Mobile solutions for niche audiences:
Enterprise solutions and specialist communications

Reducing return rates is a major success indicator for fashion retail. EyefitU is a solution that allows shoppers to know the size that fits them when they are shopping online. We design the brand, developed brand messaging, conducted audience identification research and developed a fully mobile responsive website for EyefitU. EyefitU has a b2c user interface, and is also used as a enterprise solution by e-tailers.

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