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PROJECT TYPE
E-Commerce, CRM, CMS,
Social Network Integration

TECHNOLOGIES
Ruby on Rails, Nginx,
PostgreSQL, CoffeScript,
JQuery, Spree, AWS S3
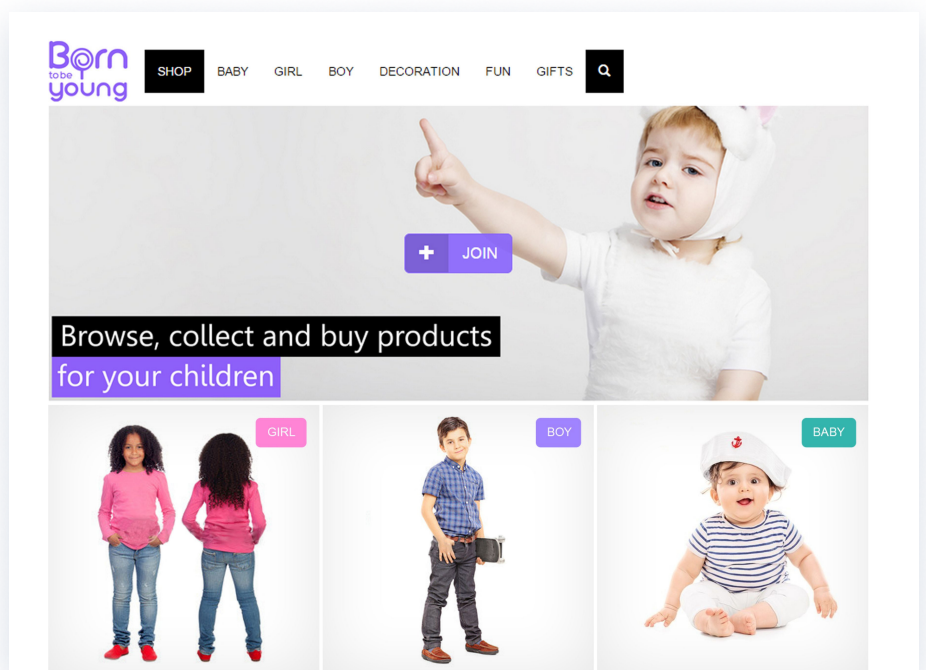
DURATION
2 months

METHODOLOGY
Scrum

TEAM
1 Software Developer
1 Part-time QA Engineer

WHY CHOSE US
We made the most favorable
technical and commerce offer

Client: Born To Be Young
Industries: E-Commerce
Region: UK, London

Born to Be Young – Turning Online Shop into Social Network

Born to Be Young is an online shop for selling clothes for children. Born to Be Young had all the features typical of modern online shops. However, the owner wanted to get a competitive advantage by developing a unique social network for buyers and integrating the service with existing popular social networks (Facebook, Twitter, etc).

Client's Business challenge

The client has a developed e-commerce solution for selling children clothes. In addition to standard requirements for an ecommerce application, the customer wanted to add **the following social networks elements** to the application:

✓ Extended options for commenting the goods;

✓ Voting and custom "like" system;

✓ Subscription to updates;

✓ Chatting;

✓ Integration with existing social networks.

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Sumatosoft is one of the most serious and most competent company with whom we have worked. Work has always met our expectations; the team is available and really listening. The development is done in a timely manner and the quality has always been top. A dynamic and extremely professional team We strongly advise you!!! 100% Satisfaction Guaranteed

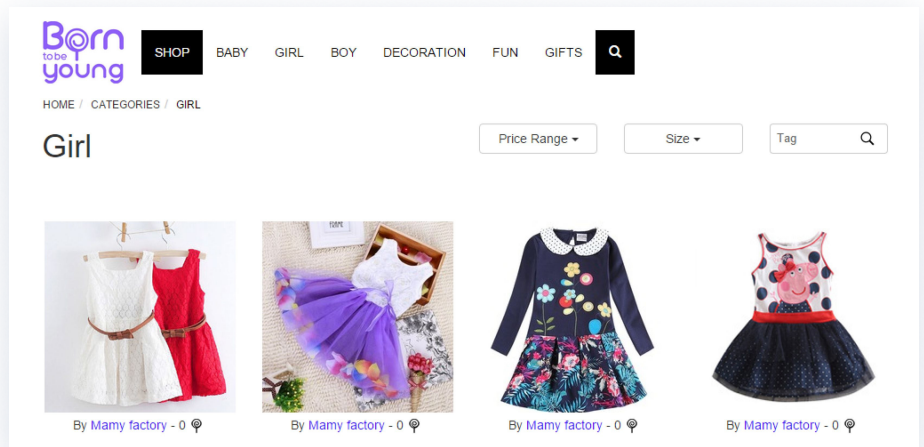**Mouna Khetab**
CEO

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Our solution

The implemented application is based on a popular library for ecommerce solutions – Spreecommerce.

Our team developed a **convenient interactive interface** implementing the social network elements meeting all customer's requirements. Users got an opportunity to interact with other users of the system **without page reload**.

All new functionality and its compatibility with other systems was tested by our QA specialist.

Results

The client received a **collateral e-commerce application** with rich functionality, including elements of a social network (commenting, voting, subscription, chat, etc), making Born to Be Young a **fully functional shop different from the competitors'**. The application is in the implementation phase. The customer is working on a new design.