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**Client:** Live Art TV
**Industries:** Trade and e-commerce
**Region:** USA

**PROJECT TYPE**
Web application, Marketplace

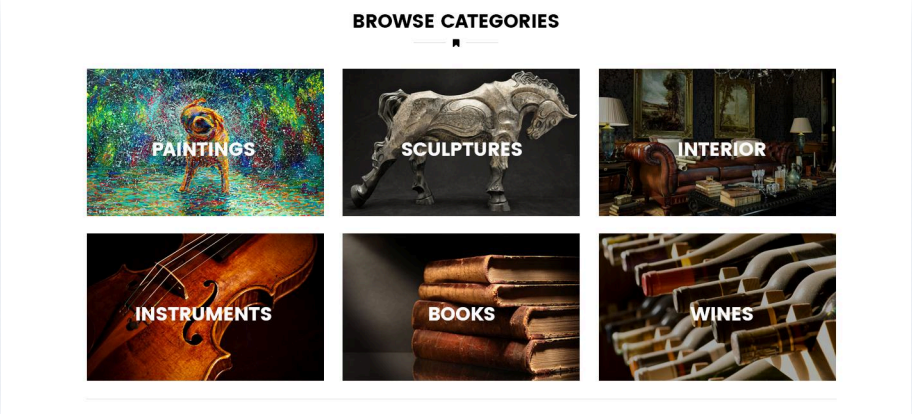
**TECHNOLOGIES**
Ruby on Rails, RoR, Nginx, Passenger, Bootstrap, JavaScript, jQuery, PayPal, UPS, FedEx integration

**DURATION**
12 months

**TEAM**
1 Software Architect
1 Designer
1 QA Engineer
1 Project Manager/ Business Analyst

# Live Art TV – marketplace for selling art and antiques online

A Ruby on Rails marketplace that brought an offline US art dealer's inventory to a nationwide online audience – ~3x wider buyer reach and automated order fulfillment via PayPal, UPS, and FedEx.




## Project background

LiveArt TV is a marketplace for selling art and antiques online, presenting a wide range of modern art, jewelry, antique collections, and branded wrist watches.

## Business challenge

- Move the current offline business to the Internet
- Develop a website to present art pieces to the public
- Ability to show live video as well as have a video gallery

## Project Distinctive Features

- Registration
- Search
- Orders management
- Artwork pieces management
- Artists management
- Shopping cart and checkout
- Payment systems integration
- Collaboration with the artists
- Live video channels and a collection of saved videos

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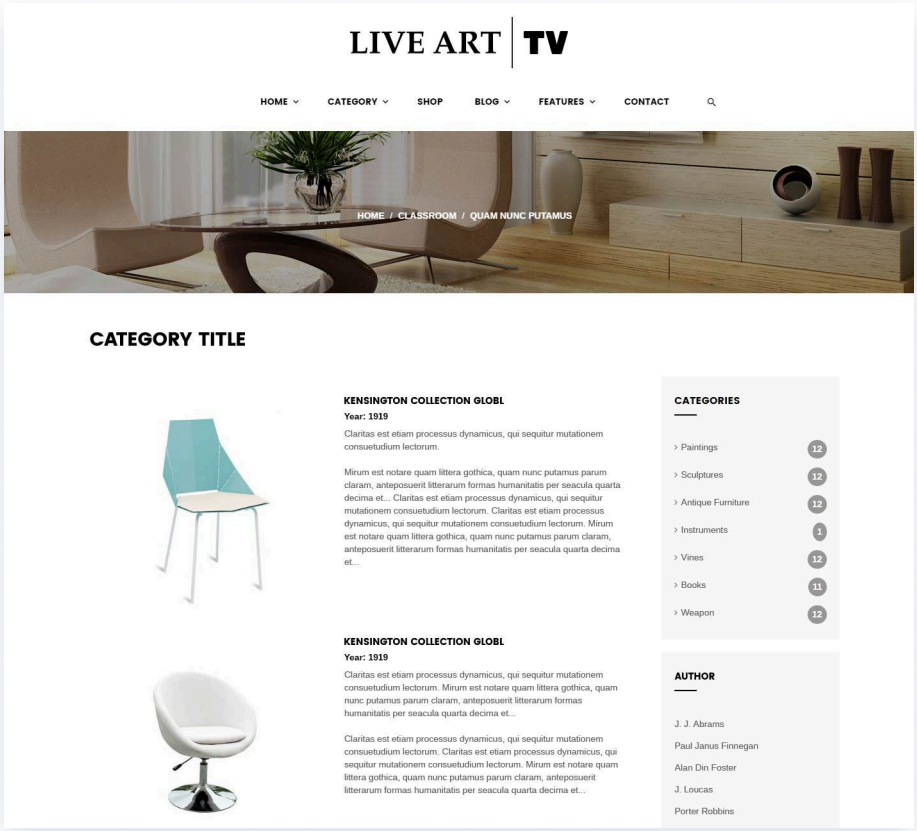
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# Our solution

Following the Scrum methodology, we created an application based on a popular library for e-commerce applications – Spree Commerce.

The application has all e-commerce functions available on both back-end and front offices, including:

- ✓ Registration
- ✓ Search
- ✓ Orders management
- ✓ Artwork pieces management
- ✓ Artists management
- ✓ Shopping cart and checkout
- ✓ Payment systems integration




We also added custom features important for selling artworks:

- ✓ Collaboration with the artists
- ✓ Live video channels with a collection of saved videos.

# Customer's benefits

By moving from local gallery-only distribution to a nationwide online platform, Live Art TV extended its addressable buyer reach by ~3x - giving every represented artist access to an audience no gallery could offer. Automated order processing via PayPal, UPS, and FedEx APIs reduced manual fulfillment coordination overhead by ~60%, freeing the team to focus on artist relationships and inventory growth.


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