



Gift
Recommendations

Gift **Recommendations**

Gift Ideas

PureLogics streamlined relationship loyalty among people with Gift Recommendations development to make a better choice of gifts



Meet our Client

Gift Recommendations is an exciting platform that facilitates users in selecting gifts for their loved ones by analyzing their behaviors on different social media handles.

Problem

The gift Recommendations team had yet to learn how they could aid people burning out in the complexity of making a gift choice for someone special. They needed to acquire a platform through which an automated system took deep insights from a particular person's social media handles, including Facebook, Instagram, etc., and decided which gift would be perfect. Enabling gift categories, filters, and wishlists was also a significant requirement of the Gift Recommendations squad. Customizing the profile of gift explorers and recipients was also pivotal to achieve.

Platform

Web and iOS mobile app

Industry

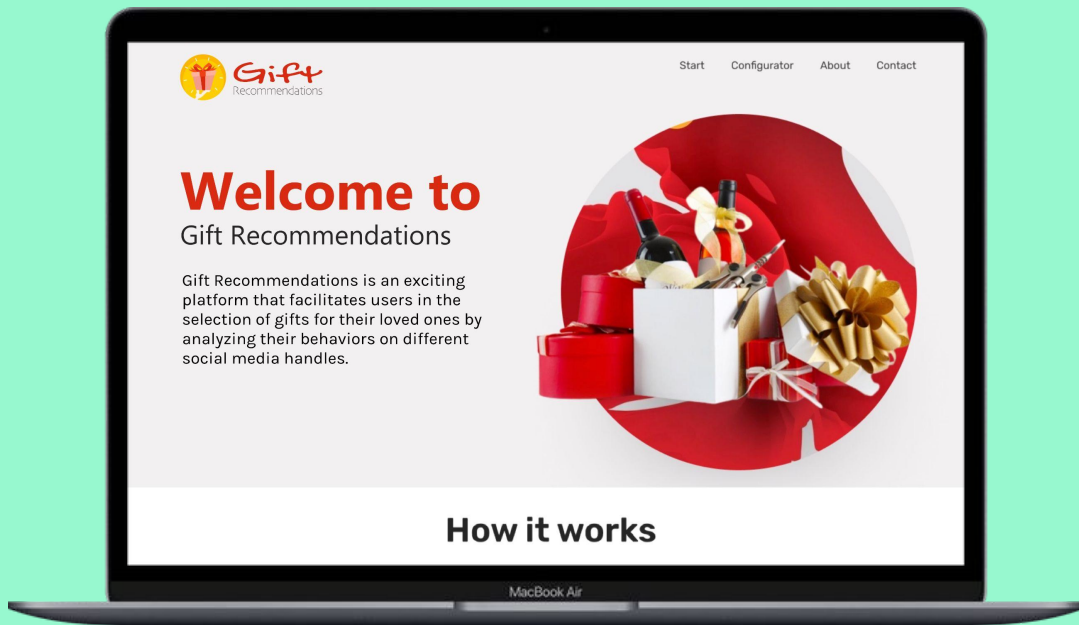
Life Style

Tech Stack

Python, ML, Ionic Framework, AWS (EC2 and S3)

Location

United States



The Solution

Understanding the position of PureLogics in developing mobile applications and website solutions in the Artificial Intelligence domain, Gift Recommendations showed interest in partnering with us.

Our engineers discussed their requirements, including giving gift ideas, user profiles, wishlist creation, etc.

Then, PureLogics' ML engineers took one step forward and selected Machine Learning alongside Python to develop Gift Recommendations. This combination cultivated the functionality of suggesting gifts to different people.

This made grabbing insightful data of those people from different social media platforms, such as Facebook, Instagram, and Twitter possible. For instance, you wanted to gift something to someone special. Gift Recommendations scrapped data from that person's social media account, what he liked, commented on, disliked, etc. According to these details, Artificial Intelligence within Gift Recommendations would suggest gifts to you.

Meanwhile, the development of Gift Recommendations for iOS users was also necessary. Ionic Framework was the top pick of our iOS developers, and this embellished each component from adding functionality to typography into the Gift Recommendations application.

Gift Recommendations had to keep its site and application responsive within 2 seconds or less. Ionic framework and Python proved fruitful choices that accelerated Gift recommendations performance.

We understood the importance of cloud services for making Gift Recommendations live and answering clients' requests. For this purpose, EC2 managed cloud computing for easy deployment, and AWS S3 securely stored data so no one could violate it.

Ultimately, we received an excellent commendation for our delivered solution.



Gift Recommendations Major Functions

- User profiles for gift selectors and gift recipients
- Social media platform integration to recommend gifts according to individual personalities
- Wishlists and favorites to track gift ideas later
- Gift categories depending on particular occasions
- Filters including age, price, and interests to offer better gift options
- Customer support to help users whenever they face any query

Our Achieved Milestones



Enhanced sales of Gift Recommendations by 10x



Earned average rating of 4.9 stars from 200+ clients



Escalated loyalty within relationships with gifts

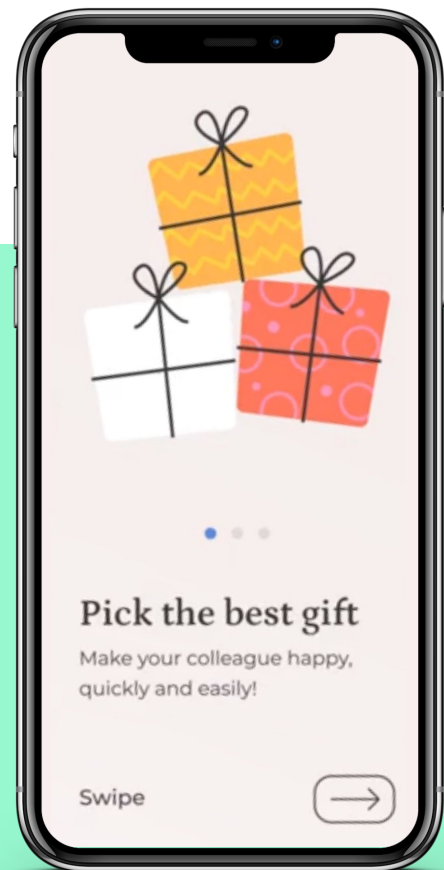


Increased user engagement on the Gift Recommendations site

“ We had a complex idea, but PureLogics built the proof of concept and guided our platform to a successful launch. In this interaction, we felt we were working with a business partner, not a vendor.

”

Downy Locas,
CEO of Gift Recommendations





PureLogics

About PureLogics

PureLogics is a full-stack tech company aiming to deliver stellar business solutions worldwide. Our best-vetted engineers have been striving hard to drill down your dreamy coding into practicality with a result-driven approach for over a decade. We have become a global-recognized tech giant by accomplishing manifold projects with innovative ideas. You can cherry-pick our evangelistic tech modernization services in ramping up your needs with copious compliance.





No magic.
Just logic.



PureLogics

Let's Get Started

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