Aristocrat Kids

Real case about a fairy tale online store. How we created a software which grew customer base by 55%

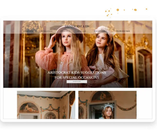
About

Industry: E-Commerce, Retail, Clothing
Location: Latvia
Type of software: ERP
Scope of work: Backend, Frontend, UI/UX Design, Quality Assurance, BA

ARISTOCRAT KIDS

Aristocrat Kids is a company based in Riga, Latvia, that creates exclusive child's clothing. With their fashion, every kid may play a role of a fairytale character and this is what makes them unique. Aristocrat Kids has a wide targeting in Europe, Asia, the Middle East, the USA, and other countries. This project has the heart and soul of the whole team because they've been with us since 2016!

All this time was spent not only on unique custom software creation but also on a great journey to their business evolution and success. How did all that affect the software we developed? When did the Aristocrat Kids' story began and how are they doing today? Check it out in our case!



Technologies

STRAPI.IO · JQUERY · JQUERY · JS · NANOBAR.JS · JS · REVEAL.JS · SLICK

Key features

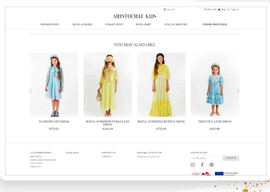
- A fully functional menu allows the operator/manager of the store to create necessary menu items or categories of goods with multilevel hierarchy, as well as to make corrections to already existing items and categories.
- A new order notification module is also available to reduce response time and improve customer service
- The multifunctional module of work with orders allows the store manager to sort orders by a selected criteria and inchronological order, track the status and customer payments in real time, view the customer profile with the entire history of their orders.
- The "Product Slider" module offers products of the "YOU MAY ALSO LIKE" category. Block automatically selects goods based on the history of views and orders of the user, as well as added products to the wishlist. This block is displayed on the main page and on product cards.

Challange

Combine user-friendly design and brand's aristocracy

The real challenge for us was to combine the unique customer's requirements with a technical solution. Our clients had a detailed approach to each step in the project development, so we had to create a solution that would fully convey the essence of their idea. Probably the most difficult thing was to express the aristocracy of the brand in a modern online shop without losing its uniqueness. Usually, Online stores should have been wide-functional, but the brand's reputation, their charisma, was in the first place. We used only subtle, soft shades in design and avoided "basic" solutions.

Thanks to this, the design doesn't distract the user from the product, focusing all their attention on the clothing line. In addition, our customers have been very careful when it came to visuals and photos; each shooting was different from another, and, of course, very different from the way of usual stores doing. Each collection is unique, has its own photo shooting, and deserves its own design. From the very first minutes of working with Aristocrat Kids, we realized that this project and this business overall hasn't been "usual" not ever. It wasn't just a store, it was a brand with its own character, and our main goal was to transfer this character to life through quality UX.



Project team

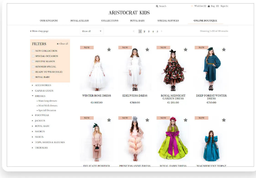
Anna
Project Manager / Business Analyst

Artem
Developer

Dmytro
Team Lead

Maria
QA Engineer

Myroslava
UI / UX Designer



Project Workflow

STAGE 1. Discovery

01 We studied client's requirements and the ways to fulfill them;
02 Searched for a quality solution to integrate and adapt new technologies in the system;
03 Created the terms of reference and work plan (first part);
04 Approved the work plan.

Alexander
PM/BA

It was nice to work with people who know their target audience. Our clients carefully studied the TOR and SRS, and knew exactly what they wanted from the technical specification. Thanks to this, the development process of the software were based on research of the latest market trends and target audience.

STAGE 2. Design & Prototyping

01 We created and approved the strategy of work on the project
02 Developed site pages prototypes;
03 Developed system requirements specifications (the second part) and work plan;
04 Approved SRS and work plan (the second part);
05 Started work on the site design.

Mira
Designer

We had plenty of options to present each clothing line individually but later we decided that we needed to unify everything. I felt responsible for my work, and I'm very happy that I was able to deliver what our customers were looking for!

STAGE 3. Development

01 We made a layout of the software product, created software architecture;
02 Distributed team resources to match the deadlines better
03 Tested the product;
04 Completed the work and presented the finished product to the customer;
05 Checked the finished product for compliance with all requirements and specifications.

Dmytro
Team Lead

Of course, it was the longest stage. The most important thing I would like to note is the team commitment and our understanding of the clients' project. We created something unusual for a time, which confusses to surprise and excite people who are used to traditional solutions. For example, the solution on a nonstandard, horizontal site menu, which was unique back in the days and remains interesting today. In general, both we and our customers are really satisfied with the final product and its quality.

STAGE 4. Evolution

This is a current stage of this project's development. The changes we made on the evolution stage are rather small but still significant. For example, Stripe payment system integration that helped to make a software much quicker and better operating.

Alexander
PM/BA

From the list of tasks that we had recently, perhaps the brightest thing was the integration of the current version of the payment system. Originally the project used Paypal, which was a bit slow and quite inconvenient for us. The project now PayonDeliverie, which processes payments on the software. The Stripe payment service that is integrated into it had to be updated. But PayonDeliverie supported Stripe integration up to version 4, and we had to implement v.5, so we eliminated all conflicts between components manually.

Results

We are happy to be a part of the fairytale that Aristocrat Kids writes. With our software they have the opportunity to continually improve, evolve, and scale their business. We are always in touch, and ready to implement customer's new requirements to allow their business to remain relevant in the market. And to think about that we have done it since 2016 with success!

Linda Dzirne
The Aristocrat Kids Representative

I'm really happy to work with MassMedia Group. You not only did your job, but you also gave us options for solutions, and explained things to us patiently. The extra effort you put into this really made a big difference for our company. At last clients can buy items in our online shop easily. Thank you!