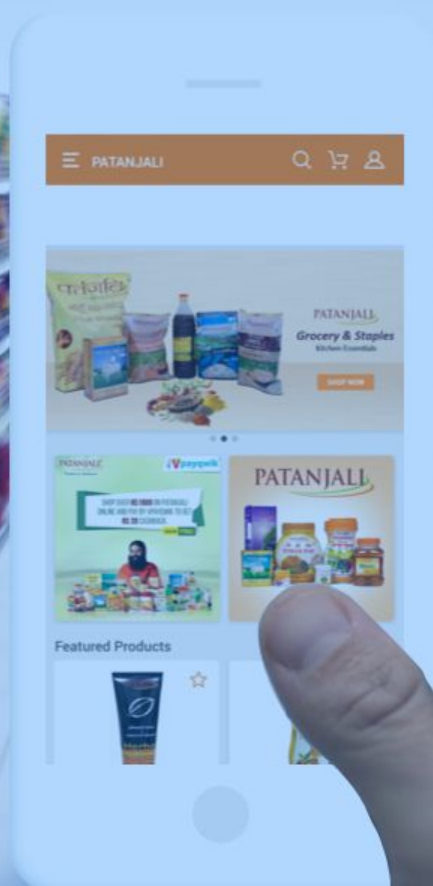


## State-Of-The-Art Digital Commerce Platform Leveraging AI, ML

Thymr builds a sophisticated, multi-brand eCommerce platform for a leading Indian brand of Ayurvedic, herbal and wellness product firm leveraging modern AI, ML technologies and seamless integrations with intuitive chat systems and digital wallets.





## Problem Statement

- ◆ With thousands of products and over 10,000 SKUs, designing a user-friendly eCommerce site that incorporated user's preferences and behaviours without frustrating them was paramount.
- ◆ Driving the development of a single, coherent visual style for the brand, representing distinct product markets and independent business units, each with its own unique brand
- ◆ The key requirement of the platform to have a mobile-friendly shopping cart and dedicated apps for Android and Apple devices and advanced features to enable personalized shopping experiences based on consumer's past shopping preferences



## Solution and Implementation

- ◆ Thymr created a multi-phase strategy to execute the project in order to leverage new learnings as well as Thymr's proven experience in the digital commerce platforms.
- ◆ Thymr's BAs and UX specialists created several designs with clickable prototypes and tested them focusing on customer preferences and expectations, significantly improving user confidence and conversion rates
- ◆ After multiple rounds of design and testing, Thymr delivered an eCommerce solution that aligned well with the firm's expectations of
  - Great home page visibility
  - Built-in analytic system to improve conversion rates
  - Secure payments using digital wallets and intuitive social media extensions

## Results:

- The new digital commerce platform negated the need for implementing a packaged solution. Rather than having to maintain many different web applications, there is now a single web application maintained by Thrymr, creating efficiencies for site maintenance, and also for catalog and content changes—which are now performed across the application with a single entry
- The site architecture delivers an intuitive UX that has been fine tuned to reflect customer shopping patterns and firm's store shopping experience
- The client now is able to offer their customers the entire collection of Ayurvedic, herbal product catalogs in a powerful, one-stop-shop web and mobile experience

**Thrymr provides progressive and wide range of quality skills and services to facilitate end to end solutions for different IT needs. We work as a strategic partner for clients, working with them in an open and honest manner to shoulder the responsibilities of various IT challenges.**