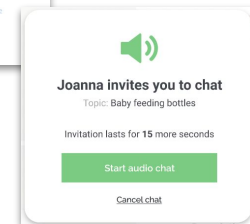
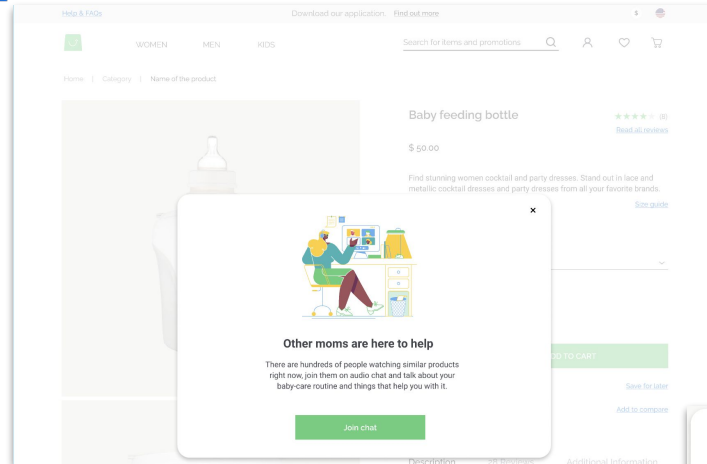


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 AppParently

Concept developed as a part  
of #MACHaton



# The problem

We make most of our purchasing decisions remotely, without physical contact with the product and people. This is especially true during the pandemic. However, there are areas where we need a more tangible experience to make the right choice. **It's about products for our children.**



## The problem #2

The other issue are the reviews and their credibility. Are they all true? Not to mention that, just like every child is different, every parent has a different need, too. This is also true for your clients.

And, as we all know, only a parent will truly understand another parent.

48% 90%

of people only pay attention to reviews written within the past few weeks.

of people check online reviews before buying from a business.

Source: Baby Product Market Report 2021, Sallience



## **And, apparently, we have a solution**

We believe that real-time connections with parents who are facing the same challenges will decrease the distance between them and improve the customer satisfaction of products supplied by your company. It will also increase the net promoter score.



# Why AppParently?

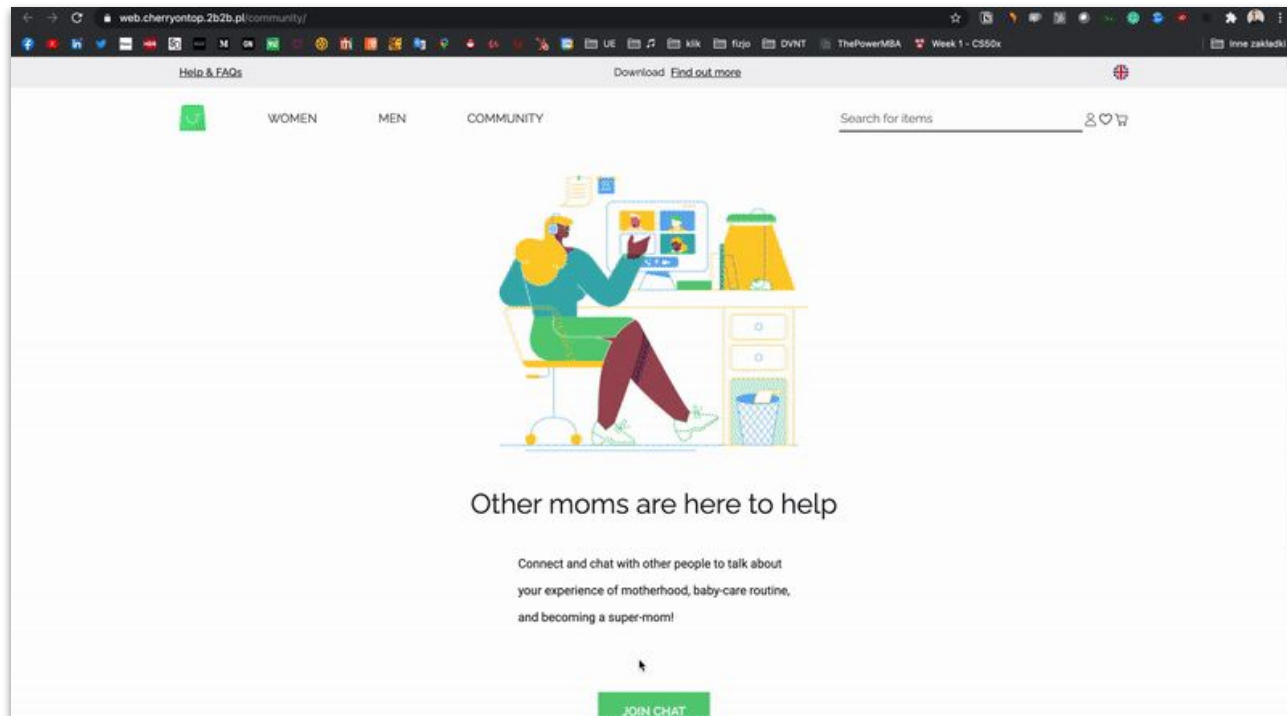
## A few words from the creators...



by



# Live demo recording



[HQ version on YouTube](#)

Value proposition

# User's perspective



## Be Understood

Exchange your concerns with peers.

Remove social distance and anxiety.



## Help Others

Combine giving advice with social exchange network.

By helping others, you receive discounts and extra services.



## Find the Best Products

Ask actual users in real time about their feeling after a purchase.

See what it looks like via video.



## Create Community

AppParently will create a topic-related community, like Clubhouse.

Maybe that's a lifelong connection or finding your child a friend.





# Company's perspective

## → Increase Loyalty

Gain brand ambassadors and build trust.

Engage customers with gamification.

Create dedicated content for each segment.

## → Collect Data

Avoid clients who aren't registered and who have a CLV that is difficult to calculate.

Know your audience by guiding them through the process.

Give value for data.

## → Increase Conversion

Real-time and personalized recommendations.

Matching products for cross-selling and upselling opportunities.

All the benefits from PWA.

## → Decrease Costs

Let your community help in the decision-making process.

Be flexible on product costs by creating an independent expert advisory chain.

Spend less on updates with modern architecture.



# Ideas for future improvements

## → Improve Onboarding

Create an assistant that will help find a perfect match.

By creating a profile, customers get a unique feeling and businesses save time getting to know the customer.

## → Go Omnichannel

After COVID, you already have many brand ambassadors.

Use it to create local communities or in-store events.

## → Add an Internal Currency

Expand your loyalty program into an internal currency using blockchain.

You already have segments and promotions, so why not transition into providing internal payments/credits and avoid fees while also becoming a fintech?

## → Make New Partners

Cooperate with top tools like <https://tonies.com/en-gb/> to explore new business models. You already have an audience for it.



# Designs



The screenshot displays a product page for a "Baby feeding bottle" on the Divante website. The page includes a navigation bar with "WOMEN", "MEN", and "KIDS" categories, a search bar, and utility icons for account, heart, and cart. The product details show a price of \$50.00, a 5-star rating from 8 reviews, and a "Read all reviews" link. A promotional banner below the product encourages users to find women's cocktail and party dresses. A "Size guide" link is also present. A green "ADD TO CART" button is visible. A chat overlay is active, featuring an illustration of a person at a computer and the text: "Other moms are here to help. There are hundreds of people watching similar products right now, join them on audio chat and talk about your baby-care routine and things that help you with it." A green "Join chat" button is at the bottom of the overlay. The bottom of the page shows tabs for "Description", "28 Reviews", and "Additional Information".

Help & FAQs Download our application. Find out more

WOMEN MEN KIDS Search for items and promotions

Home | Category | Name of the product

### Baby feeding bottle

★★★★★ (8) [Read all reviews](#)

\$ 50.00

Find stunning women cocktail and party dresses. Stand out in lace and metallic cocktail dresses and party dresses from all your favorite brands. [Size guide](#)

**Other moms are here to help**

There are hundreds of people watching similar products right now, join them on audio chat and talk about your baby-care routine and things that help you with it.

[Join chat](#)

[ADD TO CART](#) [Save for later](#) [Add to compare](#)

Description 28 Reviews Additional Information

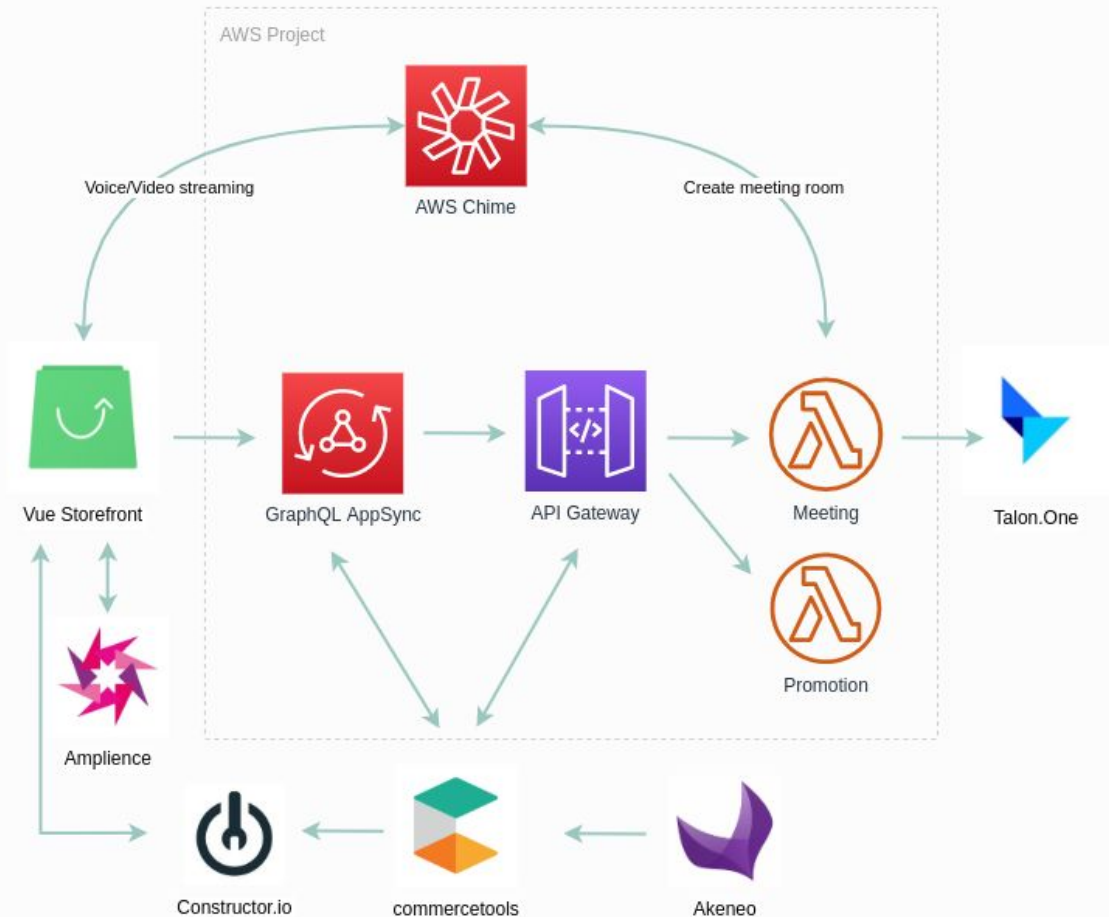
[Link to Figma](#)

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# Architecture

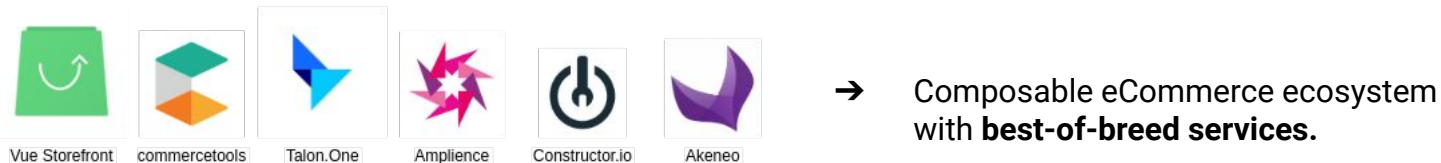


## Composable Commerce



How does it work?

# Key Architectural Assumptions



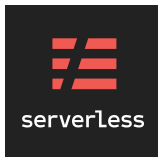
→ Created in **Vue.js chat widget** for Vue Storefront.



→ Uses native cloud services **AWS Chime, AWS Lambda**, etc.



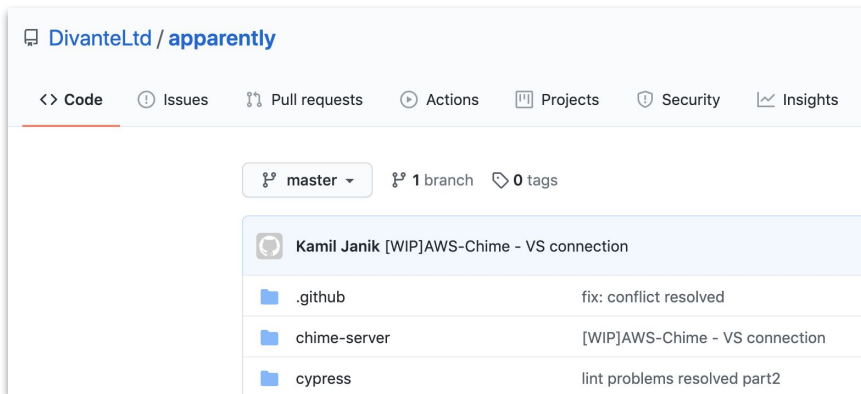
→ Integrated pieces by Serverless Microservices developed using **Node.js**.



→ Easily deployed serverless applications in a cloud environment by using **Serverless Framework**.

# Repo

<https://github.com/DivanteLtd/actually>

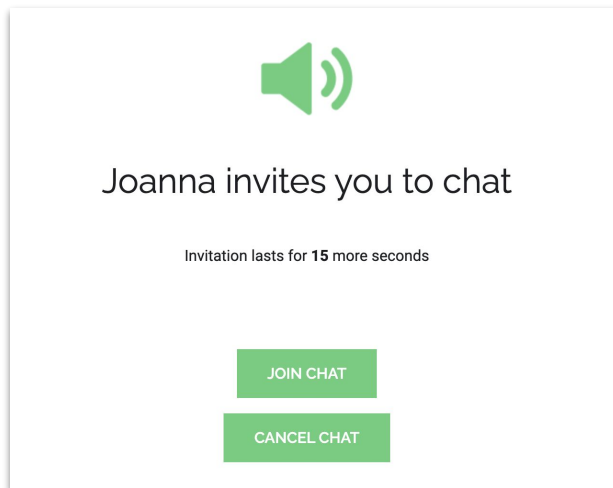


The screenshot shows the GitHub repository page for DivanteLtd/actually. The repository is on the master branch, has 1 branch and 0 tags. The commit history shows three recent commits:

Commit	Message
Kamil Janik	[WIP]AWS-Chime - VS connection
	fix: conflict resolved
	[WIP]AWS-Chime - VS connection
	lint problems resolved part2

# Live Demo

<https://web.cherryontop.2b2b.pl/community/>



The screenshot shows a chat invitation interface. At the top, there is a green speaker icon. Below it, the text reads "Joanna invites you to chat". Underneath, it says "Invitation lasts for 15 more seconds". At the bottom, there are two green buttons: "JOIN CHAT" and "CANCEL CHAT".



# Let's work together

[www.divante.com/dvnt](http://www.divante.com/dvnt)



Forbes



Deloitte.



Clutch