

# Lookupbubbles.com

Development of an innovative online sales  
platform (ongoing project)

This project was created for a private businessman from London.

## Problem Statement

Bubbles' founder Julian Fisher wanted to build an alternative platform similar to that of Ebay or Amazon. The difference being, that there is not just a sales platform, customers have their own inique platform for personalized searches called "Search without searching". A customer can simply input specifications for a product they want and Bubbles finds them the perfect seller, saving the customer time and energy.

## Vendor Search

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

- experience in working without Technical Specifications. They should be able to.
- provide fast, high quality, results that can be presented to potential investors.
- they must also have experience in working with lots of urgent priorities and deadlines.
- reasonable prices and qualified specialists.
- potential to invest in the project at the first stage and able to take responsibility for all technical aspects of the project. And finally, they must have.
- skills in technologies, used in the e-commerce industry, and be able to meet personally with the client to discuss the project.

## Why WaveAccess?

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

- was ready to start on a project based on an 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, and only a couple hour plane ride from London.

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

## Work Stages

### ***1. Meeting requirements and making an estimation***

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

### ***2. Meeting with the client and discussing, details***

November 9, 2011 - The first time the client visited the WaveAccess offices in St. Petersburg for personal meeting with his new development team. As a result, the project estimation was edited and detailed, and a work plan was developed and approved. Also, it was decided that the team should use the Agile system to provide transparent reporting.

### ***3. Developing the first prototype***

The 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***

Throughout 2012, the WaveAccess team refined and expanded the prototype for demonstration to potential investors. The project intrigued them, so Bubbles' popularity quickly grew.

There were new ideas, new wishes from investors. As a result, the processes establishment didn't get enough attention, but, it was necessary for implementing required ideas and features.

So, the WaveAccess team insisted on the priority of processes building and the project took off.

### ***5. Official launch***

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

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

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



Online shopping is evolving in

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days hours minutes seconds

Your email

Stay informed!

#### Bubbles Countdown Timer

The team expanded the functionality of the system. In particular, they added the ability for easy goods loading that significantly increased the platform's 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 demonstrational purposes. This was caused by an inability to attract major retailers with large stockpiles of merchandise.

This is the biggest problem for online retailers: 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 make the system more convenient for sellers (including synchronization with ESellerPro). We improved the website's search engine ranking, optimized the site for working with social networks, added two types of special offers (that subsequently became very popular), tested the system's response at unusually high or peak loads and ran a 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 the Internet Retailing Expo: iPhone application development, "search without searching" optimization**

The growing popularity of the platform made the client and WaveAccess team consider creating a mobile application. The WaveAccess development team estimated Bubbles iPhone application development.

At the same time, the site team had been preparing for an important exhibition - Internet Retailing Expo. The client set a goal: finish the "search without searching" in time for 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 said: "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 from outside the site; making life more convenient for buyers, sellers, and bloggers. For the buyer, it allows them to check out the best rates on product, through Bubbles, without ever looking up from reading an article about that product. Also, the buyer can run the "search without searching" directly from the mini-window, even in the midst of an article on the blogger's site. For the seller, it provides an influx of visitors, already prepared to purchase, after an excellent article with a convenient search option, using a mini widget. For bloggers it is a way to monetize his articles, as he receives a percentage of sales and registrations from lookupbubbles.

### **11. Plans for the further development**

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

## Technologies

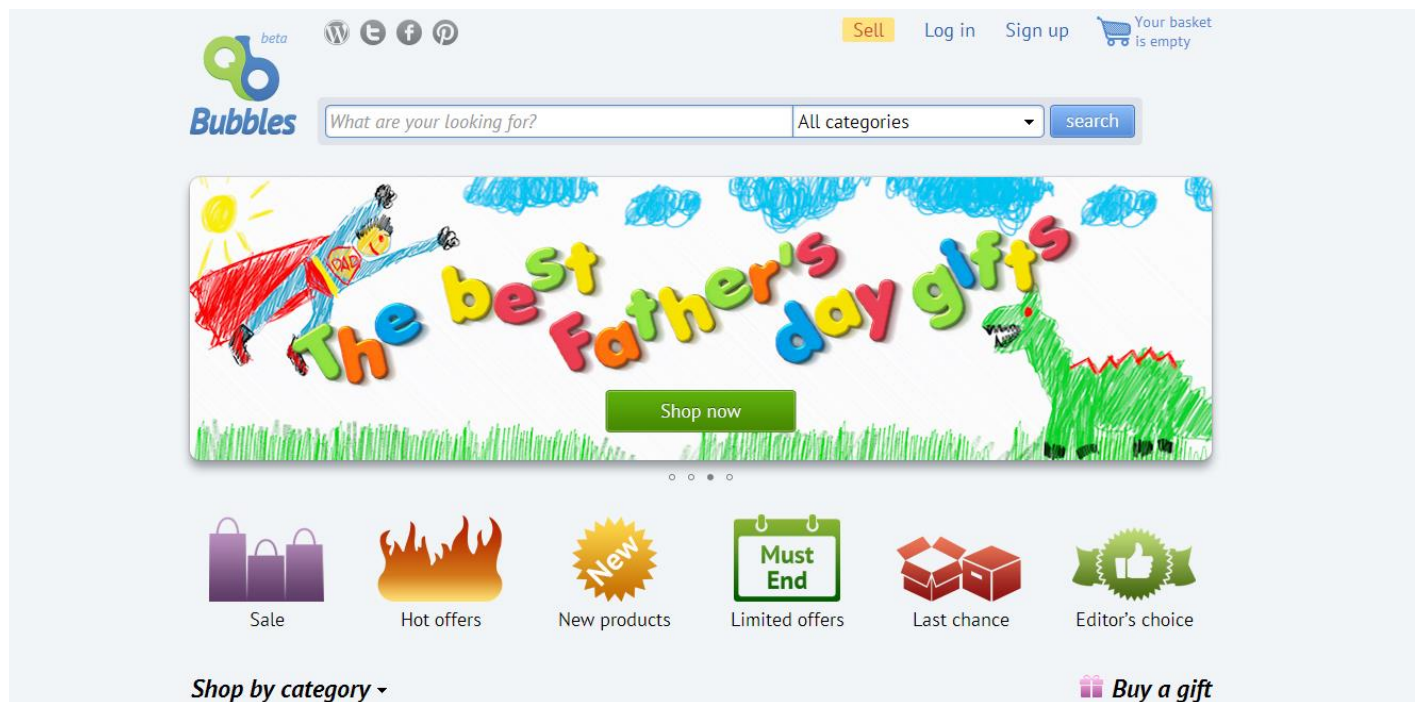
ASP.NET MVC, ASP.NET Web API, WCF, Azure, MS SQL, Lucene.Net, AJAX, Facebook API, PayPal API, Linnworks API, Magento API, Channel Advisor API, SOAP, ReST.

## The Final Result

The online sales platform lookupbubbles.com, originally based only on an ideas, was created from scratch and actually functions. The WaveAccess team developed a unique platform that allows the buyer to search for goods without having to go through the arduous process of sifting through numerous pages on an ever-growing number of web-sites. The system searches by herself, 24/7, and notifies the user about the best prices available on any desired item.

The platform is popular on social media: it has more than 10,000 "Likes" on Facebook and over 1,000 subscribers on 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. In 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 that is the 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  
[hello@wave-access.com](mailto:hello@wave-access.com)**