




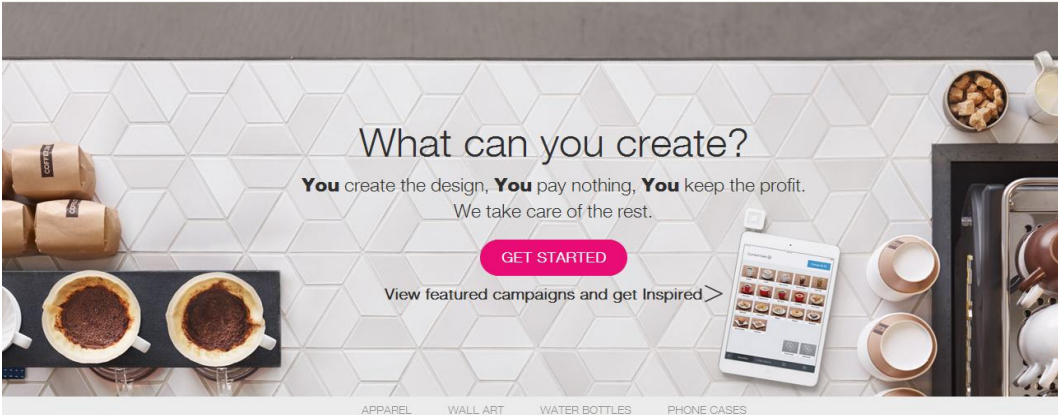
Fullestop Case study for Simbyl

Scalable, Usable
Application
@Fullestop.com

CASE STUDY

SIMBYL- Online Custom Products Store

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What can you create?
You create the design, **You** pay nothing, **You** keep the profit.
 We take care of the rest.

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THE **100% FREE** WAY TO SELL
HIGH QUALITY APPAREL, ART & ACCESSORIES


- Create your design
- Choose and customize your products
- Launch your campaign
- Meet your goal
- Profit ;)
- REFER a friend and you both profit

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to spend any money to make money!"  "I'm so happy that I my friends can wear my designs and I didn't have to spend any money to make money!"  "I'm so happy that I my friends can wear my de

THE SHOPS


**CREATE A CUSTOM
T-SHIRT
IN MINUTES**



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**YOUR PHOTO
YOUR CASE**

Design Your Own Original Phone Case with your Favorite Picture.



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- Any Custom Size Canvas
- Quick and Easy To Use
- High Quality Prints
- Upload Images VIA Social Media



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**CUSTOM
WATER BOTTLE LABELS**

FULL COLOR, 100% WATERPROOF, TWO SIZES AVAILABLE. GREAT FOR ANY OCCASION

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DEMO URL: <http://stage.demoe1.com/1/simbyl/>

Document Summary

This document highlights the main aspects of the Simbyl; an ecommerce platform offering reliable, trendy and stylish customized apparel, art and accessories according to the creative ideas and fashion concerns of people around the globe. Drafted Case Study is analysed by the Fullestop Sales team in detail. It intends to draw a word picture of the study of Simbyl.

Case Study of Simbyl emphasize on encompassing the various development and functional aspects of the Simbyl developed by the Fullestop. It develops a background for the understanding of the main reason for the development of this website.

Objective

The aim was to especially design a system keeping in view the recent generation busy life style; that is always short on time and search online solutions to reach desired products easily. The system would act as a platform for creating, selling and buying the fantastic range of various types of apparels, art and accessories for the consumer sector which can be customized to match their imagination online. The system would showcase the custom designs which would be exclusive and matches the innovative ideas of the creator in a very attractive manner.

The website would feature multiple images with higher resolution that eventually helps to visualize every product in minute details. It even offers in-depth information about the technical specifications of products making it easier for online consumers to choose their desired items easily. The eye catching imagery and attractive UI compliments the visualization of the products.

The system will allow the user to create, sell and buy product by launching a campaign for the products. It also assists the users to customize the products by the tool in innovative ways according to their imagination and can sell it to the other buyers. In this way, the system should provide the advanced solutions to customers worldwide.

Synopsis

Simbyl is a system designed and developed by Fullestop to build an economy where creators are seamlessly matched with their consumers. Users would have the facility to create their own designs and choose the product to customize and sell it to the consumers. Users could also buy the customized products by register themselves, browse the product, add to the cart and paying for it by using secure payment gateway.

Users would be benefitted by the system by applying their creativity on different product, make them sell their customized product by launching a campaign for a period of time leading them to earn a handsome amount as well as buy exclusive products matching your requirements by visiting campaign created by other users.

Fullestop developed this system to further improve the quality of the products and create a stronger relationship with its customers by implementing an e-commerce system. Social Networking Media like Facebook, twitter etc. is integrated to make system renowned in social circuits and increase the brand visibility.

Challenges

Following are the challenges Fullestop faced while developing Simbyl:

- Developing a solution from the idea, of making an ecommerce platform with customization tool.
- Developing an interface providing a definitive user experience.
- Developing a fully customized bespoke e-commerce platform.
- Providing a secure payment gateway for transactions.
- Integrating customization tool to customize the products in an innovative manner.
- Integration of Blog for exchanging information and better communication.
- Working on several optimization techniques
- Testing the website in various user scenarios and traffic handling.

Technologies Used

Following are the technologies, which Fullestop used in the development of Simbyl:

- **HTML 5/ CSS:** For development of user interface.
- **JavaScript/ JQuery/ AJAX:** Client side scripting for incorporating additional features like validations, carousal and page transitions.
- **PHP:** Server-side Scripting Language for Web Development.
- **Apache:** Web server
- **MySQL:** Database server for storing and fetching website data.

Result

Fullestop successfully achieved the objectives of the client by overcoming the challenges, understanding and realizing the key areas to work on, deploying best technologies to support the idea and committed efforts.

- The result was an efficient website with dependable operations and aesthetic and sentient feel apart from being receptive
- The site was embedded with the most advanced optimization techniques and the most contemporary database technology.
- An efficient ,simple and fast ecommerce solution for customized products
- Offering a user friendly & organized product display
- High performance application that supported both scalability and robustness
- Structured and consistent representation of information
- User-friendliness and ease of operations
- Good performance and quick page load
- Integration of best technologies
- Intuitive and minimal with engaging theme.

A case study by- Fullestop