QUARKS

Mobile Site development of an e-commerce portal

The client provides the exquisite craftsmanship of beautiful jewellery designs such as rings, earrings, pendants, necklaces, chains, bangles, and bracelets and they are one of the top 20 e-commerce portals in India. Steadily growing from strength to strength since its inception, they have also established more than 100 offline stores across the length and breadth of India. They joined forces with India's most desired and largest jewellery brand, and they made beautiful jewellery accessible to everyone.

The Challenges

The client's objective was to improve the Mobile site performance as Mobiles were dominating desktops as a device of preference in staying connected. Based on the stats, they realized the MAU and DAU are on the higher side in comparison to Desktop devices and mobile devices accounting for approximately 60% of the traffic. The Client was facing challenges in the existing structure of the mobile page, inadequate page content, people abandoning or stopping engaging because of poor UI/UX, and tedious navigation.

Quarks Solution

We created the Mobile site focusing on reducing the number of requests required to load the page along with the below approach:

- Use of CSS stripes for common images used across the pages like headers, footers, and LHS icons.
- JS Merge and minify all JavaScripts and CS
- Client-side caching of static resources using service worker framework
- Progressive loading of optimised images.
- Use of HTML5 storage
- Reuse of static components of the headers, footers, and LHS (Shell architecture).
- Use of MVC framework.

The Benefits

Quarks innovative solutions helped:

- Awarded Best Online jewellery Portal in “India Bullion & Jewellery Awards”
- After the launch of the Mobile Site, Sales conversion from the Mobile site tripled.
- The First time load time is the amount of time that passes between the request being sent to the server and the browser receiving the first byte of data was reduced to 1.23 Seconds with a full-time load of 8.9 Seconds.