



Marketplace to Offer Straight from Factories

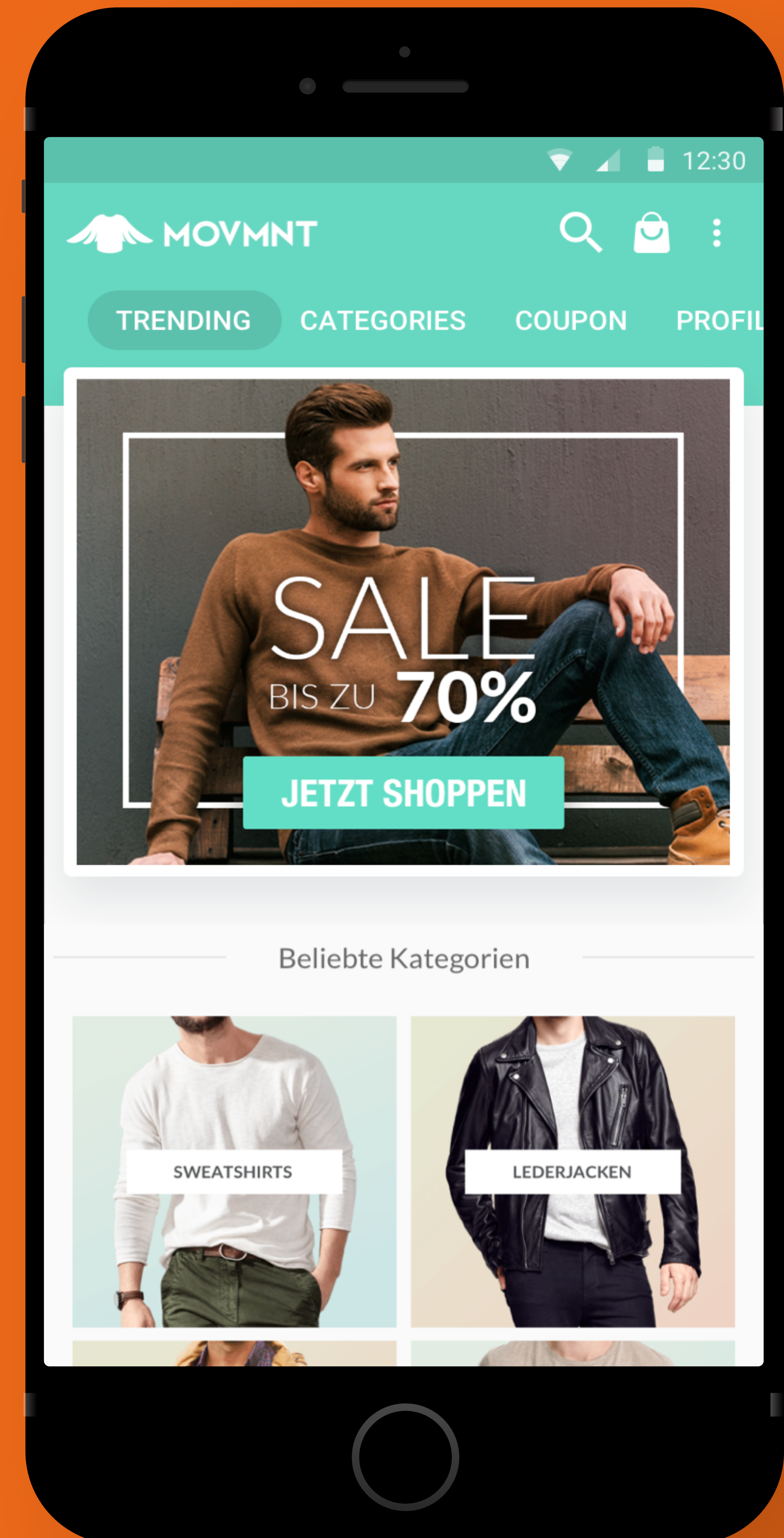
Provide functionalities of a market place
focusing easy and reliable usability.

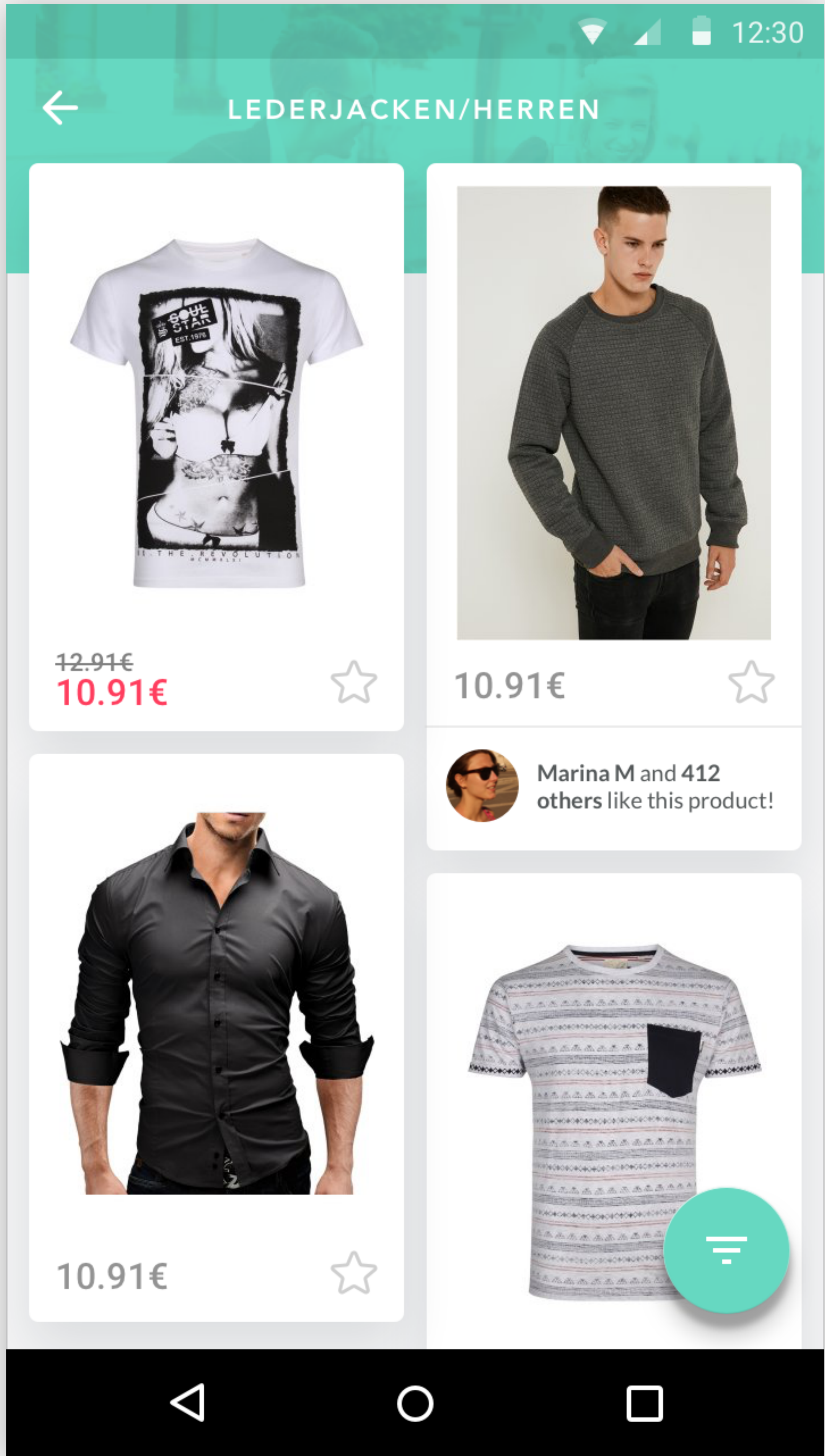
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IOS AND ANDROID APP UI/UX DEVELOPMENT

Great experience to develop both apps, taking it over the amazing work from the agency AJ&Smart and continuum improvements in house.





LEDERJACKEN/HERREN



~~12.91€~~
10.91€



10.91€



Marina M and 412
others like this product!



10.91€



SHAPING THE PRODUCT, THE RIGHT APP TO THE RIGHT PEOPLE

Shape the product was a challenge, we had to identify the target audience according to the suppliers. We had to develop the app and change visual language to serve better our customers.

DEVELOPT A MARKET PLACE FOR FASHION INDUSTRIES

Make sure that the branding and communication would reach high quality to teenage customers was the hardest part.

LEARNINGS

Understand aquisition price for mobile apps and taking it in account was the biggest learning, would have made the product take different path, not only on the development side, but also time-wise when needed to launch and valide the business.

GREATER DESIGN COMMUNITY

It was a great opportunity to learn from the best designs in the city. Sessions of knowledge sharing or brainstorm sessions to help on some specific topic.

To get to know more about Zalando and the Design community,
access: [**https://medium.com/zalando-design**](https://medium.com/zalando-design)

THANKS

You can check some of my other projects if you go back to
www.danielxavier.com