

Overview:

“Bodhi Life Studio” emerged as an ethical home grown brand, engaged in creation and production of women’s apparel, located in India, with a reach extending globally. The essence of the brand emanates from its deep-rooted connection to the world of yoga, embodying a lifestyle that defies toxic societal norms.

“Bodhi Life Studio” is an idea of Ms. Bhavya who is a young & talented entrepreneur. The overall idea was to develop “Bodhilifestudio.com”, an online e-commerce portal. Each design draws inspiration from the profound elements of “Yoga”, embodying profound meanings and radiating positivity.

Challenges:

Challenges for the execution of successful Bodhilifestudio.com portal:

- The most important and critical part was to handle the images of the apparels along with their multiple colors.
- Once the project goes live, management of images and their multiple colored variants will be tough.
- Technical complexity for managing chat exchange & geo-location
- Manage apparels details like size, rates, colors etc.
- Manage bookings by each customers with historical data
- Process validations at various levels

Technologies:

PHP, WordPress, WooCommerce, MySQL, Payment Gateway etc.

Benefits Achieved:

- Increased customers visit
- Reduced human interventions due to online system
- Growth in sales & visibility
- Perform analytics easily based on the data
- Manage feedback, rates and reviews easily
- Manage payments & bookings with historical data
- Completed project within timeline & budget

Requirements of the project:

Bhavya wanted an online e-commerce platform where women’s can search mostly hand embroideries and intricate prints based apparels.

Bhavya suggested having a simple, clean and easy to handle e-commerce portal. Most important was to manage the apparel images i.e. getting images ready and uploading them to the portal.

Approach:

Challenges for the execution of successful Bodhilifestudio.com portal:

Our team and Bhavya together prepared strategies for the successful execution of Bodhilifestudio Project.

- Established clear communication & thought process.
- Understand the requirements and accordingly identify technology.
- Managed timeline as per client
- Determine goals, governance & infrastructure
- Complete implementation & on-going support maintenance.

