

Objective

Empower local merchants in the digital era and boost the local economy.
Create IT Entrepreneurs in small towns in India through a unique franchisee model

CASE STUDY

Scope

- Develop an end-to-end platform that covers all stages of the product lifecycle, from concept to UI/UX design, implementation, support, and maintenance
- Provide three distinct interfaces: a web interface, a business app, and a shopping app.

Solution

- ✓ The web interface was developed to handle setup, configurations, and support for merchants and shoppers, featuring inventory management, POS, and delivery partner integrations.
- ✓ The Xirify for Business app allows merchants to manage their stores, handle orders, and oversee campaigns and loyalty programs.
- ✓ The Xirify Shopping app helps shoppers discover merchants and place orders, boosting local business visibility and sales.
- ✓ A modular and customizable platform was implemented, tailored to merchant categories and offerings, including online payment options and robust security.

Value Added

- Advanced technical skills shaped Xirify, keeping it competitive with current trends.
- Flexibility in scope management enabled rapid responses and continuous improvement
- Innovative solutions enhanced Xirify's functionality and market success.
- The architecture of Xirify is scalable, supporting effective adaptation and growth.

Frameworks & Tools



Objective

To build a platform that facilitates an easy, fraud-free & worthy engagement between Buyers & Sellers of 'Used Cars' in the Australian Car Resale market

CASE STUDY

Scope

- Develop a marketplace application for buyers and sellers of used cars
- Manage catalog and profiles for sellers and buyers
- Integrate with third-party databases such as PPSR and GLASS
- Implement radius-based searches using geographic coordinates.

Solution

- ✓ Designed and deployed the user experience and architecture on AWS.
- ✓ Integrated the platform with Cloudinary for image management and Stripe for payment processing.
- ✓ Incorporated VIN verification and real-time messaging systems between buyers and sellers.
- ✓ Ensured seamless integration with PPSR and GLASS databases for vehicle history and valuation.

Value Added

- **Enhanced User Journey:** Provided thoughts for tracking the buyer and seller journey, enhancing user experience and engagement.
- **Business Model Innovation:** Suggested approaches for designing plans and feature-based pricing to enhance monetization strategies
- **Mobile Accessibility:** Enabled the design of a mobile app platform, expanding the service's accessibility and usability in a B2C environment.

Frameworks & Tools



Objective

Mobile-based eCommerce application to purchase goods and groceries online

CASE STUDY

Scope

- Implement a mobile app that consumes APIs developed by the client's team
- Design mobile app flow, catalog management, and push notification integration using Firebase
- Enhance user experience with local storage for improved application performance.
- Implement a checkout process with pre-checkout authentication.

Solution

- ✓ Designed and developed the mobile app leveraging modern frameworks and technologies.
- ✓ Tested and integrated APIs provided by the client's backend team for functionality including catalog management.
- ✓ Utilized file upload for catalog management within the app.

Value Added

- **Mobile Optimization:** Focused on creating a user-friendly mobile interface and experience, ensuring smooth navigation and interaction.
- **Enhanced Performance:** Implemented local storage solutions to speed up the application performance, reducing load times and improving user satisfaction.
- **Secure Transactions:** Developed a robust authentication process for checkout to ensure transaction security and user confidence.

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Objective

Streamline the online product discovery and purchasing process that traditionally relies on manual or text-based searches. Utilize AI and computer vision to allow users to snap a picture of a product and seamlessly initiate a purchase from affiliate platforms like Amazon and Flipkart.

CASE STUDY

Scope

- The client approached VAST to enhance online shopping by replacing traditional search methods with AI and computer vision
- This technology allows users to snap a photo of a product and seamlessly initiate purchases on platforms like Amazon and Flipkart, streamlining the buying process and reducing missed opportunities.

Solution

- ✓ Spearheaded the development of a custom solution centered around a Convolutional Neural Network (CNN) for object detection and processing.
- ✓ Employed Python, TensorFlow, and deep learning techniques to develop a robust system capable of accurately identifying products from user-captured images.
- ✓ Integrated the solution with the client's existing infrastructure, providing a user-friendly interface developed with React and React Native.

Value Added

- Enhanced data quality, model optimization, and real-time processing through teamwork, exceeding performance goals.
- Boosted project success by promoting collaboration between client experts and our technical team, quickly adapting to changing business needs.

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