



Case Study



Icreon

IndiaArtMart.com

Online Storefront retailing niche objects

India Art Mart is an organization that retails various forms of Indian art. Implementing its expansion strategy, the organization required an online storefront. Icreon developed IndiaArtMart.com as a scalable and user-centric storefront, keeping in mind the budget constraints of the project. The storefront offers easy-to-use features allowing customers to check product listings and place orders in a breeze.

Customer Profile

India Art Mart is one of the few virtual businesses that has achieved success since its inception. As an e-tailor dealing in various Indian art forms, the business offers a vast selection of collectibles to suit the tastes of different art lovers.

Business Requirements

India Art Mart wanted to increase its clientele through effective but inexpensive marketing. An online storefront was thereby the most suitable option. The idea was to showcase and sell artworks available with India Art Mart by allowing customers to view artworks and place orders.

Business-Driven Approach for Effective Online Presence

Benefits:

- Dynamic & database-driven management of the storefront
- Easy order processing & transaction management
- Catchy & user-friendly interface

Artwork appeals to a niche audience. The clientele, therefore, constitutes a restricted section of the market. India Art Mart wanted to tap this market internationally through its online storefront – IndiaArtMart.com. Icreon had to develop a customized interface for the online storefront, to meet specific requirements, including facilities to place order online, view details about products, newsletter subscriptions, manage alliances with other online stores. A complete business-oriented solution, IndiaArtMart.com had to be strategically designed within a constrained budget, while maintaining high quality and service standards.

IndiaArtMart.com has been developed with the Business-to-Customer approach. It is for this reason that the site is extremely user-centric. Users can view the product listings and select to view the

details of a particular item. If suitable, an order can be placed by filling out a simple Web order form. The storefront provides the facility to search for product listings by category. In addition, the storefront provides features like 'newsletter subscription' and 'mail to a friend'. The 'Mail to Friend' feature offers the facility to customize the artwork with a certain background color. The selected artwork is sent to the specified e-mail address with customized color combinations, giving it an appealing look. Users can fill out the "Guest Book" to provide suggestions for enhancements to improve the services offered by IndiaArtMart.com. The administrator interface offers facilities to add and modify categories of artworks and new product listings.

The architecture for IndiaArtMart.com is 3-tier, with PHP as the business logic layer for managing request/response functionality between the backend database – MySQL and the front-end Administrator and IndiaArtMart.com interfaces.

Technologies used in developing this application are:



Summary

The client in this case was an art collector and had planned a long-term development strategy for online business. Icreon has been involved in this project since 2000 and has performed various upgrades, to meet customer requirements. The online storefront serves as a business-critical tool for India Art Mart to market its products and increase clientele.