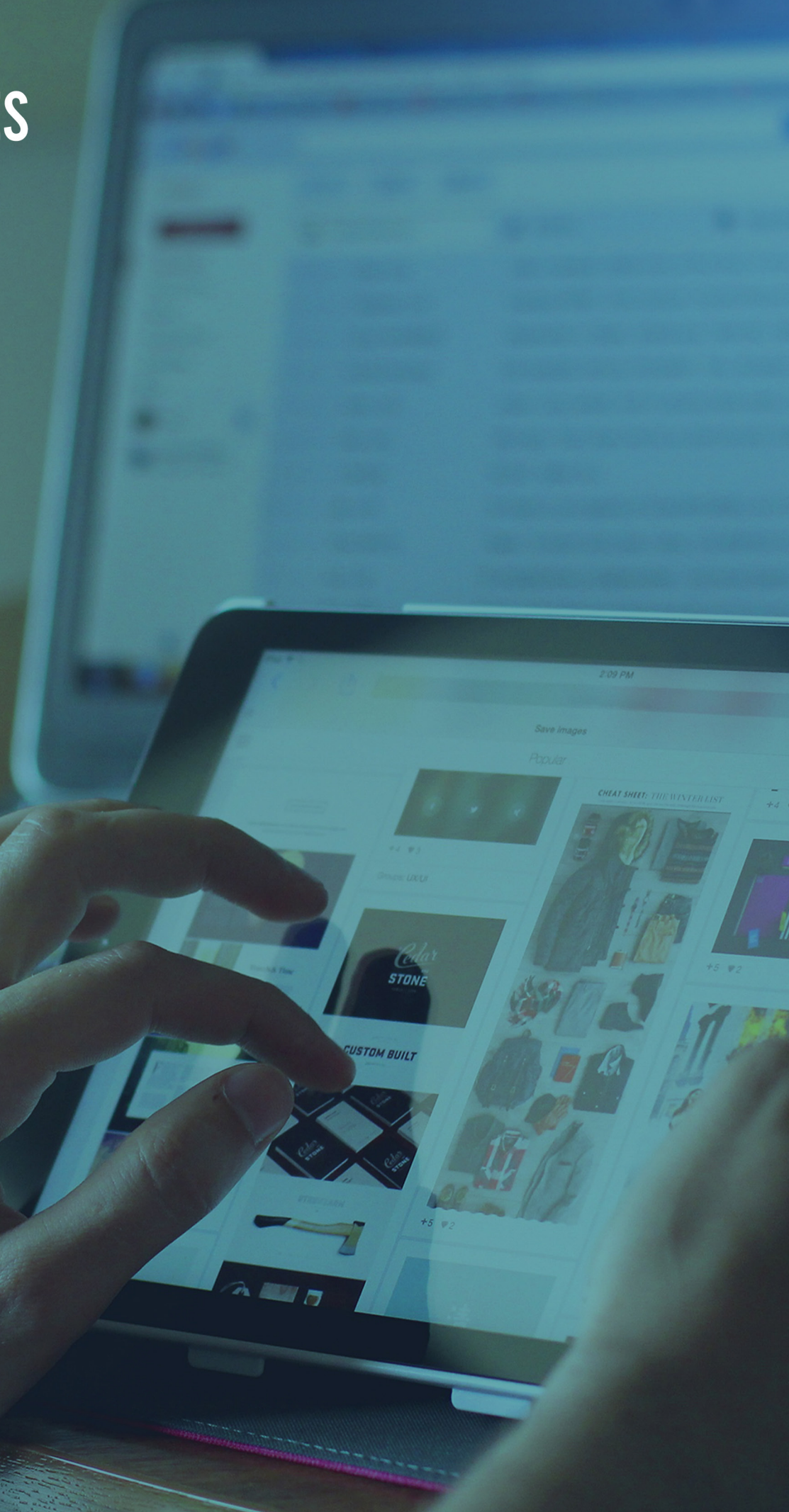


CATALOGUES AS AN APP



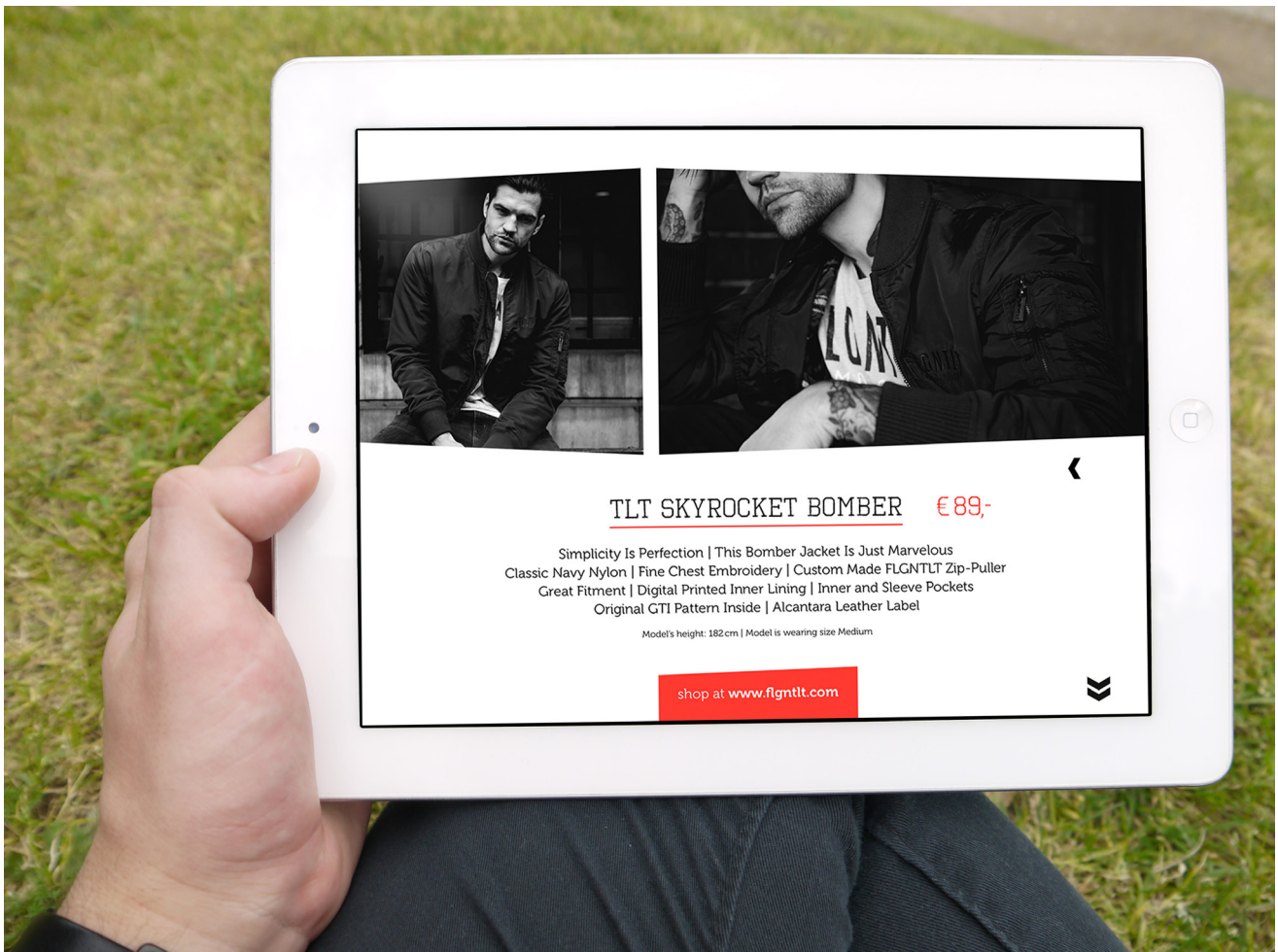
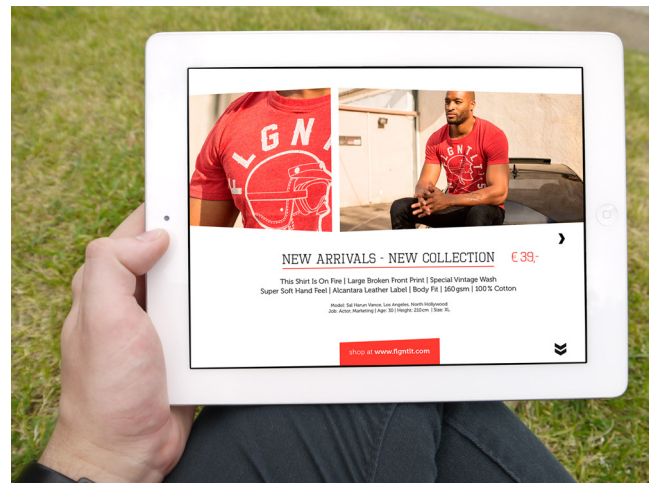
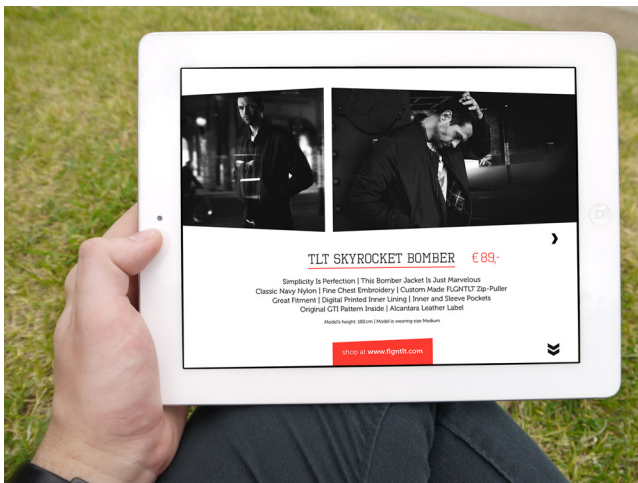
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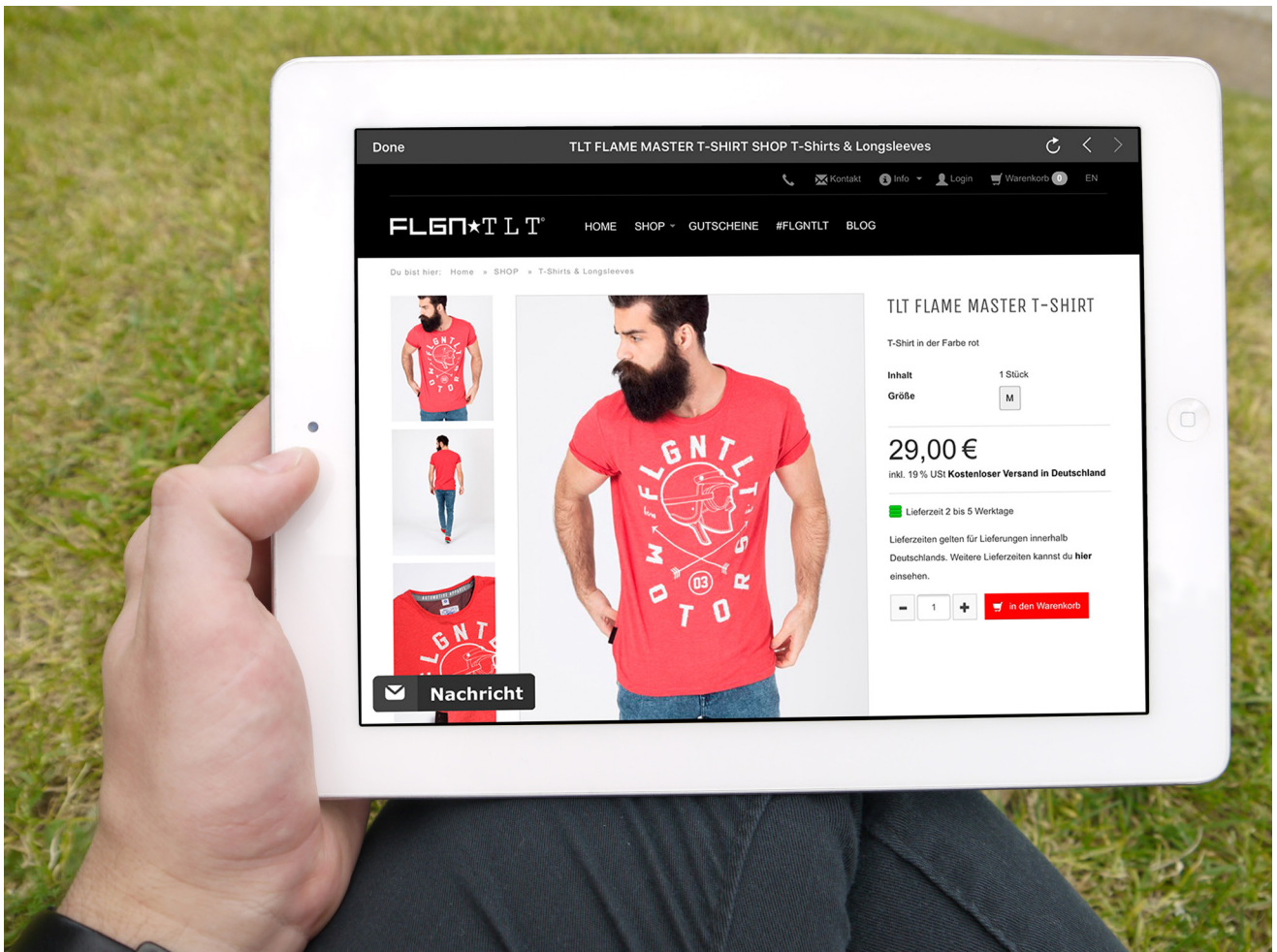
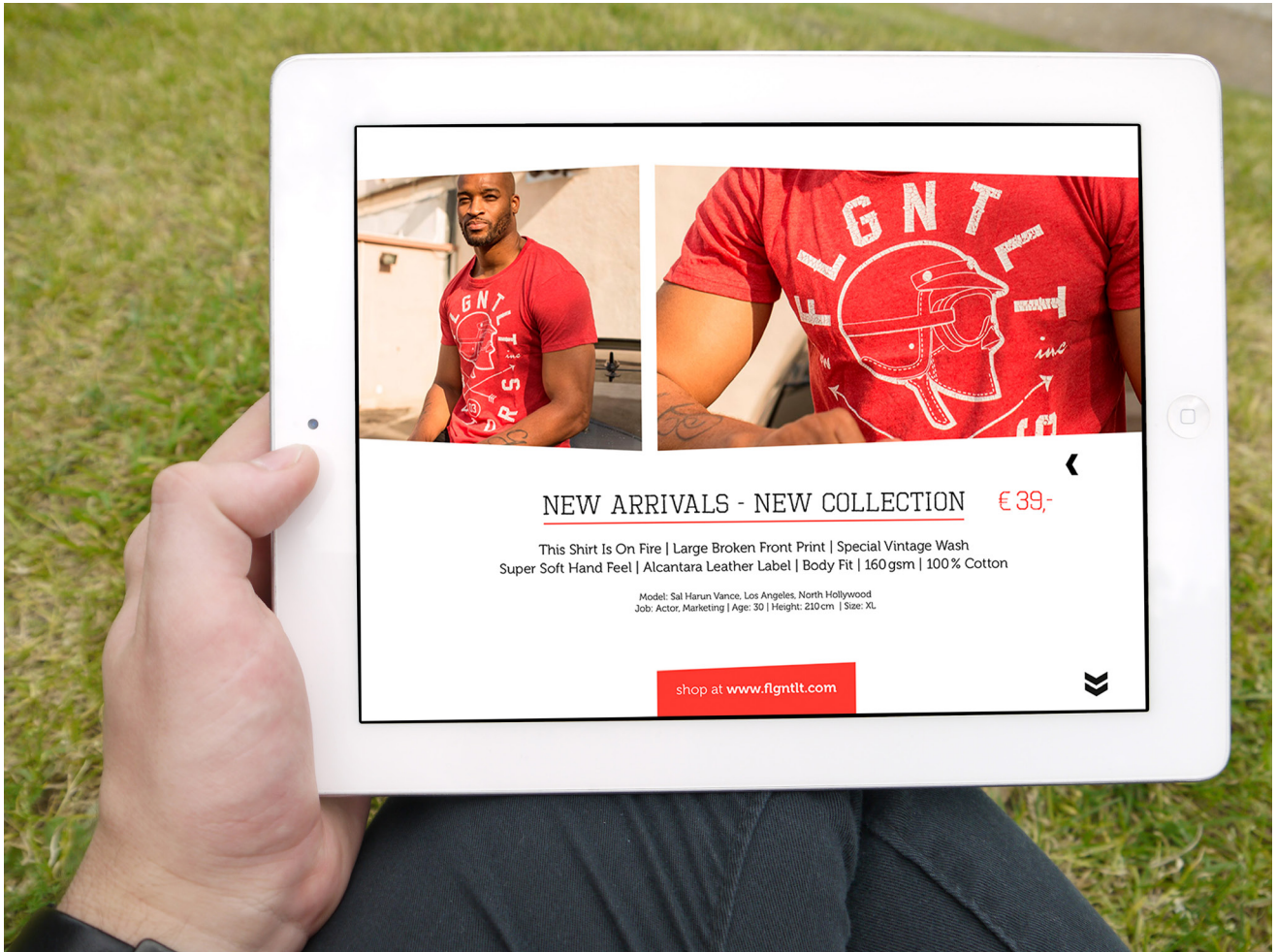
Sales or product catalogues are either printed or available online as a website. Print catalogues are costly in terms of print, shipping and product updates in the middle and long run.

Online catalogues on a website are, as the name suggests, accessible only online with a good internet connection. Also, people quickly click away from a website, lose themselves on the internet and simply leave the online catalogue too often - this is the downside of online shopping.

If you want to eliminate both problems, a catalogue as an app might be the best solution for you.

Below you can see great fashion for men in an example app catalogue I created for FLGN TLT a few years ago.





You can tap through different product images. Tapping the red shopping button at the bottom of the page opens a website window, the so-called in-app browser. Within this in-app browser, you see the live web shop with the exact same product that you have just viewed in the app.

The big advantage of this in-app browser: As you can see, there is no URL address bar at the top, like usually on the internet. Everything you can do on this website is buying the product, completing the entire payment procedure and then leave the internet by tapping "Done" at the top left of the screen. It's impossible to surf away from the web shop. Either you fulfill the purchase or you leave the in-app browser without a purchase. Either way, you end up in the app catalogue at the exact same place where you entered the in-app browser. Amazing, isn't it?

THE ADVANTAGES OF AN APP CATALOGUE IN BRIEF

- | The user doesn't get lost on the internet compared to visiting an ordinary web shop (the in-app browser mentioned above makes it possible).
- | Stronger customer loyalty thanks to the app icon on tablets/smartphones of the users.
- | Interactive and multimedia design of app catalogues (360° views, videos, sounds etc.).
- | No printing costs.
- | No shipping costs (like with ordinary print catalogues).
- | Catalogue updates are quite cheap (i.e. adding new products).
- | Amazing image boost.
- | Accessible worldwide via the Apple App Store (iOS) and the Google Play Store (Android).
- | The app catalogue works also offline (without internet connection) after the first download.
- | Great eye-catcher on fairs, events, showrooms and more.
- | "Push notifications" (similar to an SMS) can be sent to the app / mobile devices of the users for promoting new products in the catalogue for example. Swiping on the mobile device directly opens the app. (*More than one catalogue has to be available in the app for this function.*)

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CORPORATE DESIGNS

ABOUT THE AUTHOR

Hello, my name is Helene Clara Gamper. I'm a graphic designer that believes in a common thread – as illustrated in my logo. I help businesses build a visual identity, translate data into graphic landscapes and help publishers make their magazines look great.

I grew up in a publisher family. About ten years ago I started working in the creative field what in 2010 made me start my own business called HCG corporate designs.



Since then, I've designed for companies of many sizes from the German speaking area but also from other countries such as the USA or the United Kingdom. I created corporate design concepts for business start-ups, established editorial designs for publishers, designed and implemented rich media magazines for tablets and smart phones and visualized complex data for some great infographics.

When creating designs, I always try to get to the very essence of the character and the philosophy behind my clients' businesses and their products. This essence I include in a holistic design approach, that follows me through the entire creative process. Collaborating with my clients and exploring what makes their businesses and their products unique and stand out, I believe is an important part of my job as a designer. This is how I can develop unique visual concepts with a common thread running through them, which is something I'm really passionate about. It puts a smile on my face when I see people respond and interact with my design creations – and when my clients tell me about that.

Some of my clients say they appreciate my flexibility and transparency. I believe that being open and straight with my clients is a matter of fairness and respect and contributes to a positive and successful collaboration.

When I'm not designing you can find me doing sports, exploring nature or travelling. I get a lot of inspiration from seeing different places, doing new things or trying out new recipes with exotic spices I bought from different corners of the globe. In 2014, I fulfilled one of my biggest dreams: travelling through Peru and Ecuador and visiting the giant tortoises of the Galapagos Islands.

I live in the wonderful city of Innsbruck, Austria, the so-called "Capital of the Alps". The lovely scenery here inspires me every day.

Want to get in touch?
I'd love to hear from you.

DESIGNS FOR DIGITAL AND PRINT

