#### #MobileApp #UX/UI Design #Auction **Auction-based**

# marketplace app LACED

LACED is a mobile auction app designed to give sneakerheads a chance to participate in auctions by purchasing and making bids and winning rare sneakers under retail.

Target Audience: Sneakerheads and individuals looking for limited sneakers at a fair price



Download case study 🕹

Platform

Team Android, iOS, Web, iPad 9 experts: 4 engineers, a PM, a designer, a tester, a product owner, a DevOps expert

Industry Duration Marketplace 3 years, ongoing

## The client turned to ORIL with several goals, including:

Challenges

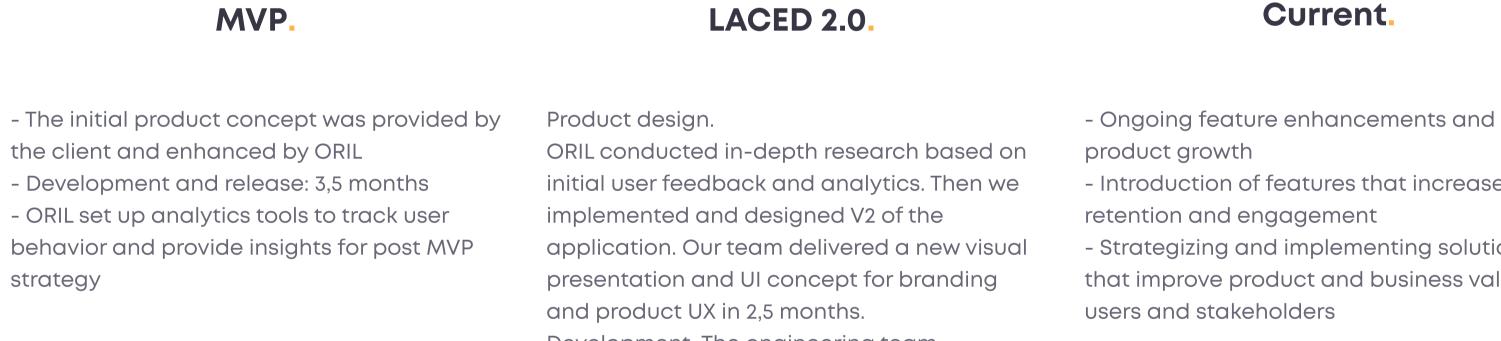
• Create smooth auction performance that supports multiple simultaneous bidding operations

Build secure and scalable infrastructure

Visually appealing and engaging design that is light and very user-friendly

Intuitive and user-centered design. Since the idea of an auction-based marketplace is pretty innovative, the client wanted the design to showcase ingenuity on the one hand and be very intuitive on the other hand. • A set of features that maintain and increase the user engagement throughout application use

## **Our Project Roadmap**



- Development and release: 3,5 months - ORIL set up analytics tools to track user behavior and provide insights for post MVP strategy

Development. The engineering team developed a hybrid mobile app for Android and iOS platforms with dozens of features, including a reward system that drives better engagement with the application. All while we were focusing on high performance. Duration: 4 months

- Introduction of features that increase user - Strategizing and implementing solutions that improve product and business value for

LACED

20

bids/mo

\$15/mo

10% Discount!

Recieve 8 reward points (i)

Subscribe

**2 8 9 8** 

LACED

Get Started

I already have an account

« A ♥

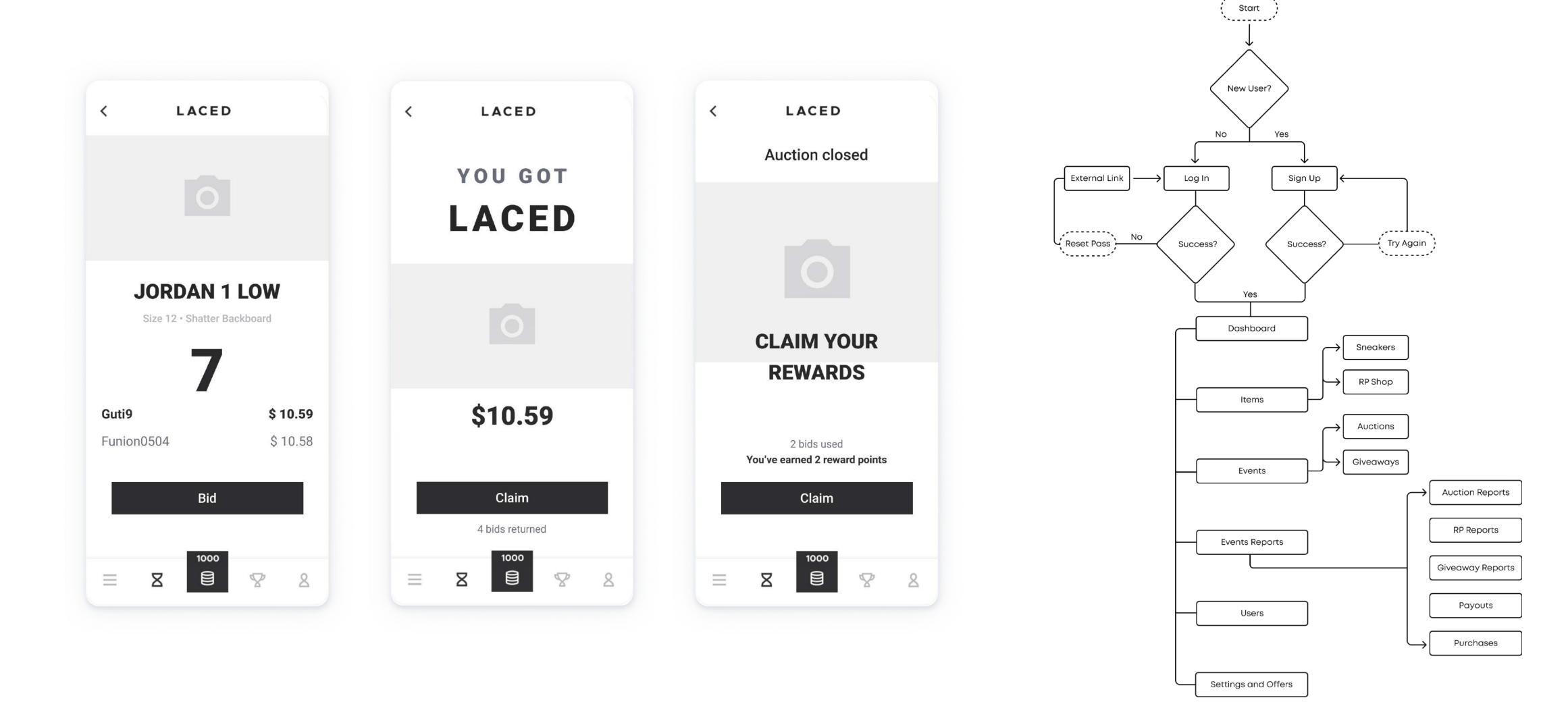
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#### ORIL team applied a thoroughly crafted planning and design process called Product Design Phase. This process is designed to maximize chances of delivering a product that satisfies core business objectives and is tuned for end-user's convenience.

**UX Process** 

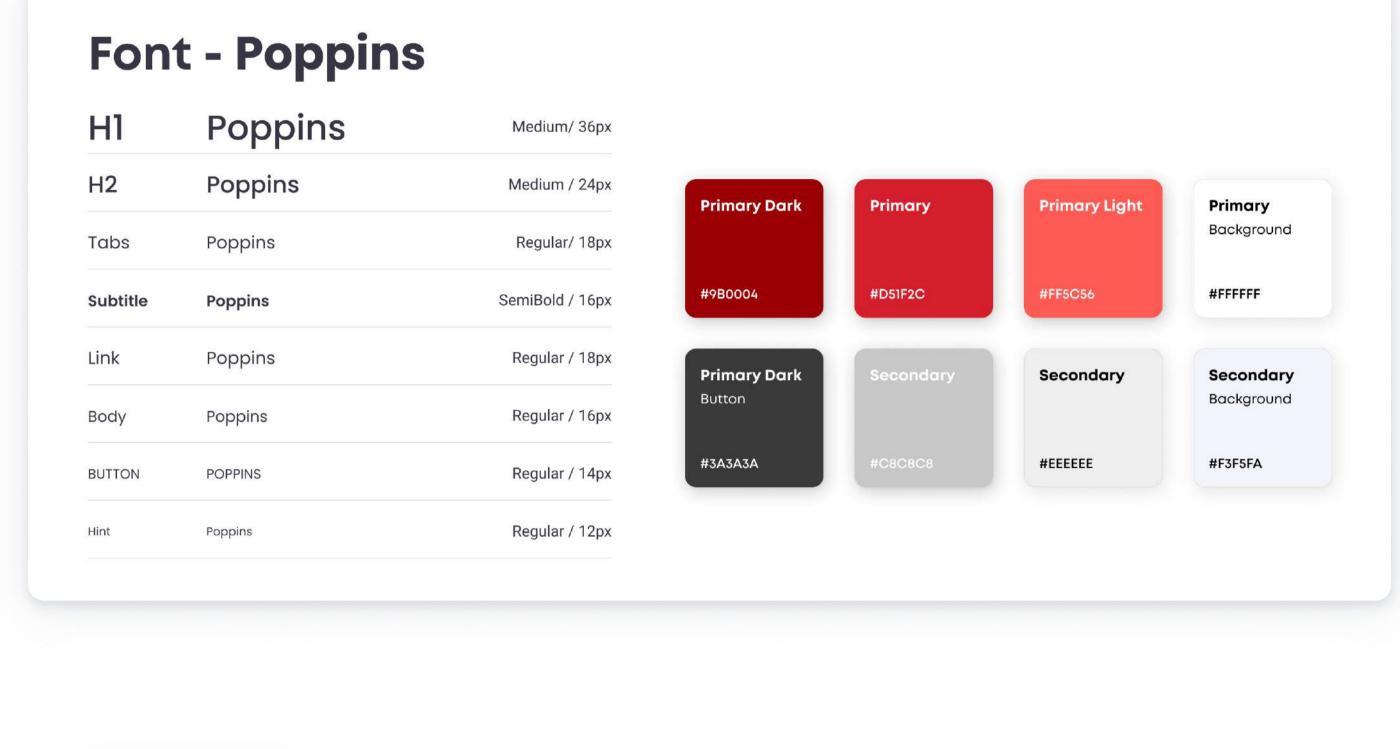
This process includes some of the following activities: competitive analysis, business-product objective prioritization, user flow creation, wireframing and prototyping. Read more about ORIL's Product Design process here **1** 

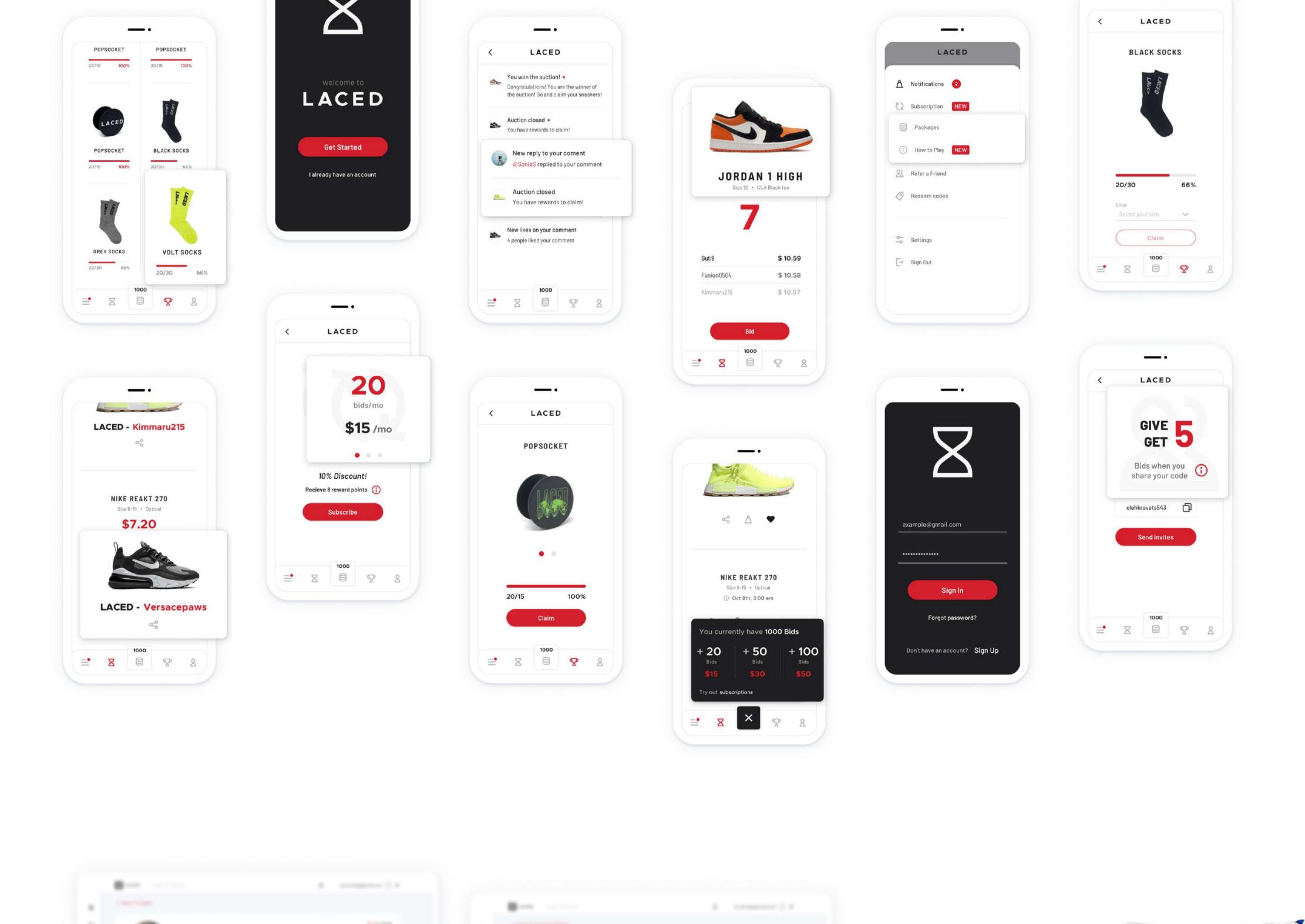


#### look and feel of the product. The final UI design deliverables made a very complex and feature-rich product feel very light, friendly and accessible, while at the same time kept all of the platform functionality available within a few clicks.

ORIL's design team worked closely with the customer and end users on choosing the right color palette, UI approach and overall

**UI Process** 





Auction Report 'No FORST'

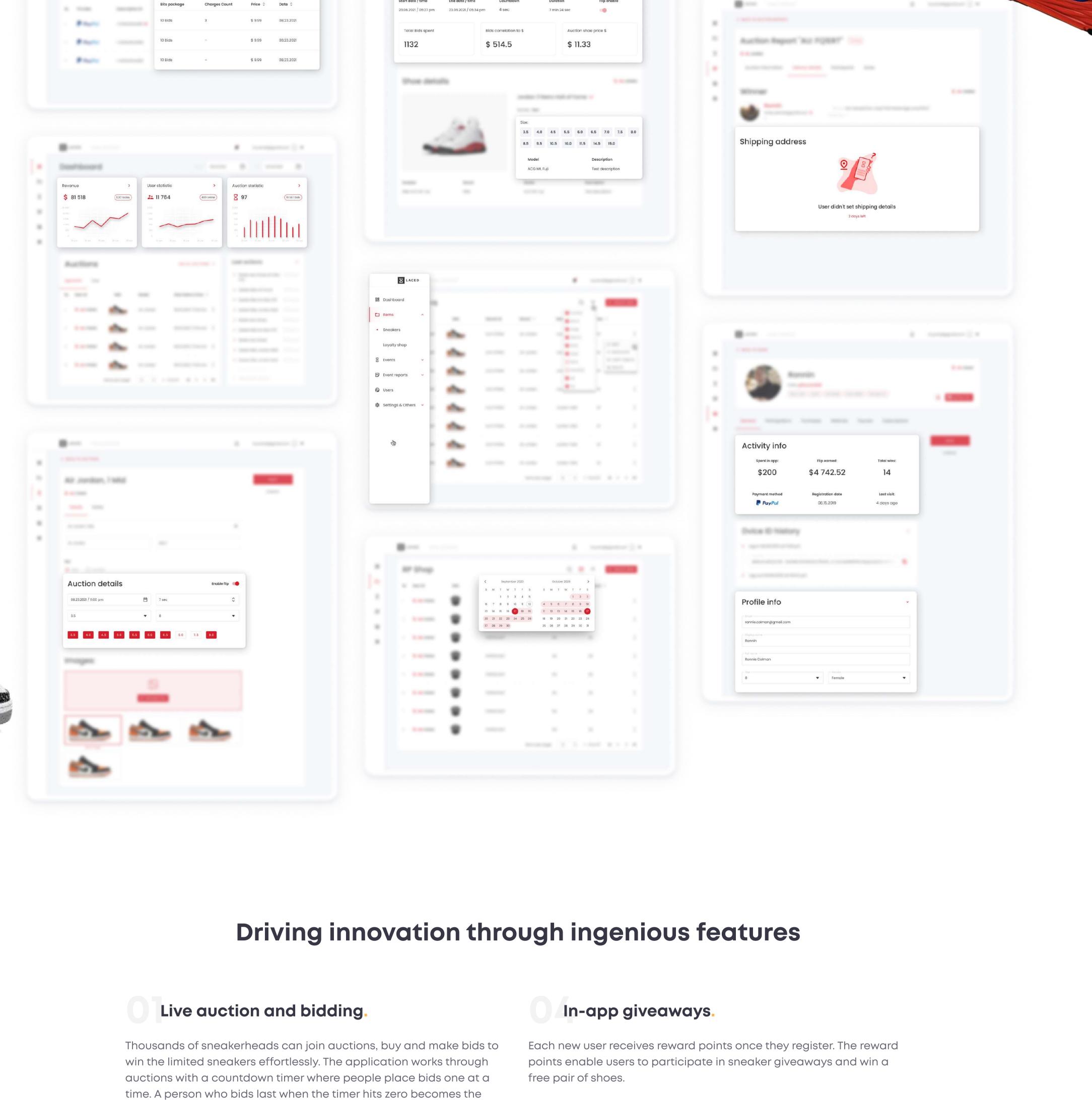
**Auction details** 

Q 🗎 \Xi

Subscriptions

Market Market Street Street

AU: Z42RES



### Flip feature. Multiple payment gateway integrations.

This functionality allows auction winners to instantly receive a market value payout for their win and a chance to earn even more by reposting their shoes.

winner.

PayPal, ApplePay, GooglePay, and credit cards. The payment gateway integration allowed customers to make fast financial transactions in a scalable, flexible, and secure environment.

The marketplace app supports numerous payment methods such as

Reward shop Each user can claim a reward in the loyalty shop depending on the number of bids spent during an auction. They can use reward points in the app shop to buy merchandise or accessories or take part in giveaways. Thus, the reward system offered a richer experience and better user retention by rewarding users for their participation.

As an additional bonus, when users share the application with friends, they give and receive free bids. By using a unique referral code, customers can refer as many new players as they want.

Referral program.

# Results

ORIL designed a mobile experience that delivers on both user expectations and business goals.

300k+ 200k+ app downloads and account users registrations • Featured in some of the top fashion magazines such as Sneaker Freaker, Highsnobiety, GQ

10%

average month to month user

growth

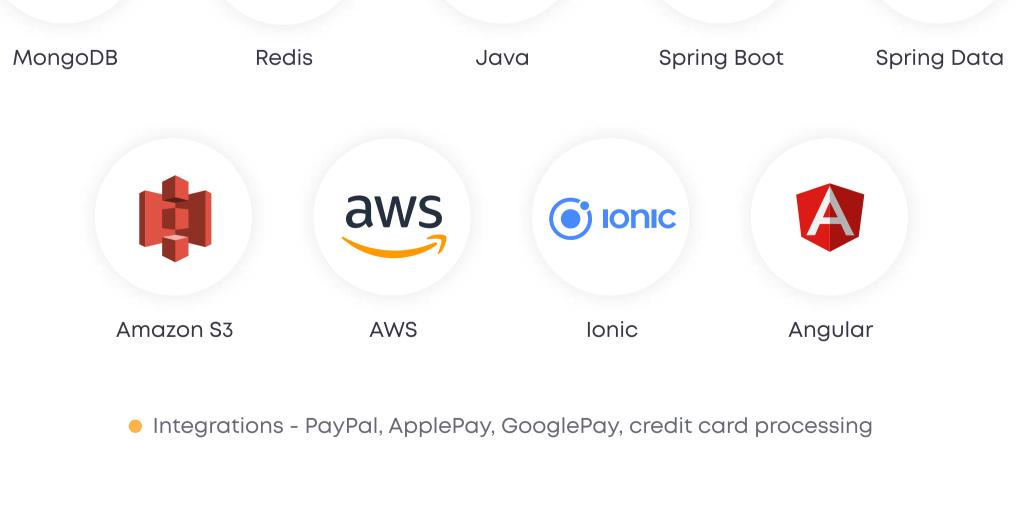
spring<sup>®</sup>

200+

average participants per

auction

**Technologies** 



**Testimonials** 

Trusted Worldwide: Our Partner's Success Stories.

**Sean Lozano** 

ORIL's platform was intuitive and user-friendly. The client's business gained 50,000 customers in its first year. Communicative and transparent, their developers worked quickly and precisely.

