand the number of potential users, we took into account the ever-increasing number of mobile users and asked our developers to build a [cross-platform mobile application](#) as well. Thanks to the React Native possibilities, we delivered an app that works flawlessly on smartphones and tablets and allows users to shop on the go if needed.



## Project in Figures

📅 10

Months

Duration

🕒 2100

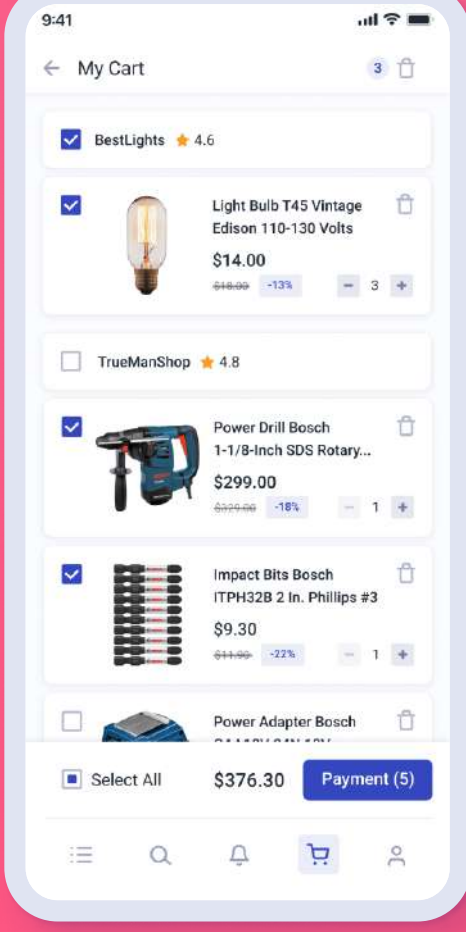
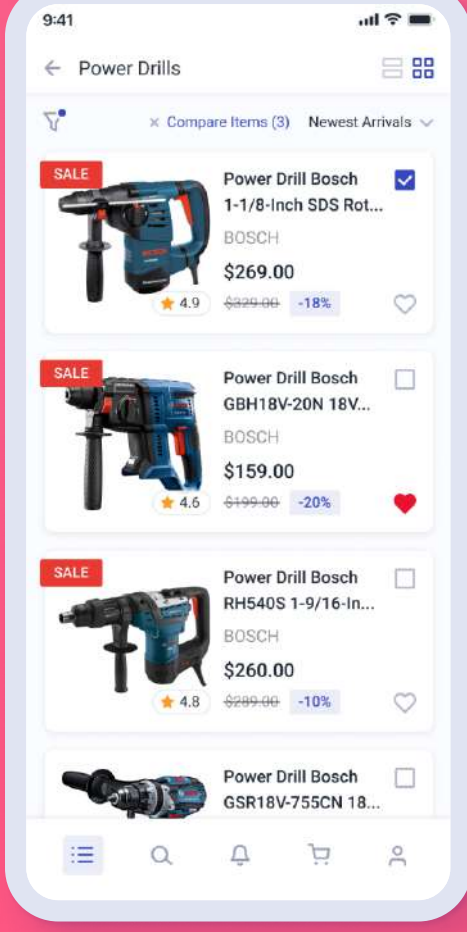
Estimated

man-hours

👤 7

Team

Size



## Applied Technologies

React

React Native

webix

node.js

MySQL

## Results

Thanks to close cooperation, our business analysts have developed a detailed list of requirements covering the customer's needs and reflecting trends in the e-commerce market. The online shopping home platform that XB Software designed and developed provides an excellent experience and runs flawlessly across all modern browsers and mobile devices.

The e-commerce solution allows users to:

- ✓ place new and used goods on the online marketplace
- ✓ filter the catalog items to search needed products
- ✓ control the state of orders
- ✓ monitor important KPIs

Your questions and requests are always welcome!

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