

Naturally Man

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Challenge

The client approached Dot Com Infoway for the design and development of NaturallyMan.com, the eCommerce site that features skincare products for men.

Some of the key challenges put forth by the client:

1. NaturallyMan.com should be an effective, hassle-free site that facilitates easy buying of products
2. The site should be designed in a creative, innovative way that would attract users to purchase products
3. Every purchase/transaction made on the site should be secure and risk-free.

Solution

Dot Com Infoway's development team approached client's requirements in a two-phased strategy.

Phase I:

Phase I comprised mainly of analysis, planning and framing of action plan. Dot Com Infoway's design and development team analyzed the client's requirements and gauged the resources required, appropriate technology and time frame needed for completion of the site. After initial analysis, the team framed a step-by-step development action plan for building the site.

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Phase II:

Phase II saw the implementation of the action plan framed in Phase I. Dot Com Infoway's development met the challenges of the client in the following ways:

- Technology used for building site: ASP, PHP, SQL, Flash
- Implemented/integrated secure payment gateway for facilitating easy, risk-free payments
- Designed a creative flash intro featuring a cartoony character that moves, jumps and finally discloses the site (NaturallyMan.com) to users. The character was actually an animated version of the client's signature.
- Developed a hacker-proof eCommerce store that allows users to login and buy any number of products through safe online transactions

Result

The client, extremely impressed with the output (especially the creative flash rendering of his signature), showered accolades on Dot Com Infoway's design and development team.

