Digital Transformation of Israel-based leading fashion company

Case Study

Industry:	eCommerce
Technology:	ReactJS, Python
Country:	Israel

Client Profile:

Bananoz is one of the fastest-growing fashion influencing websites in Israel. The company promotes various products such as shirts, t-shirts, shoes, accessories, etc. for both men and women. Bananoz's association with leading fashion influencers has helped the company in gaining a reputation in a short span.

Challenges:

- The company already had a Shopify-based eCommerce website and asked to make it attractive and trendy
- Our experts found that the UI/UX of the old website was outdated and sluggish
- During our research, we also found that the overall performance of the old website was slow due to several bugs and errors
- In the previous website, users cannot add information regarding their personal portfolios and websites
- Also, users were unable to share photos and reviews of purchased items on the website

Solution

- Experts at KCS used ReactJS technology to redesign the client's website
- While redesigning the website, our UI/UX designers ensured that it looks modern and attractive
- They also added some graphics in order to enhance the overall look of the website
- Programmers at KCS used Python language to latest features in the website
- In our solution, we added a feature wherein a store is automatically created once the user register to the Bananoz website
- In this store, users can upload photographs of the products they purchased from the Bananoz website
- Other users can also view these photographs and make an informed decision while buying products from the website

- We also added a commission-based model wherein influencers receive a commission if any users purchased items from his store
- Our experts also enhanced the overall performance by resolving all the bugs and errors of the website

KCS Approach

Using the latest technologies such as Python and ReactJS, experts at KCS redeveloped the Bananoz website. Redesigning the website using ReactJS enhance the overall look of the website. We also resolved all the bugs and errors and made the Bananoz website speedy. Using the Python language, we developed several features that will help the company to stand out from the competition.

Tech Stack

React   python

Outcomes:

- Our solutions to revamp the website created huge on the client's business
- Users can now earn money from the Bananoz website using our commission-based model
- Users can also upload photos of purchased items and write their honest reviews of the same
- We also added a feature in which influencers can add their personal website link to their Bananoz store
- The website is already deployed over the internet and is used by hundreds of Israel customers

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