



DEVELOPING CUSTOMIZED E-COMMERCE MOBILE APPLICATION FOR THE FASHION INDUSTRY

HIGHLIGHTS

Optimizing Performance Through Each Stage

The project is implemented using the Agile model, demanding close collaboration and proactive engagement from all parties involved. After each project stage, Luvina has significantly improved work efficiency, helping the customer optimize software development costs.

Expertise Consultation for the Client

During the project, Luvina provided impactful suggestions that positively affected the product, such as improving the interface for an enhanced user experience and proactively organizing resources based on project needs.

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CASE STUDY

OVERVIEW

The goal of this project is to create an online shopping application that will help Japanese fashion companies increase sales. The project follows the Agile model, requiring Luvina's high level of proactiveness to ensure the completion of each stage.

Country: Japan

Services: Software Development

Industry: E-commerce (Mobile App)

Technology:

- Backend: C# (Framework: Dotnet version 8.0.100-preview)
- Android: Kotlin 1.8 (Jetpack compose)
- iOS: Swift, SwiftUI

Duration: Starting in September 2023, project completion is expected around April 2024.

Scale: The current team size is 8 people, with an estimated total of around 60 man-months at the end of the project.

Collaboration Model: ODC (Offshore Development Center.)

About the client

Introduction

Our customer is an IT service provider in Japan with expertise in CRM solutions like Salesforce. They excel in backend technical capabilities and are looking to expand into mobile applications.

Customer's Requirements

The customer expects Luvina to develop a fashion product-selling support application on both iOS and Android platforms. Because of their expertise with backend technology, the customer prioritizes high product quality. They also require Luvina to meet Agile-model-defined delivery deadlines.

CHALLENGES & SOLUTIONS

Challenges

Agile Model Implementation

Implementing the project using the Agile model demands **speed** and **proactiveness**. This requires not only project management but also a high level of focus and **responsibility** from each team member to complete each sprint on time and with the required quality.

Exploration of New Technical Areas

To carry out the project, the team needs to become familiar with new languages like **SwiftUI** and **Kotlin 1.8's Jetpack compose**.

Solutions

1

Regularly Implementing Project Management Consulting Plans:

In the initial phase, project management personnel regularly met with department heads for daily discussions on Agile management methods to optimize work processes and master Agile project management. After the team stabilized, weekly meetings and monthly consulting sessions continued to enhance management capabilities.

2

Learning and Training Plans:

Utilizing internal training resources, the project team proposed a comprehensive framework for specialized training. With their existing expertise, Luvina's personnel can become proficient in the required technical skills within two months.

3

Organizing a Suitable Personnel Structure

Based on position requirements and each team member's capabilities, we planned the most optimal personnel structure for the project.

According to the initially agreed-upon structure, the team was divided into 3 specialized areas: back-end, front-end, and Android. However, during the project, depending on each sprint, team members had the flexibility to move between specialized areas to support each other; hence, the project team needed to grasp multiple expertise areas. This significantly increases productivity and cost savings for our customer.

Additionally, Luvina is always prepared to expand personnel scale through actions such as:

- Creating internal training documents
- Training young personnel
- Preparing third-party resources if necessary.

ACHIEVEMENTS

Overall Progress:

Luvina consistently completed each sprint on time with high quality at every stages of the project.

Customer evaluation of Luvina:

- **Development Capability:** The customer highly values Luvina's coding abilities. The source code is acclaimed for its clear architecture, ease of understanding, maintenance, and reuse. The customer even expressed a wish for Luvina to guide them on our coding practices.
- **Testing Capability:** Luvina's testing team is recognized for encompassing a broad range of test cases and providing clear test reports.
- **Q&A Process:** The customer is particularly pleased with Luvina's proactiveness during communication. Not only do we ask clear and key questions, but our team also suggests positive impacts on the product (such as improving the interface for a friendlier user experience) and highlights any inconsistencies in the customer's requirements.

