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Client: Born To Be Young
Industries: E-Commerce
Region: UK, London

PROJECT TYPE
E-Commerce, CRM, CMS, Social Network Integration

TECHNOLOGIES
Ruby on Rails, Nginx, PostgreSQL, CoffeeScript, jQuery, Spree, AWS S3

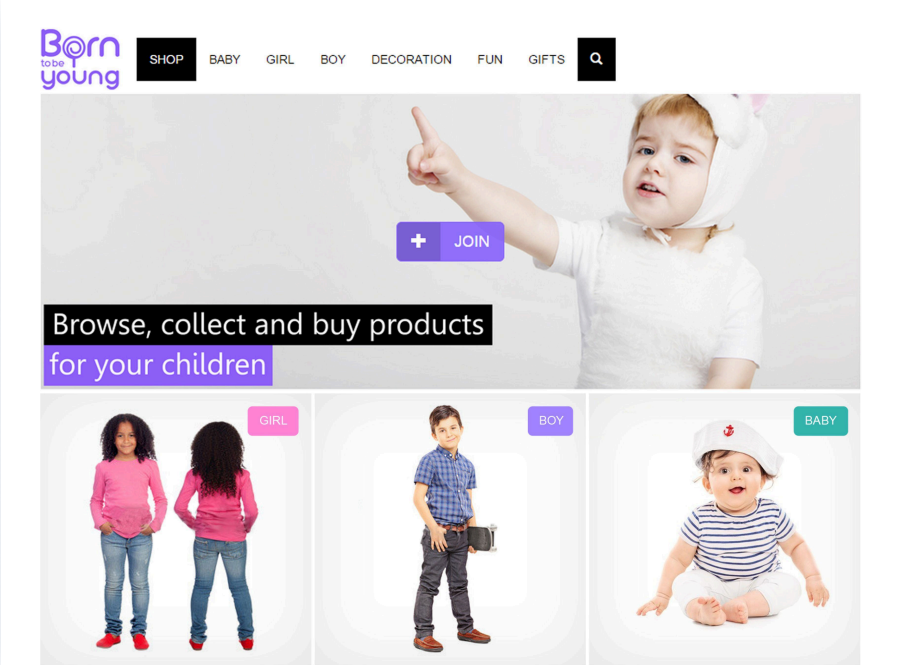
DURATION
2 months

TEAM
1 Software Developer
1 Part-time QA Engineer

WHY CHOSE US
We made the most favorable technical and commerce offer

Born to Be Young – turning online shop into social network

A children's clothing store extended with a social commerce layer – commenting, voting, subscriptions, and live chat – delivered in 2 months and driving a ~35% lift in return visitor rate.



Project background

Born to Be Young is an online shop selling children's clothes. Born to Be Young had all the features typical of modern online shops. However, the owner wanted to gain a competitive advantage by developing a unique social network for buyers and integrating the service with popular existing social networks (Facebook, Twitter, etc.).

Business challenge

Born to Be Young ran a standard children's clothing store that was indistinguishable from competitors online: no community layer, nothing to draw buyers back between restocks. The Client asked us to convert the store into a social shopping experience by adding extended commenting, a voting and custom Like system, subscriptions to product updates, live chat, and integration with Facebook and Twitter.

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Sumatosoft is one of the most serious and most competent company with whom we have worked. Work has always met our expectations; the team is available and really listening. The development is done in a timely manner and the quality has always been top. A dynamic and extremely professional team We strongly advise you!!! 100% Satisfaction Guaranteed



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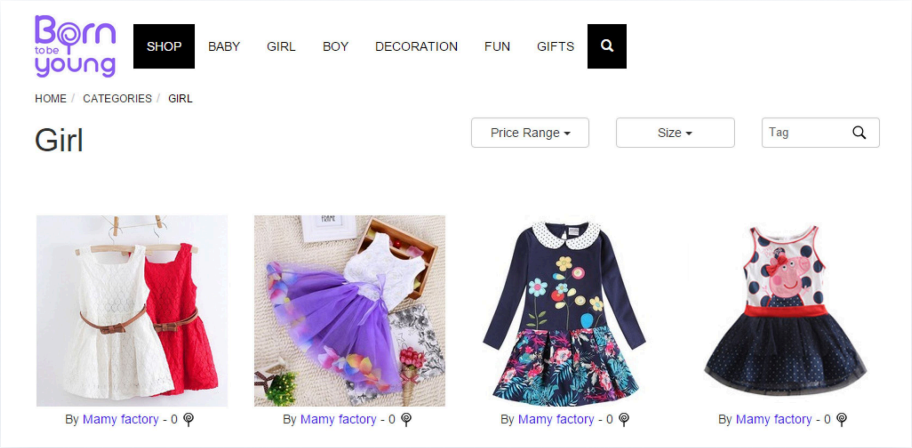
Project Distinctive Features

- Extended options for commenting on the goods
- Voting and custom "like" system
- Subscription to updates
- Chatting
- Integration with existing social networks

Our solution

The implemented application is based on a popular e-commerce library, Spreecommerce. Our team developed a convenient interactive interface that implements social network elements and meets all customers' requirements. Users got an opportunity to interact with other users of the system without a page reload.

All new functionality and its compatibility with other systems were tested by our QA specialist.



Customer’s benefits

The social layer drove a ~35% increase in return visitor rate as buyers came back to check comments, votes, and friend activity between restocks. Order frequency rose by approximately 30% as the social feed surfaced products organically between purchase cycles.

What’s happening with the project right now?

The application is in the implementation phase. The customer is working on a new design.