

///metasharks

Analytics, design and digital solutions development

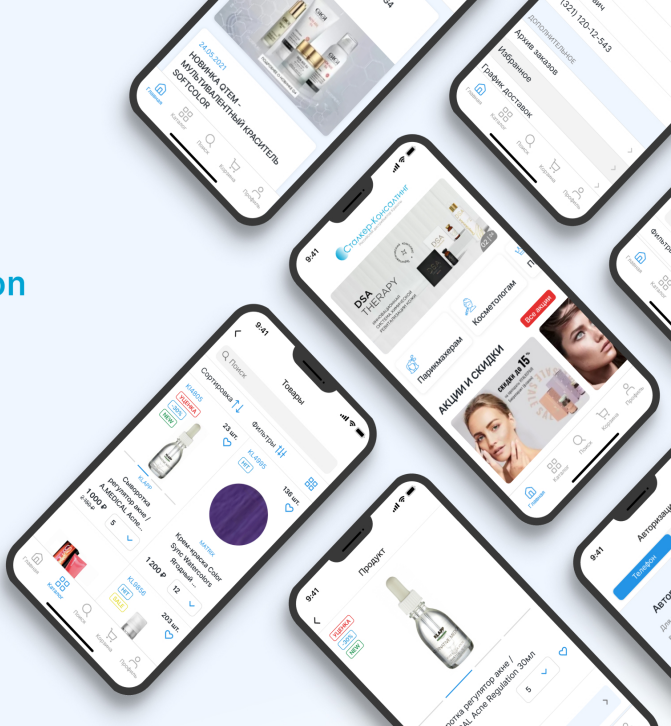
We create web and mobile apps for large and
medium-sized businesses



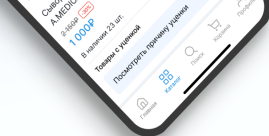
Сталкер-Консалтинг

Российский дистрибьютор Красоты

Mobile application Stalker-Co



BRIEF



We were tasked to create a mobile app for the existing wholesale B2B online store, which we had developed earlier. After the site had been successfully operated for 2 years, the client decided that it was necessary to expand the audience and launch a new sales channel.

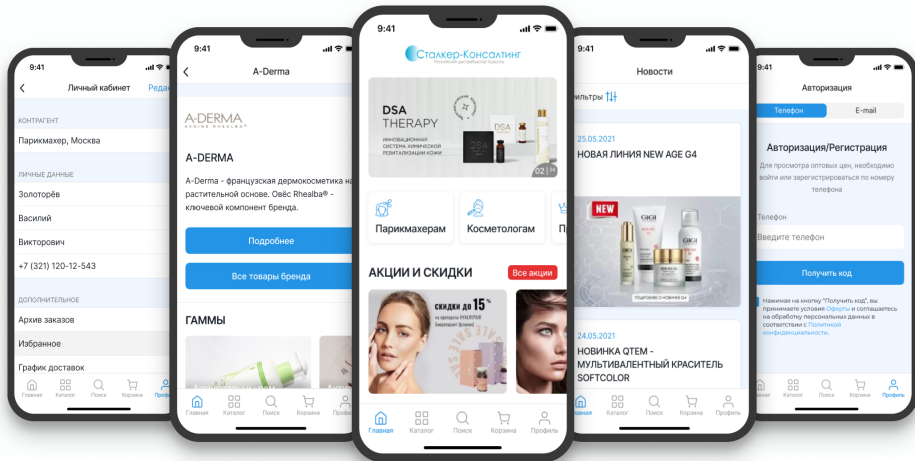
KEY TASKS:

- Transferring all of the site's functionality to a mobile app
- Develop an intuitive interface with easy navigation on the application
- Integrate and set up synchronization with the customer's ERP system
- Choose the approach to develop two separate applications for iOS and Android or for a single cross-platform application
- Implementation of a fully functional personal profile, similar to the website

CUSTOMER:

«Stalker-Consulting» LLC - the largest supplier of cosmetic products for beauty salons and facial rooms in Russia.

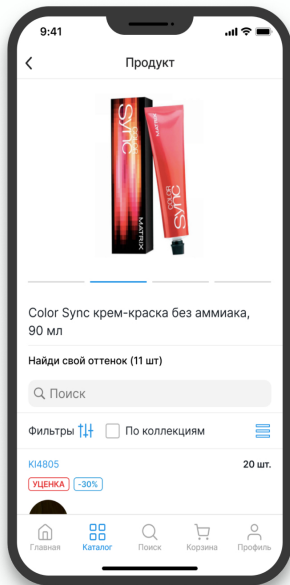
RESULTS



DESIGN AND FUNCTIONALITY

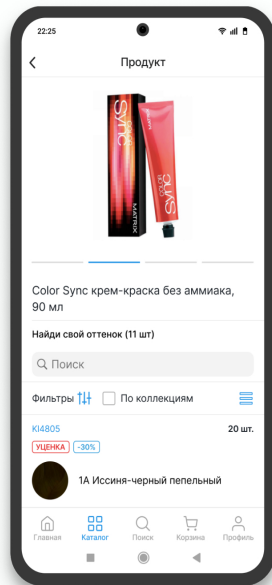
The design and structure of the mobile application were based on the design of the existing website.

The entire functionality of the website was ported to the mobile application.



One of the customer's requirements was that the app should look the same for iOS and Android, so we chose the Flutter technology to develop it.

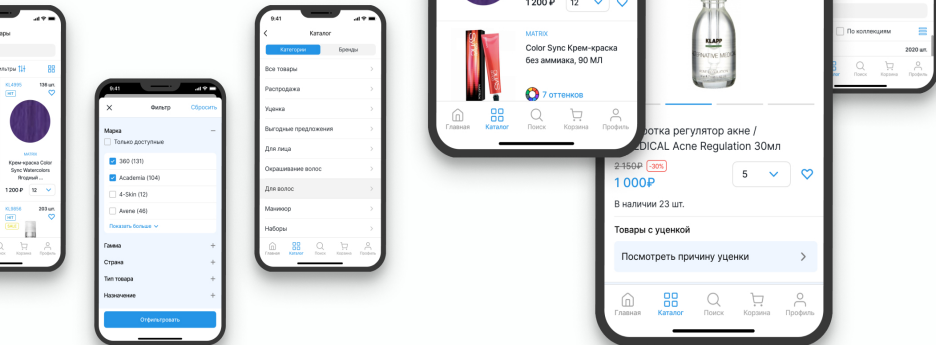
This approach made it possible to reduce the development time and budget of the project.



SALES CATALOG AND PRODUCT CARDS

A catalog with tens of thousands of items with a search engine and filters works just as fast in the mobile app as it does on the website. The user can easily find the necessary product.

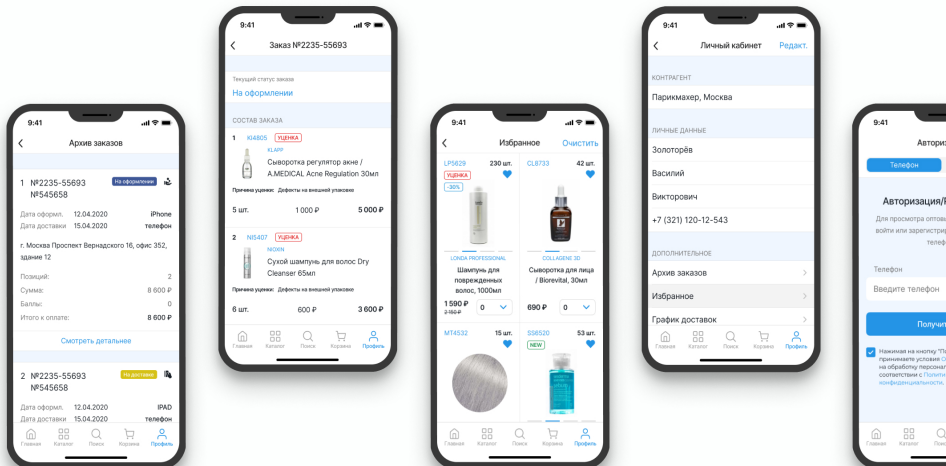
The product card contains all the information you need to familiarize yourself with the product and make a purchasing decision.



PERSONAL PROFILE

All orders placed on the website, in a mobile application, via a sales representative or a unified contact center are displayed in the customer's personal profile. Each order is displayed with detailed information about the composition of the order, payment method and status.

Similarly to the site, the personal profile of the app provides the ability to view and edit personal data of the client. There is a section of favorite products and an order history.



Thank you for attention

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