



### Swaboooh

*Creating Swaboooh – The Online Swap Shop (www.swaboooh.com)*

Project Title: **Creating Swaboooh – The Online Swap Shop**  
Project Duration: **8 weeks**  
Project Type: **Web Design and Development**

## Web Design and Development

### The Client

The client wanted to create a community-driven Online Swap Shop which allows users to trade music, movies, books and video games. The client based out of UK developed this website for the domestic market keeping in view a growing market for swapping and online exchange.

### The Project

Swabooh is not a traditional e-commerce website as it focuses on trading as opposed to selling. However, if an item is not available for trading, users have the options of buying it from third-party merchants. The system supports complex multi-swapping for up to four users. Users maintain their want (wish lists) and have lists which are then compared to the lists of other users for making exchanges possible.

### Details

Since the website was to be designed from scratch and hence a lot of decisions regarding the technology, interface and business logic were taken. Our project team comprised of a creative group, marketing experts and a handpicked development cohort. It all began with designing the corporate identity for Swaboooh. A logo that personified the process of swapping was the order of the day. A few rounds of brainstorming and careful deliberation yielded a trendy, symbolic logo for Swaboooh.com with UK placed in the dot(.). The second step was to create all the relevant page designs that were derived from the logo. We wanted to give the site a splash of green so that it reflected a vibrant and energetic community. Once the pages were designed, the supporting algorithms that make all the necessary functionality possible were chalked out. In order to make the site functional our development team and business analysts spent a considerable amount of time perfecting the multi-swapping algorithms.

### The Results

The trendy design and sophisticated technology that went into the making of this successful product was duly appreciated by the client. . The Parachatech team went a step further and also proposed various marketing suggestions and strategies for ensuring a successful launch for swabooh.com.



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