

C-N-C's e-trading Application

About the Client:

Client is a Mumbai based Jewelry company which deals with gold chains in large quantities.

The Challenge:

Delivering new designs to their customers was a lengthy and expensive project since they use printed brochures. They needed a delivery mechanism which was faster, secure and extensible. The most important aspect of it was preventing designs from getting lost due to brochures being misplaced or getting lost in transit

Our Solution:

We spent time in understanding their workflow and suggested an AIR application which would help deliver designs to their customers and allow them to place orders.

Process:

In order to ensure we create something which is easy for a non technical user to work with and is extensible we dedicated special effort towards getting the wireframes right. Iterative discussions with their team resulted in various versions of application flow and wireframes helping us correct things in what seemed to be an obvious flow. This was a real test of our User centric design skills.

Followed by wireframes we followed our standard flow of creating layouts, application skins and development.

Value to Client:

The application helps the client deliver latest designs, get orders online and keep a track of transactions along with generating reports of sale in an automated manner. Reducing manual intervention and unnecessary delays