



Auction Events Case Study

Auction Events
Management Application
for a Superstore in the US

01

Auction Events Management

Application for a Superstore

A Superstore with more than 400 locations across six states in the US occasionally conducts various events for charity. However they required better event management assistance. They approached Verbat to build an Event Management Application that can take care of all the tedious processes involved while providing a good interface for participants so as to register for events.

02

The Challenge

Our client's idea was to provide a platform where their partners would be able to conduct auctions. A portion of the profit goes to charity. The challenge was to include all options, including sophisticated formalities, for registering participants on an interactive and immersive platform in a way that ordinary users can easily navigate through.

03

Our Solution

A PHP-based responsive application with item tracking and gallery management features on a simple yet appealing UI. The solution our developers conceived was an appealing application that effectively streamlines the processes involved in managing events. Our transparent development methodologies coupled with client interactions helped us realize our project objectives on time without compromising quality or performance. The app allows business partners of our clients to participate in auctions and donate a portion of the profit to charity. They will have separate login screens with options to register auction items, and will receive timely notifications related to the events they are associated with. A Gallery feature was added for advertisement and promotions.

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User-friendly, visually-appealing application to manage auctions and user registration

04 | Basic Features Includes

Easy registration of items for auction

Auction history archiving

Faster item tracking

Appealing UI

Gallery management & update

Responsive to tabs

Scalable & Secure

Event notification for participants

05 | Technology



06 Results

Archived auction history for analysis and reporting, better trackability of auction items, reduced management expenditure a & time.

07 Business Benefits

Improved efficiency

Easier gallery management

Reduction in management expenditure and time

Previous auction history logs for analysis and reporting

Easier tracking of items



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AUCTION EVENTS

Case Study



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