

Kaizen can create an innovative, cutting-edge app for your webstore, which can be accessed from the iPhone, iPad and iPod Touch devices.

- **Three Popular Platforms** - The iPhone, iPad, and iPod Touch are three of the most popular mobile devices in the United States. Your app is bound to reach a full range of consumers , from all demographics, all over the United States.
- **Recognition and Branding** - Apple users are serious about their apps and modern technology. That same user base of Apple products will ensure unparalleled exposure for your business and products. One single app has the potential to bring millions of consumers to your business. Branding, marketing, and accessibility all come standard in an iPhone app. The future is all about mobile devices - it's time for you to tap into that market.
- **Effectively Address Audiences** - Kaizen can help you effectively communicate with your audience through an interactive, user-friendly app. The perfect app should embody the ethos of your business and maintain a strong line of communication with your audience. Kaizen does just that. Your app is bound to reach a full range of consumers , from all demographics, all over the United States.
- **Easy Navigability** - Kaizen's designers and developers can create, design, and manage an app that feels practicably the same as your website or web store. Mobile apps tend to offer a toned down version of the original store, but Kaizen knows how to create an app that fully and elegantly represents your original online presence. It is well adapted to both the needs of the buyer and the seller. Expect creative designs, speedy navigation, and a user-friendly interface.
- **Affordability** - Designing and developing an app for your online business need not cost an arm and a leg. Kaizen's solutions are cost effective and virtually affordable for businesses of all sizes.
- **Wide Reach** - Think of Apple's broad user base - all of these consumers will have access to your products, anytime, anywhere through their mobile device. Apple's iconic products are effectively converged with your own, and you can provide hot deals, feature best sellers, announce new arrivals, and advertise new categories of products.



Using the appropriate iPhone optimization strategy, Kaizen can help web store owners provide a controlled iPhone application experience in order to ensure greater e-Commerce success for their organization.

Webstore owners need to make their web presence known at an early stage in their business strategy. iPhone buyers are well-heeled, savvy technology junkies who have the potential to skyrocket your business revenue.

This fact sheet presents a sample webstore optimized for the iPhone.

- **Figure 1** illustrates the landing page for a sample application built at Kaizen. The capabilities of a mobile app present a unique opportunity to maximize sales and bottom lines.
- **Multi-level Access** - Kaizen's iPhone-optimized web store solution enables your customers to view your site offline as well as online. It will be possible to view some of the initial levels of product categories from the first preview.
- **Offline Access** - Limited offline access to product descriptions is possible using the native app developed at Kaizen. The offline pages contained within the app will show consumers a list of products that have been included. The list can be easily modified to include more products at any time.

Figure 1: The Landing Page



In Figures 2 and 2A, the levels of categories are shown. Even when you are offline, you can explore the levels within the product categories.

Figure 2: Offline List of Products

Figure 2A: Selecting the Lighters Accesories category will take you to the relevant product — even offline.

Online Categories

The online categories are shown in Figures 3 and 3A. A simple list of the categories available online is displayed. Clicking any one of them will take you to the relevant products or to a list of sub-categories.

Highlighting Products in Sections

Kaizen's solution includes the function of listing special sections, such as hot deals, new arrivals, and bestsellers to catch customers' attention. Changing the location of the products can be carried out from the live site itself. As soon as you implement the changes, they are reflected online, with no time lag or delay.

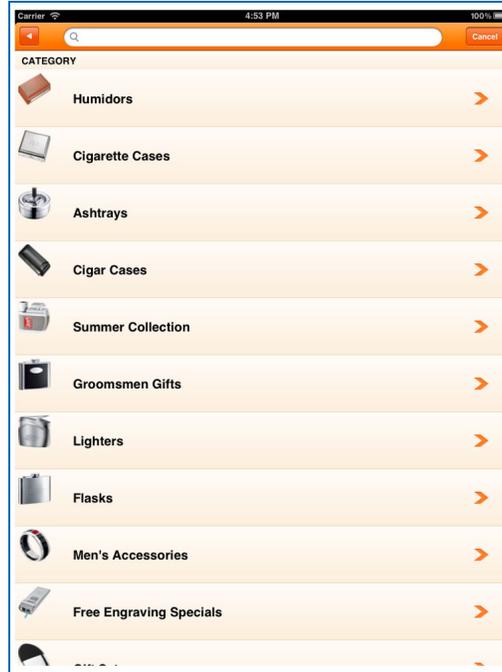


Figure 3: Online Categories

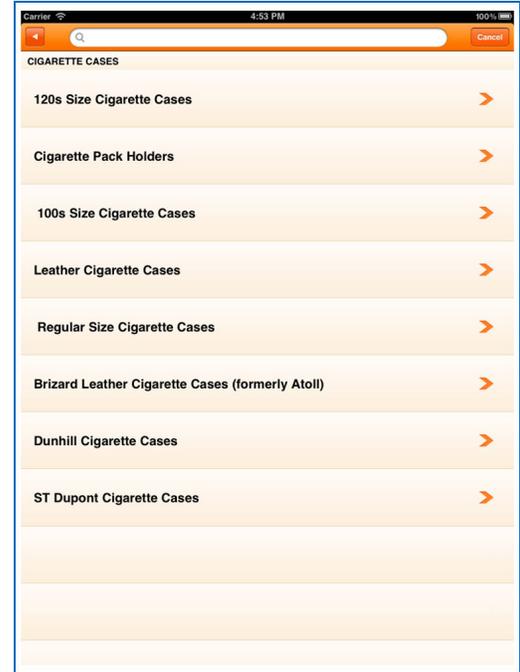


Figure 3A: The main Category

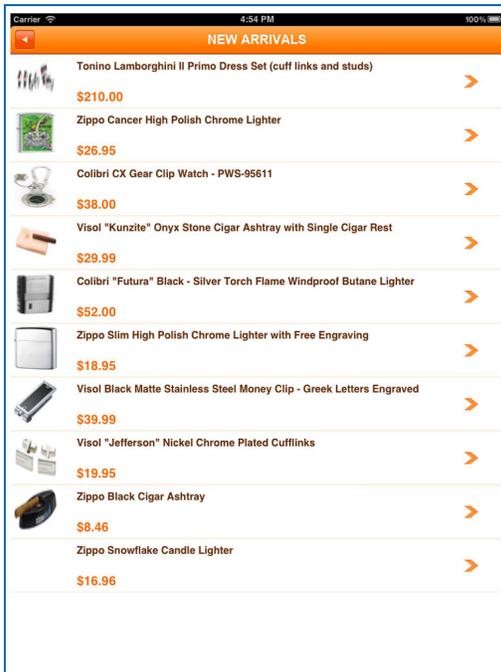


Figure 4: New Arrivals

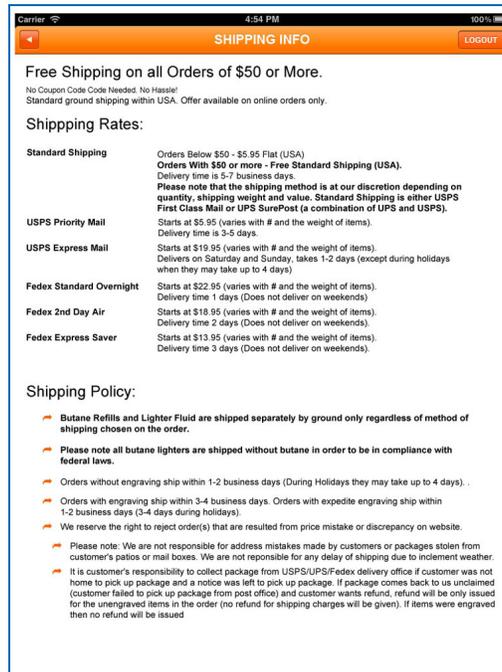


Figure 5: Shipping Policy

Hot Deals, New Arrivals, and Bestsellers

The Hot Deals button on the landing page takes you to a list similar to the one for the bestsellers. The main difference here is that the storeowner can highlight products for special offers & discounts. This is a unique maneuver to highlight your best products and drive revenue.

The product is described through its picture, name, brief summary, model number, and its price. The New Arrivals button on the landing page takes you to the list of products that shows new arrivals (see Figure 4). Each product that becomes newly available on your web store is also featured in this list.

Static Pages

Static pages are pages that will not receive any updates, or at least not as frequently as the products themselves and other pages. These static pages can be used for things like describing the shipping policy and company regulations. The Shipping Policy button on the landing page takes you to a page that describes the shipping-related rules and regulations. Such pages (see Figure 5) can be included in your web store application.

- How does your webstore look on the iPhone?
- Is it necessary to zoom in to read content?
- How will your page elements affect a user's experience?
- Is it possible to easily enter text in a search field?



These are just a few issues the right iPhone application can solve.

Styling your webstore's content for the iPhone, iPad, or iPod will enable you to provide a hassle-free mobile experience for existing, as well as prospective, customers.

Mobile-optimized sites are an easy way to ensure an overall quality experience for your customers. And it's the iPhone that has created renewed interest in mobile-optimized sites. The iPhone allows users to navigate a web page with more ease than ever before.

Did you know? The iPhone user base accounts for roughly 20% of the smart phone market.

Product Navigation

Navigating the site on the iPhone is a piece of cake with Kaizen's iPhone-optimized site. It takes the clutter out of your original site, but still provides all the essential information that your consumer may need. A sample list of products is displayed as shown in Figure 6.

Selecting an individual product will take you to the relevant product page that describes the product (see Figure 7). This page shows you the name of the product, thumbnail, item code, price, sale price, and availability status for that particular product. It also includes a box to insert the required quantity and an ADD TO WISHLIST button. This is followed by a brief product description.

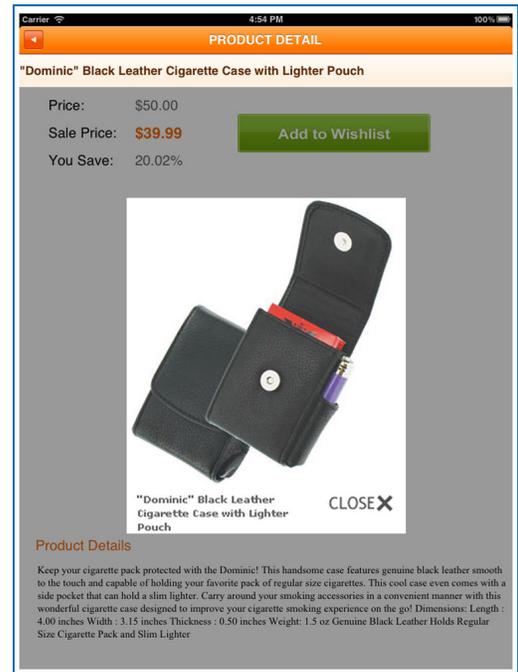
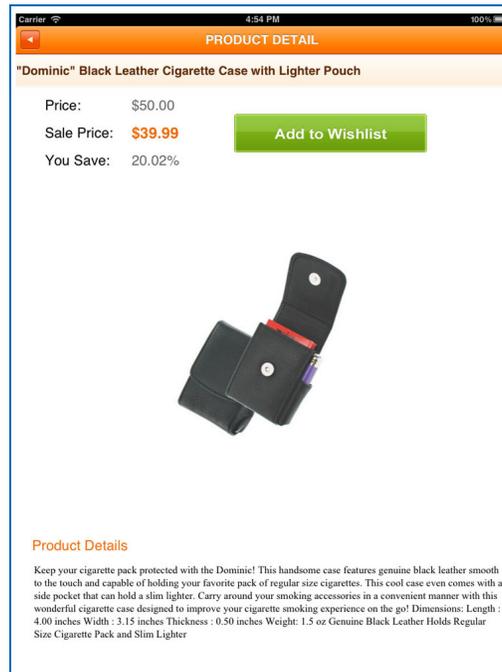
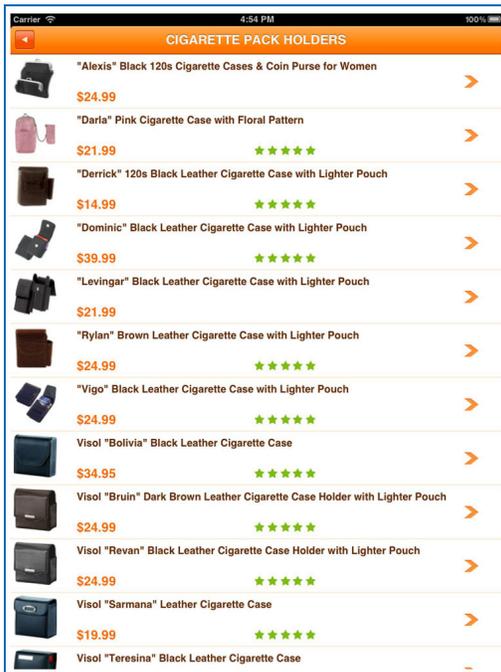


Figure 6: Product list displayed for the Cigarette Pack Holders category.

Figure 7: The page for an individual product

Figure 8: Enlarged image of a product

Take a look at the advantages of having a web store for the iPhone:

- Your visitors can enjoy the rich power of multi-touch and advanced content rendering capabilities of the iPhone hardware and software. They can call, email, or message your business, and even look up directions to your business in the built-in Google Maps application.
- Your site presents an optimized version of your site's content, which is formatted to fit the iPhone/iPad/iPod platforms - no more microscopic text, zooming, and fumbling through web store content.
- You will experience increased page views, improved conversion rates, and ultimately, a better bottom line. The real web does not display information in the same format as the iPhone does. Deliver content in a compelling fashion using a user interface that formats your data in the way as the phone's other programs, and your users will thank you for it!
- iPhone - optimized web stores can be implemented in around 4 to 5 weeks.
- Cash in on the early-bird opportunity to reach an already promising set of clients – Apple product owners.

Customer Registration and Login

The unique customer registration and login on your site guides your customers to the appropriate spaces. They can add a product to the wish list only when logged in as a user, making this feature indispensable. If the customer isn't already a registered user, clicking the ADD TO WISH LIST will take the customer to the Login page automatically (see Figure 9). If the user is a registered member, clicking the ADD TO WISH LIST button will redirect to the Registration page. The user can then fill in all the required details to become a registered user (see Figure 10). Viewing the site within the app itself is also supported.

Having once completed the registration process, the user is then directed to the wish list previously created (see Figure 11). By clicking the red button, the user can shift added products up or down using the three horizontal grey stripes on the extreme right.

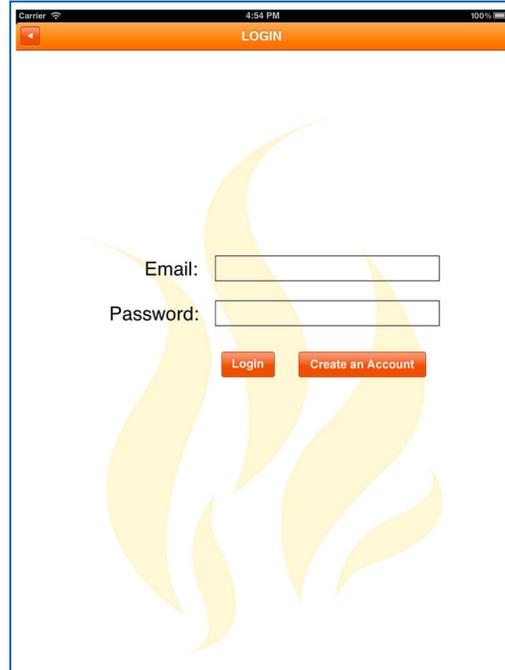


Figure 9: Login to add a product to the wish list.

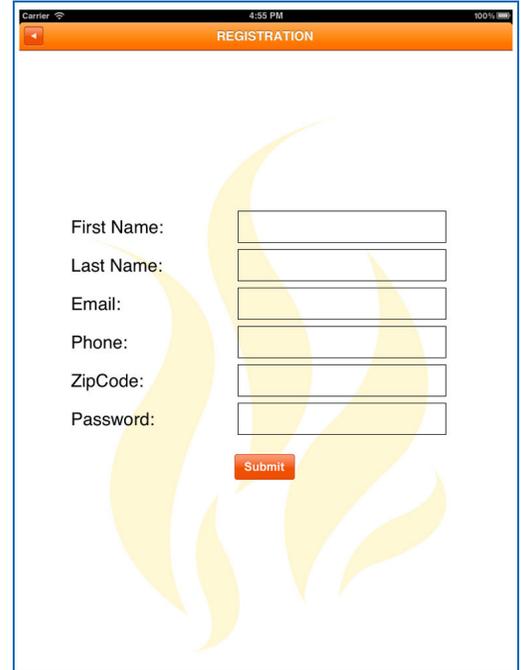


Figure 10: The Registration Page

Clicking the red button will allow the user to delete an item from the wish list, if required. See Figures 12 and 13.

e-Commerce to M-Commerce: The Perfect Move

The number of people using mobile devices to access the Web has been steadily increasing over the past few years. The increasing popularity of smart phones, the iPhone in particular, highlights this emerging trend. We are currently right in the middle of a smart phone boom and are most likely scheduled to see a paradigm shift in how people access the Web. Experts predicted earlier this year that mobile Internet will inevitably take center stage, and now is the time for you to give a makeover to your Internet marketing strategies to accommodate the mobile domain.

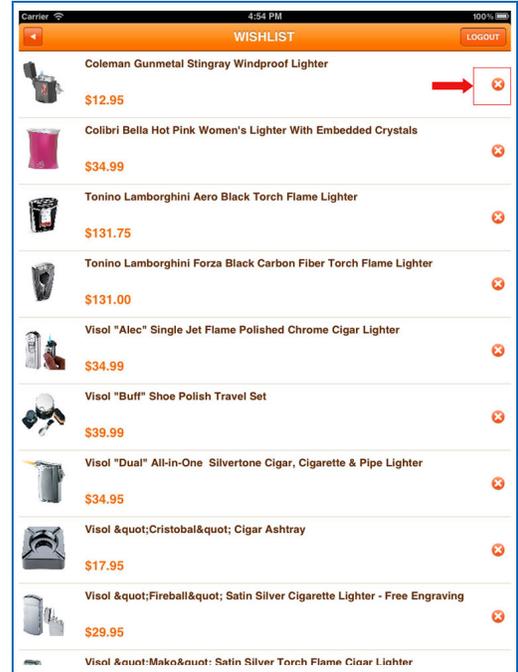
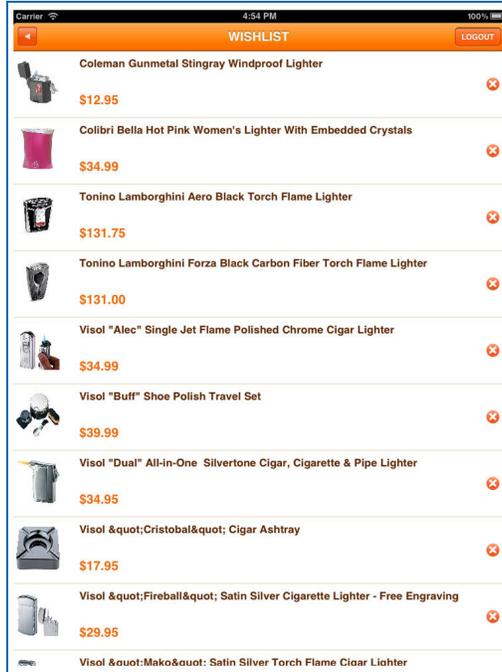
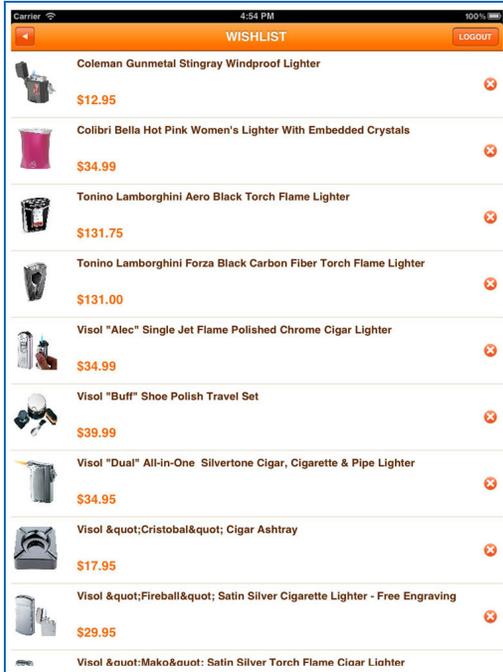


Figure 11: From the registration page to the wish list

Figure 12: Editing the wish list

Figure 13: Removing an item from the wish list

Why should you create an Iphone App?

Optimizing your site and building a mobile presence helps you rank higher on search engines-it's a fact. In spite of all the fierce competition out there, you'll still have a better chance of ranking high, thanks to the lead taken by Kaizen.

A great user experience naturally translates into higher sales and better bottom lines.

Recent studies have revealed that compared to online ads, mobile ads have better click-through rates. The mobile marketing space is growing at an exponential rate. If you are in any way involved in Internet marketing, think mobile now. It's time to create a mobile presence for your web store today.

Why work with us?

- Experience of development of 500+ e-Commerce solutions
- Expert analysis of your project requirements
- Better understanding of your business goals
- Unique and easily understandable methodology
- Efficient development process and process-oriented work
- Quality assurance with PDCA Model (i.e., Plan, Do, Check, and Act)
- Dedicated project manager for your project
- 24 x 7 x 365 emergency support
- Prioritized future support to existing clients
- Excellent customer service

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