



Case Study



Icreon

Style Guide

Our client, a UK based company, aspired to launch a website that would prove to be a comprehensive style guide for customers and serve as a platform for designers to showcase their latest designs. On-site advertising is the main revenue stream for our client, and they needed the solution to be built with modules that would enable them to manage and track advertisements appearing on the website. Website users also needed to be tracked in order to generate Market Research Reports. Icreon delivered to them the style guide website that enables users to browse through and search for designer collections.

Customer Profile

Our client is a UK based company.

Business Requirements

Our client required an automated solution which would serve as an online style guide for their customers. The solution was intended to generate revenues through on-site advertising and therefore, provisions had to be made to ensure that site administrators could manage the display of appropriate advertisements, through a corresponding back-end interface. Extensive user tracking functionalities were required to be built into the solution to interpret customer trends and behavior, for analytical purposes – generate extensive market research reports, which would be sold to prospective organizations and designers.

A platform to coordinate between designers and customers

Based on our client's requirements, Icreon delivered to them a website that allowed users to browse through and search for designer collections. The various sections of the website are as follows:

- **Collections:** Online profiles created by designers to showcase their latest designs. Customers can browse through items within a collection and view details such as the history of a label, inspiration behind the collection, and design details. Users can select and add an item from within a collection to their profile.
- **Directory:** A comprehensive listing of retailers and their contact information including details such as price range and category. A detailed search has been provided that allows users to search for retailers based on parameters such as store type, location etc.
- **Profiles:** Profiles are personalized collection of items selected by the user from the designer's collections. Provisions have been made to allow users to add comments to each item, rate them and sort them according to date added, its rating and designer. A user can share his/her profile with other users.

Icreon has built extensive user tracking functionalities into the website. Explicit user tracking is performed through a registration form. Implicit user tracking is done by capturing user actions within the website. The data is stored and is queried to generate market research reports.

In order to enable Administrators to manage the website and Designers to upload their collections to the website, Icreon developed separate back-end modules for both.

Administrator Module

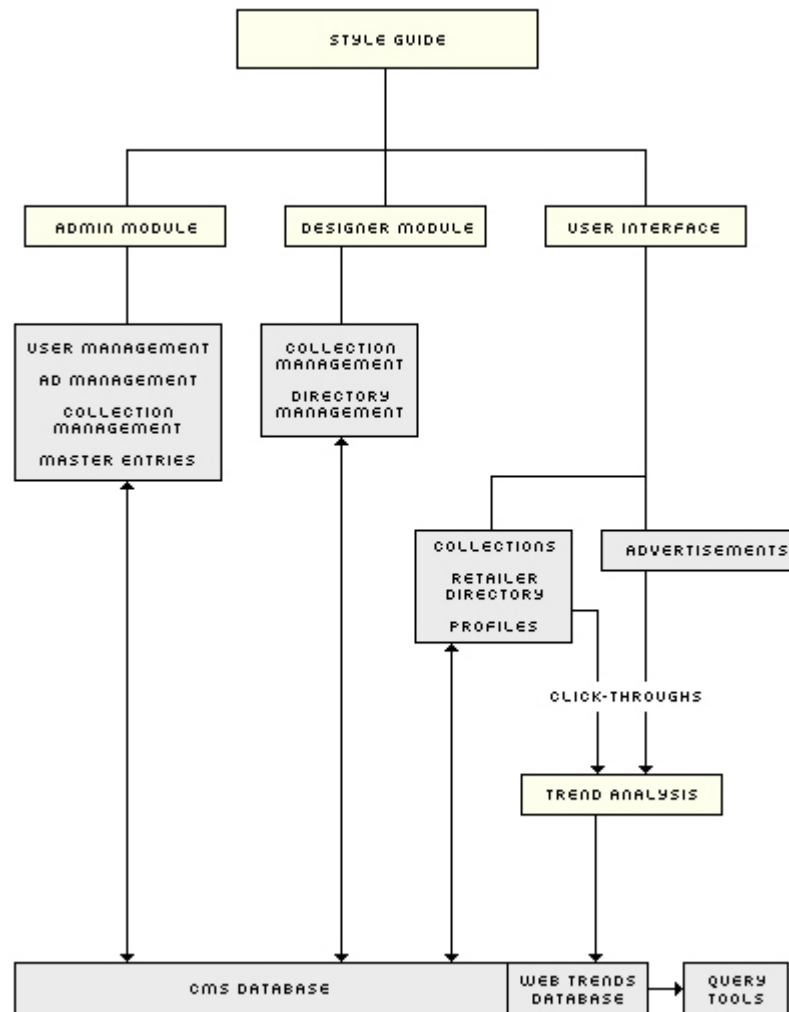
Through this module Administrators can perform tasks such as:

- **User Management:** Administrators can add and manage back-end users i.e. Designers
- **Collection Management:** Administrators can browse through all the Collections created by Designers and approve a Collection before it appears on the website.
- **Directory Management:** Through this section Administrators can upload and manage the Retailer Directory.
- **Advertisement Management:** This section allows Administrators to manage details of advertisers and upload and manage advertisements displayed on the website. The Queue Management module within the Advertisement Manager allows administrators to assign advertisements to specific pages within the website. A tree system has been provided to enable Administrators to easily locate pages within the website. Administrators can generate comprehensive reports containing details such as click throughs. The reports can be viewed online or downloaded as Excel spreadsheets.
- **Profile Management:** Administrators can view the Profiles created by website users. Administrators can also create Profiles to showcase the designs and collections of leading designers, brands etc.
- **Master Entries:** Through this section Administrators can populate and manage various drop-down menus such as country, category, store types etc that appear on the website and back-end modules.
- **Generate User Reports:** This section allows administrators to generate and download reports. The reports are generated as an Excel spreadsheet

Designer Module

The Designer Module provides Designers with interfaces to upload and manage their collections. Through this module Designers can perform tasks to:

- **Update Personal Details**
- **Upload Collections:** Interfaces have been provided that allow Designers to upload images to the server and add these images as items in the Collection.
- **Create Retailer List:** From the Retailer Directory, created by the Administrator, Designers can select and populate their retailer lists that would be displayed in their collections.



System Architecture

Technologies used in developing this application are:



Summary

With the successful implementation and delivery of the solution, Icreon was able to meet our client's requirement of creating an online style guide wherein users can get all style-related information they need and designers can have a platform to showcase their latest designs