



Developing a Mobile Marketplace

“I was unsure we could deliver an app with the quality we were looking for within the strict time constraints. Due to their terrific track record, Cantarus was the only option to carry out the project.”

Duncan Lowe, Web & Mobile Development Manager



The Challenge

Extend Sports Direct's influence to the mobile marketplace.

Sports Direct is the UK's largest sports retailer, operating over 400 stores in the UK alone. The company also runs a number of well-known sub-brands, such as USC, Flannels and Lilywhite's.

Having previously collaborated with Cantarus during the development of their e-commerce website, Sports Direct tasked us to expand their online shopping presence with a cross-platform e-commerce app to complement their in-store and internet browser shopping experiences.

Our Solution

Build a cross-platform app centred on user experience.

The app needed to deliver an outstanding UI experience by taking full advantage of the features afforded by the mobile platform.

Sports Direct wanted each customer to receive personalised content directly to their device with the aim of increasing user engagement and driving long-term relationships.

We combined the pre-existing, responsive framework from SportsDirect.com with an entirely new, "native" solution as the foundation for the app. This approach ensured that the app would still contain all of the content included on the desktop browser version yet also provide an innovative and intuitive mobile shopping experience.

We also included the option for users to select their dominant hand, which then organises the product layout in a specific manner to avoid the user's thumb from obscuring sale and promotional banners.

We capitalised on the inventive features afforded by the mobile platform, augmenting the traditional e-Commerce concept with mobile-only features such as gesture support and push notifications. By using only JavaScript, we created a cross-platform solution in a far shorter timeframe than traditionally expected for a similar quality app.

The Result

340,000 using the app each month.

340k monthly unique users has further bolstered Sports Direct's already powerful presence in the sports retail market and provides a robust platform for the future growth of the app.

Additionally, the app has been developed as a white label product that can be easily rebranded for any of Sports Direct's retail brands, including USC, Lilywhite's and Gelert.

