Lookupbubbles.com

Development of innovatibe online sales platform

(ongoing project)

The project was created for a private businessman from London.

Problem Statement

Bubbles' founder Julian Fisher wanted to build an alternative platform for the type of Ebay or Amazon, but with the difference that not only the sellers have a platform for sales, but also customers have a platform for easier search named "Search without searching". Customer just write product options and Bubbles itself provides search results, saving client's time and effort.

Vendor Search

The vendor must have sufficient expertise to meet the number of specific requirements to development team:

- experience in working without Technical Specifications;
- providing fast high quality results that can be presented to potential investors;
- experience in working with lots of urgent priorities and overtimes;
- reasonable prices and qualified specialists;
- possibility to invest in the project at the first stage and take responsibility for technical part of the project;
- skills in technologies, used in e-commerce industry;
- opportunity to meet personally with the customer to discuss the project.

Why WaveAccess?

As it often happens, WaveAccess was recommended to customer by his partner. Besides, WaveAccess team fully met all specified requirements. We have provided the customer with a talented team that :

- was ready to start the project based on idea,
- worked hard and efficiently,
- was skilled in ASP.NET, Azure, MS SQL, Lucene.Net, AJAX, Facebook API, PayPal API and other technologies,
- was 24/7 available,
- was located in St. Petersburg, in 3-4 hours by plane from London.

WaveAccess took responsibility for all the technical decisions made in the project.

Work Stages

1. Requirements capture and project estimation

We made a rough project estimation based on communication with the customer via Skype and emails.

2. Meeting with the client, details discussing

November 9, 2011 was the first date when the customer visited WaveAccess office in St. Petersburg for personal meeting with development team. As a result, the project estimation was edited and detailed, and a work plan of development was approved. Also it was discussed to use Agile system to provide transparent reporting.

3. First prototype development

WaveAccess team quickly developed the first prototype, and the customer demonstrated it to potential investors. The project received a lot of positive responses.

4. Further prototype development

During 2012 WaveAccess team was refining and expanding the prototype for demonstration to potential investors. The project turned out to be interesting for them and so Bubbles became popular quickly.

There were new ideas, new wishes from investors. As a result, processes establishment didn't get enough attention, because it was necessary to implement required ideas and features.

WaveAccess team insisted on the priority of processes building and the project was approached to run.

5. Official launch

Bubbles official launch was planned for the end of November 2012.

By that time it was necessary to ensure the passage of all processes, from goods loading and "search without searching" to successful PayPal payment.

We created Bubbles Countdown Timer and placed it on the site. The Timer was showing how much time was left before the launch.

Bubbles Countdown Timer

The team has expanded the functionality of the system. In particular, it was added the ability for easy goods loading that significantly increased platform attractiveness for sellers.

6. Preparing the system for active advertising and online promotion

Despite the fact that the project was officially launched and the system was fully-functional, the site was used mostly for demonstration purposes. It was caused by the lack of ability to attract major retailers with a large pool of goods.

This is the known problem of online retail: sellers are not ready to spend time on working with platforms that have a small number of sales, and buyers do not want to go to sites that contain a small number of goods. So we implemented a few features to made the system more convenient for sellers (including synchronization with ESellerPro), improved website's search engine ranking, optimized the site for working with social networks, added 2 types of special offers (that subsequently became very popular), tested the system's response at unusually high or peak loads and run the more active advertising campaign.

7.   Active advertising and online promotion

Advertising campaigns started in the summer of 2013. There were used popular social networks, search, online and offline advertising systems. Active promotion has not only increased site traffic but site load too. We were ready for this and there were no problems with the system.

Increased site traffic has led to the rise of feedbacks, so WaveAccess team worked in emergency mode to correct and complete the functionality of the site.

8.   Preparing for Internet Retailing Expo: iPhone application development, "search without searching" optimization

The growing popularity of platform made the customer and WaveAccess team to think about the creation of mobile application. WaveAccess development team estimated Bubbles iPhone application development.

At the same time site the team had been preparing for an important exhibition - Internet Retailing Expo. Customer set the task to finish the "search without searching" to the exhibition.

9.   Internet Retailing Expo: triple launch success

At the annual trade event, Internet Retailing Expo, lookupbubbles.com successfully launched new features, new designs and affiliate program.

Speaking at the show, Julian Fisher CEO "When using Bubbles the user's shopping experience is one seamless journey, we hunt to find the right products and the best deals even when the user has logged off. What we deliver are results from a 24/7 continuous process of hunting down the very best that is on offer. This means that a shopper is 100 times better off with the work of sifting through thousands of sites, millions of products already done. What's left are the products that best match their needs and always at the best prices."

10. QuestEx: Bubbles ecosystem outside Bubbles

QuestEx is a way to communicate with lookupbubbles.com outside the site, that is convenient for buyers, sellers, and bloggers. For the buyer it is the ability to seek the best rates on goods in / through Bubbles, without looking up from reading an article about that goods. Also, the buyer can run the "search without searching" directly from the mini-window even in the midst of article on the blogger's site. For the seller it is the influx of visitors, already prepared to purchase after an excellent article and convenient search by mini widget. For blogger it is a way to monetize his articles, as he receives a percentage of sales and registrations on lookupbubbles.

11. Plans for the further development

The next step is the further QuestEx development and site synchronization with external services (Linnworks, Channel Advisor, Magento, Google Product Feed, Shopify).
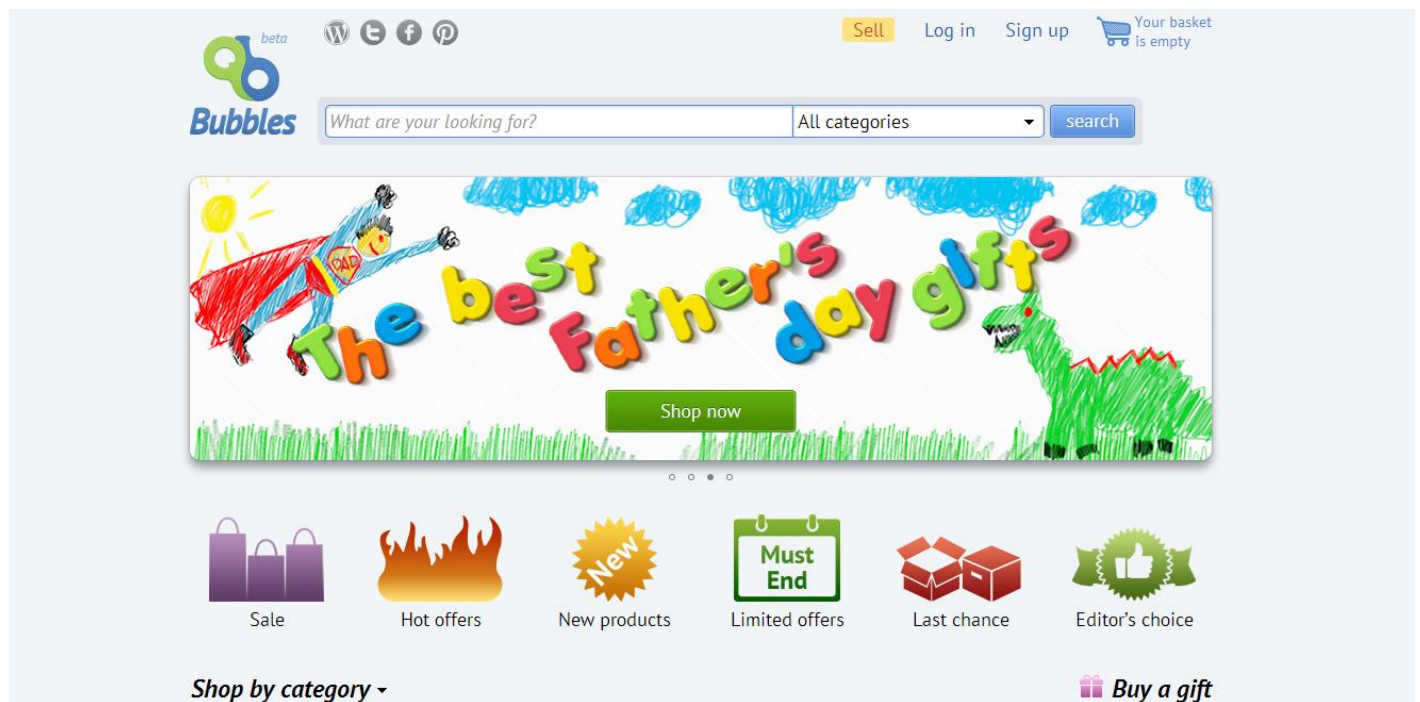
Technologies

ASP.NET MVC, ASP.NET Web API, WCF, Azure, MS SQL, Lucene.Net, AJAX, Facebook API, PayPal API, Linnworks API, Magento API, Channel Advisor API, SOAP, ReST.

The Final Result

Online sales platform lookupbubbles.com, originally based only on ideas was created from scratch and actually functions. WaveAccess team developed a unique feature that allows the buyer to search the goods without surfing on a huge number of web sites and without monitoring of a large number of the products from different vendors; the system searches by herself in 24/7 mode and notifies the user about the best prices available on the desired item.

The platform is popular in social networks: it has more than 10,000 "Likes" on Facebook and over 1,000 subscribers in Twitter.

Bubbles development and support are currently ongoing.

Lookupbubbles.com main page

Customer's testimonial

"From the very first conversation and throughout WaveAccess learned everything they could to understand our project. With a fastidious approach to detail they gained an almost 'owners' perspective. Following a scope of work the team swiftly and expertly converted the stages of development into a working mobile web site which subsequently worked across multiple devices. For our mind, the speed and quality of their work has been the greatest source of confidence in how our project will be used and reflected by others. And a simple reason why we have no hesitation in recommending WaveAccess."

Julian Fisher
Founder & CEO

If you need to develop a similar project, please write us
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