



## Mobile Storefront for Military Heraldry Merchandising Company



### Client Business Description

- ◇ Largest U.S. based Heraldry Merchandise Sales Company.

### Background

- ◇ My Lineage Inc. serves customers in the military throughout the United States, Japan, South Korea, Kuwait, Italy, and Germany. Its focus is on the research of family surname origin, with an emphasis on historical related products.

### Challenge

- ◇ Lot of existing customers of MyLineage are repeat customers. Purchases of historical items are expensive, so MyLineage offers payments to be made in easy installments & hence payment history should be made more accessible to customers.
- ◇ To be available on the mobile platforms as a native application and create better customer engagement.

### Idea

- ◇ Use InstaMobile mobile commerce platform to run the mobile storefront for MyLineage in about 3-4 weeks' time.
- ◇ Use Phoneygap to run the mobile application on all mobile platforms.

## Our Solution

- ◇ Utilized our in-house mCommerce Product, InstaMobile to customize and run mobile storefront for MyLineage as a Phonegap app.
- ◇ Developed feature to interactively customize merchandise & confirm on mobile application.
- ◇ Integrated proprietary eCommerce platform to run InstaMobile in just 4 weeks' time on app store.

## Technologies Used

- Phonegap (Apache Cordova)
- PHP / HTML5
- Android / iOS



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