

CASE  
STUDY

 iSiGA

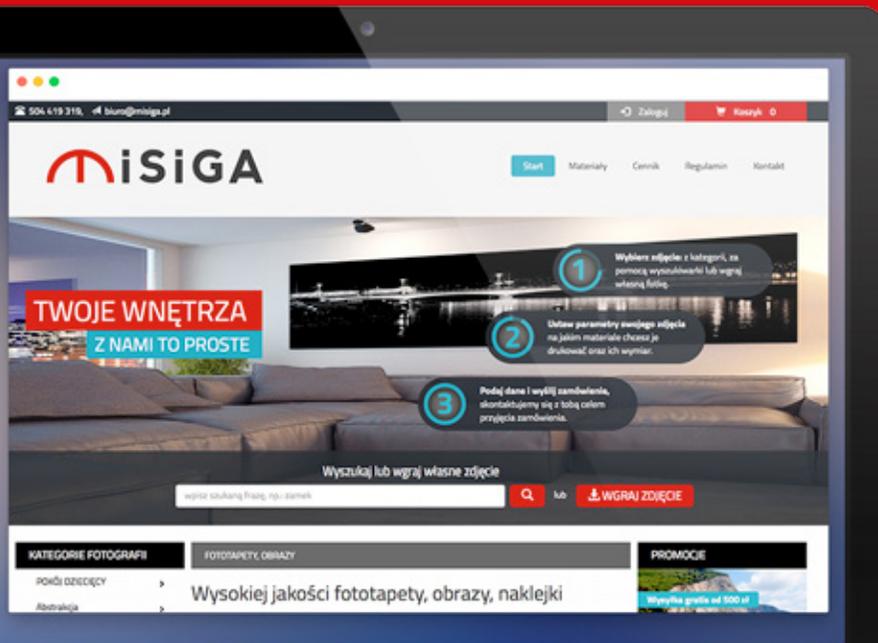


**MSERWIS.PL**  
NARZĘDZIA DLA E-BIZNESU

# PROJECT

**Misiga** is a website selling photograph wallpapers, stickers, furniture decorations, window decorations and paintings.

The site enables its users to create personalized aforementioned decorations based on a picture which can be either uploaded by the user or available on the site.



# CHALLENGE

The client wanted to give their users a possibility to create interior decorations based on selected images. However, creating an internal photo database would be very expensive. That is why the client wished to sell photograph wallpapers and related products based on images obtained from an external site. Such images could be further edited by the user.

Additionally, the client wanted that the final price for each product was calculated based on user-selected parameters, prices defined by the site administrator and the price of the photo from an external site.

# IMPLEMENTATION



MSERWIS designed the website from scratch, from graphic design to the entire back-end.

The site has been integrated with the API of the Fotolia website, which allowed us to download photos and other data needed for proper operation of the product configurator.

The entire navigation in the range of products offered was based on categories from the external site. In order to optimize the site and reduce costs, all API inquiries are stored in the cache.

From the user's perspective, the most important application is the product configurator, which has been written exclusively in JavaScript.

Product configurator allows users to crop photos, use selected effects and see a direct preview of the finished product in a previously prepared for this purpose preview photos. The configurator also allows the user to save the frame of the product.

From the client's perspective, an important feature was calculating a product price based on the data entered by the user so as to minimize costs while maintaining the highest quality product.

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*The product configurator enables the user to crop photos and see a preview of the finished product in the preview photos.*



# RESULTS

Thanks to the implemented solutions we created a site that enables its users to create fully personalized interior designs based on a wide selection of photos from an external site or pictures uploaded by the users themselves. From our client's point of view one of the major advantages was an automatic price adjustment according to parameters and photos selected by the user.

**WIDE RANGE OF PHOTOS, NO EXTRA COSTS**

**CREATION OF PERSONALIZED INTERIOR DESIGN**

**AUTOMATIC ADJUSTMENT OF PRODUCT PRICES**

