<div align="center">**CASE STUDY**</div>

Zapkam:

Technical Specifications:

Programming: C#, ASP.Net MVC 5
CMS : Umbraco
Database: SQL Server 2014
Database Connectivity : Entity Framework 5.0 (Database First)
**Design :** HTML5, CSS3, Bootstrap, jQuery, KnockOut.js
Hosting: Window Dedicated Server

Background :
Zapkam is a bespoke ecommerce website which aims to provide high quality sportswear kits for Clubs, teams and even for individuals. It is a manufacturer of top quality custom made sports kit like football kit, rugby kit, cricket kit, netball dresses, bowls shirts and many more. It basically creates two types of products –**InStock** and **Made to Order**. Instock products are the original products which are already in stock and are ready to dispatch within a day whereas Made to Order products are the customised products.
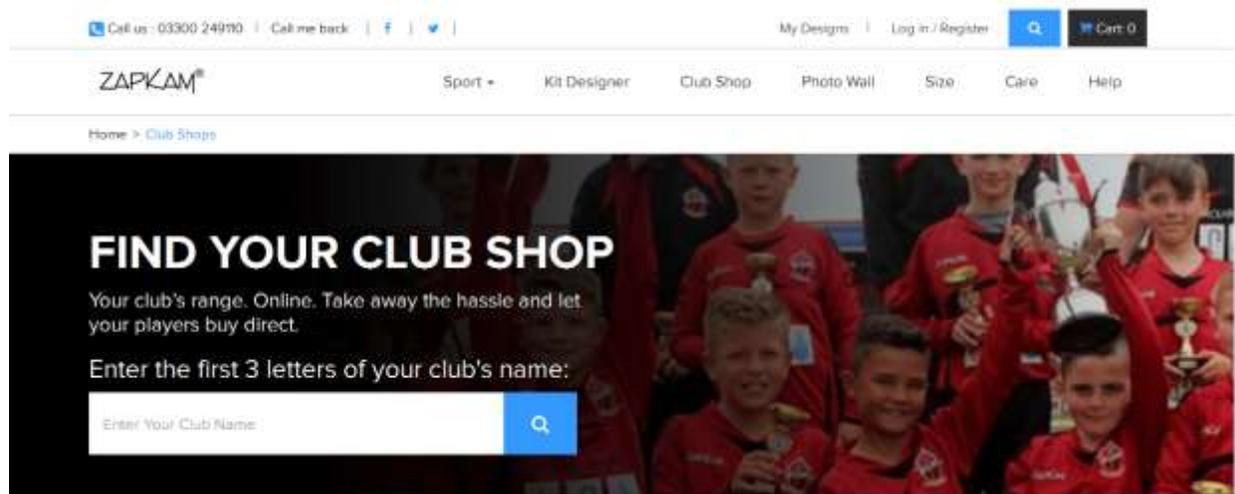
Heart of the Website:

DYO Product – **Design Your Own (DYO)** is the heart of the website. It is a 3D design kit tool where we can design our own kit online using this tool. Zapkam allows us to customise sportswear to our specifications using this 3D tool. This tool is tailor-made to the specific demands of the customers and has been designed and built by experienced professionals so that future expansion and changes to the requirements can be implemented seamlessly and with as little hassle as possible. This is very useful for creating a quick online presence for the customers in the longer term so that customers do not compromise on quality, usability and a professional image. In the end we really do get what we pay for.

Problems:

- **Retaining Bequest of the Website**
  The first and foremost problem for us was to provide a better solution by maintaining the legacy of the existing website. The client approached us without any proper specifications document, making it difficult for us to have a thorough understanding of the legacy system. Incessant confluxes of punctilious communication with the client facilitated the likelihood of getting acquainted with the application flow and requirements. The system was very inconsistent and the process for maintaining

it was too cumbersome because the code was not methodical and was dispersed. Improvisation and continuous feedbacks from client were carried out simultaneously, as part of organic design and development.

- **DYO**
The biggest challenge was to implement DYO functionality to design customised sportswear according to the customer's specifications.

- **Performance Optimisation:**

  To modify a system to handle higher load is the most important procedure. Performance tuning is required for system to perform exceptionally good under any situation.

- **Unavailability of Same Day Delivery Feature**

Direct to home/business delivery was the only option available for the customers. The prevalent product delivery time of 3 to 4 days that Zapkam offered, usually postulate a serious complication, especially when a customer needed product urgently.

- **Exert Crumpling**

To exert crumpling to the shirt, while color is being filled, came as another challenge. Complex logic was required for this functionality.

- **Enormous Database**

Technical difficulties in managing large Database.

Solutions:

 - After a thorough understanding of the client's vision and requirements, we came up with a solution of developing a 3D toolkit for designing sportswear.

- The client had a clear idea of what was needed to be done, but not of how to achieve it. So, the task of developing an optimal solution came down to us. The first step was to build the details of their categories, subcategories and product attributes. After multiple discovery sessions with client and understating the requirements, we achieved the process of managing product attributes.

- **Improvement in Website Conversions**

Our team diagnosed the cause for the low conversion rates within two weeks. We found that the existing website was unable to handle more than 1300 concurrent users. The problem was within the sessions in the database. We implemented some functionality and the site was immediately able to handle more than 4, 00,000 concurrent users.

Results:

By introducing feature like 'design your own' the Zapkam team is able to provide customers the ability to have cutomised active wears. Zapkam has eradicated the conventional idea of e-Commerce website. The

slogan "We Know About Sport" fits best for Zapkam, defining them as a manufacturer of exclusive custom tailored active wears.

- **Enhanced Retail Experience**
  By launching Zapkam in compliance with the taxation and product variations, we have been able to offer a more personalized retail experience.

- **Premium e-Commerce Encounter**

It evolved a premium e-Commerce experience and gained huge success in a short period due to its high ultimate user experience.
The feedback of many satisfied customers speaks volumes for the quality of the website and its development.