



ddragons.com

case study

MARKETPLACE FOR
CRAFT SUPPLIERS
(MFCS)


Technologies
Objective-C, Swift, C++,
XCode, IOS7/10

Client
US-based
Startup



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**When you see the
(MFCS) app, you'd think
Instagram and Etsy got
together and had a baby**



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@MFCS CEO, TEDx Speaker





goal



The goal of the app is to provide a complete transparent report about who makes the products you buy, how and where. MFCS changed the design of the product details page to make it easy to get the highlights of the report.



beautiful, curated experience



Fall in love with amazing products that fit MFCS high standards and yours, from handmade accessories to small-batch apparel





transparency

Know your purchases are authentic, well-made, long-lasting, and socially conscious, creating a fulfilling shopping experience



Transform the way you buy products into an experience that is unique, enduring and aligned with your values, making you feel good over and over again.

**feel
good
over
and
over
again**



WORKFLOW

SIGN IN AND START SHOPPING

Shop by brand, gender, or product. Product categories include men's and women's fashion, accessories, lifestyle, and personal care. MFCS plans to add more brands each week.

LEARN AND SHARE

MFCS is passionate about storytelling. Within the app, you can learn about the makers, watch videos, read interviews, or shop curated features. Mark your favorite products and share what you find with your friends or on social media.

CHECK OUT

Before you check out, read the return policy for your item because it's different for each brand. When you buy from Orange Harp, you'll discover the heart and soul behind the products and have a story to tell about your purchase

achievement

The App was featured by
Apple in 2 categories:

**Best New Apps and
Apple Pay**

TC TechCrunch

"...MFCS Brings Socially Conscious
Shopping To iPhone "

fASHIONHEDGE
YOUR SMART LIFESTYLE GUIDE

"...MFCS is a shopping app that specializes
in fashion for the conscious consumer. "



find us at
ddragons.com

Have a question? Write to

weare@ddragons.com