



DIGITAL
APTECH PRIVATE LIMITED

Case Study

For **BEMIS**

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DAPL Code of Conduct

We, in our dealings, are self-regulated by a Code of Conduct as enshrined in the DAPL Code of Conduct. We request your support in helping us adhere to the Code in letter and spirit. We request that any violation or potential violation of the Code by any person be promptly brought to the notice of the DAPL Administration and Legal Counsellor. All communication received in this regard will be treated and kept as confidential.

About the Domain

The subject discussed in this paper relates to the development and the challenges faced in the process of planning, organizing, delegating, dedicating, timelining and delivering an e-commerce site for a client with a very niche product: customized toilet seats. The team which reached out to us is extremely innovative in the niche market. Hence, they also wanted to build an e-commerce platform which matched their views and spirit in the sector and portrays them rightfully as over a century-old futuristic organization.

Context

Bemis, the parent organization, wanted a website which also served as an e-commerce platform for its products. With the rapid digitisation, the organization found it fit that only a leading e-commerce platform development company can do justice to its innovative niche products. Their requirement was pretty clear where they wanted to segregate their products in an extremely informative way. They also wanted multiple filters helping users navigate themselves to the right platform quickly for which they were looking for:

- Build a secure e-commerce platform.
- Sort products in a very clean, crisp manner ensuring product centricity.
- Keeping the website extremely informative where navigation is self-guided.
- Enabling users to choose the product which works best for them by themselves.
- To build an experience out of choosing, customizing, installing and experiencing the product instead of a layman e-commerce website.

Web Link : <https://www.toiletseats.com/>

Challenges Faced

- Working with a futuristic niche brand
- Competitors have too many products
- The domain sanitaryware contemporarily was over-saturated
- The e-commerce platform required secured payment gateway integration
- The platform was to be kept dynamic

DIGITAL APTECH PRIVATE LIMITED, a company registered in India, CIN No: U74900WB2015PTC207680

Registered Office: EN-34, 9TH Floor, Sector – V, Salt Lake City, Kolkata – 700091, West Bengal, India

Telephone: +91-33-6900 0869 /0862**Email:** contact@digitalaptech.com

- Instead of the platform seeming like an e-commerce marketplace, it needed to look like an experience associated to sanitaryware
- The interface was supposed to be clutter-free and easily navigable

Responsibilities of the DAPL Team

A significant responsibility of the DAPL team is to assure that the business analysis artifacts are prepared with the highest level of quality. The client was an extreme perfectionist and our team had to deliver a flawless platform. We ensured that all angles like UI, description, arrangement, layout, presentability and security were better than the client’s expectations.

The team also had to keep room for dynamism accommodating active changes on the platform.

Customer Status

The client is a niche sanitaryware producer. The organization is over a century old and has a large customer base which it now caters online easily as well. Users find the platform extremely useful giving them a DIY experience at their own homes. The platform while being informative is also being extremely secure which was one of the primary requirements.

Customer/Client Partner Feedback

DAPL Deliverables	Quality, technical deliverables with enhanced payment security alongside multiple filters while keeping the admin dynamic.
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Feedback on DAPL Team	The client was extremely comfortable working with our developers as they worked on the client's timeline. The project manager ensures completion of the project prior to the deadline.
Future Plans and Opportunities	The client has assured us to reach out to us again whenever the need be.
Risks	No risk as such.