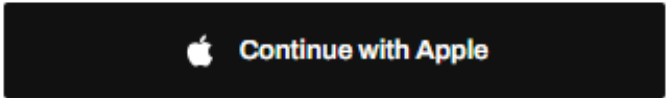


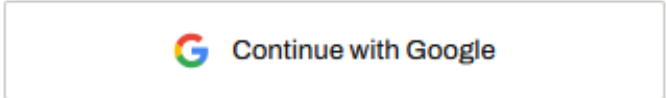
Case Study

Shownby

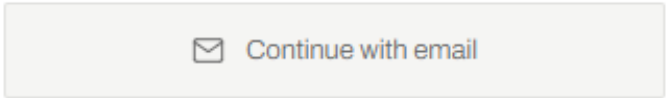
9:41

Shownby
Your personal beauty library





or



Already have an account? [Sign in](#)

By continuing you agree to our [Terms of Use](#) and [Privacy Policy](#)

9:41

< BACK SHOWNBY

Create account
No phone number needed.

YOUR NAME

EMAIL ADDRESS

PASSWORD

☒ I agree to the [Terms of Use](#) and [Privacy Policy](#), including how Shownby uses AI to identify products.

Create account →

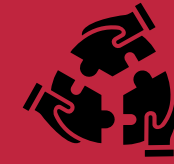


We Help Your Ideas Grow

Canws is a software development studio that builds scalable, design-led digital products. With 8yrs of expertise and over 300+ projects shipped with a top rating of 4.9★. We combine strategy, design, and engineering to turn complex ideas into market-ready solutions. Fast, reliable, built for long-term growth.

The Challenge

A solution aiming towards helping users find the products that they come accross social media platforms. Just paste the video link and find all of the products that you see in the video.



Client
Shownby

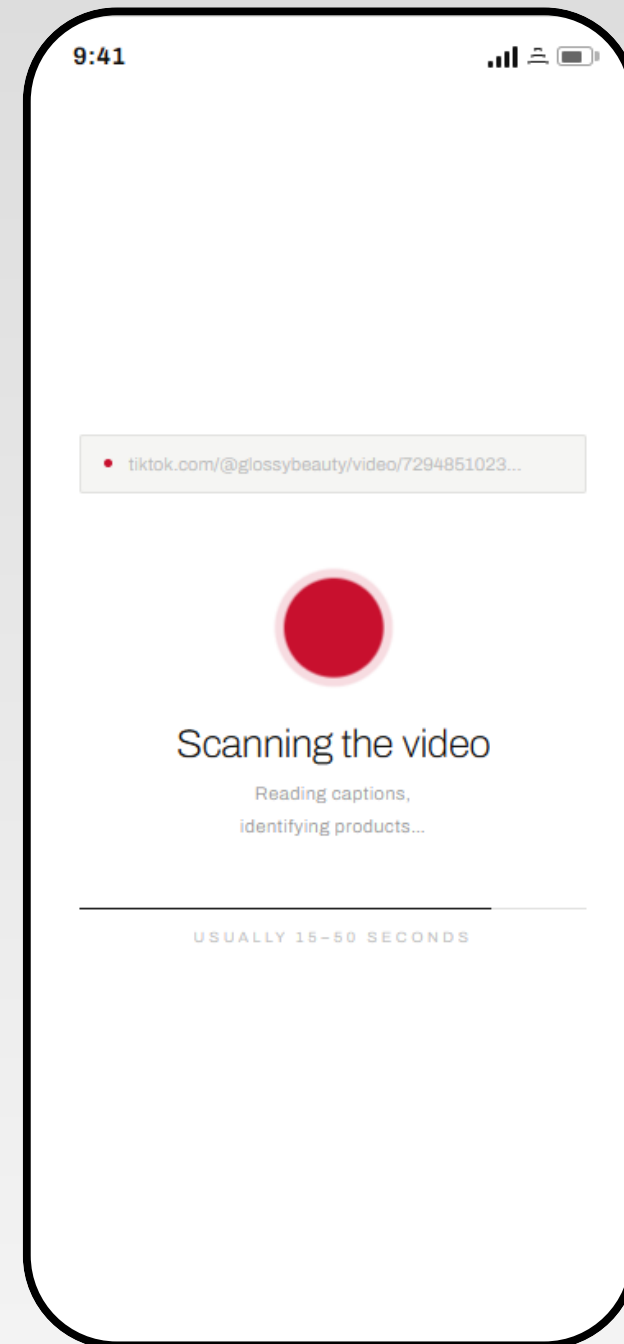
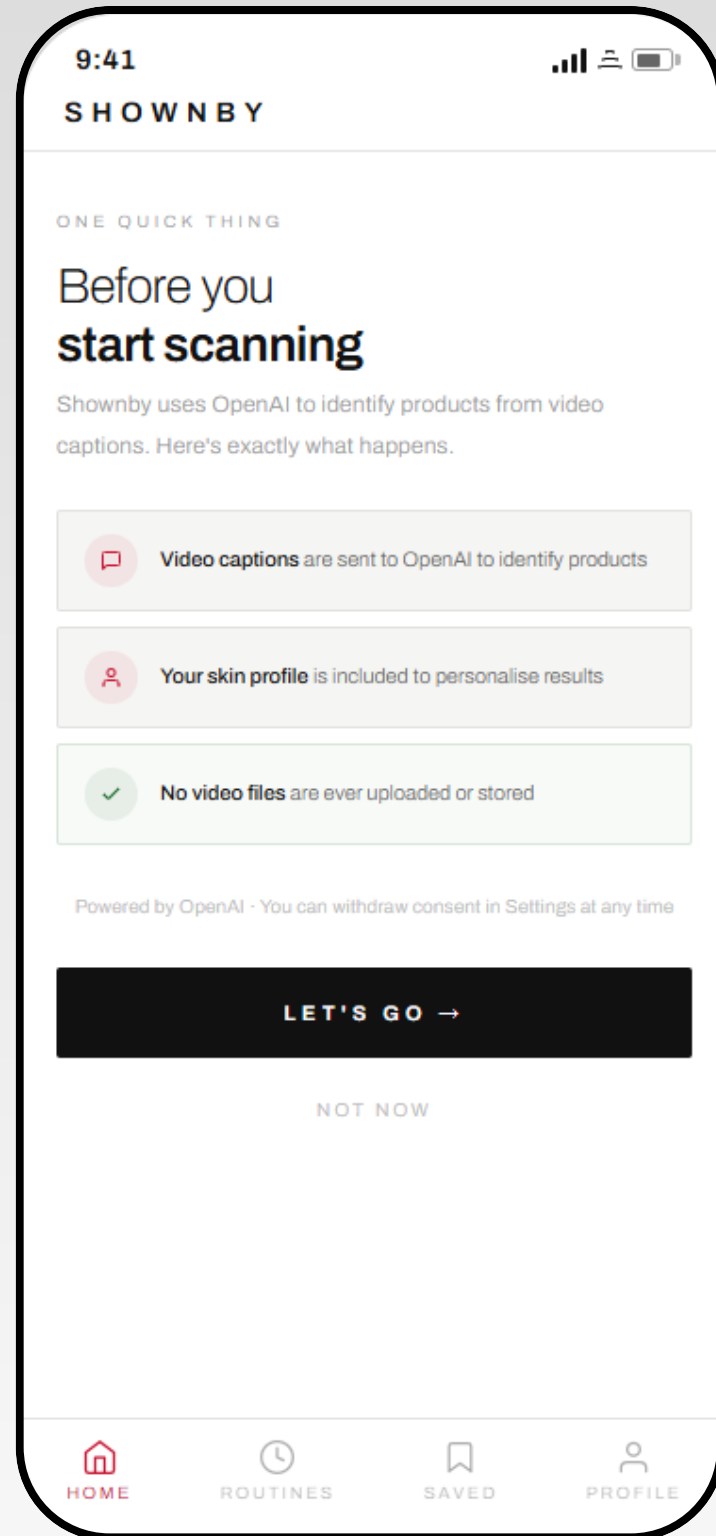


Engagement
End-to-End Build



CLOUD
AWS





Find product

Find products which you come across social media via video URL.

Save products

Create and maintain a product library of all of the found products.

Trending products

Our application also shows users the list of trending products being searched across the platform.

Share products

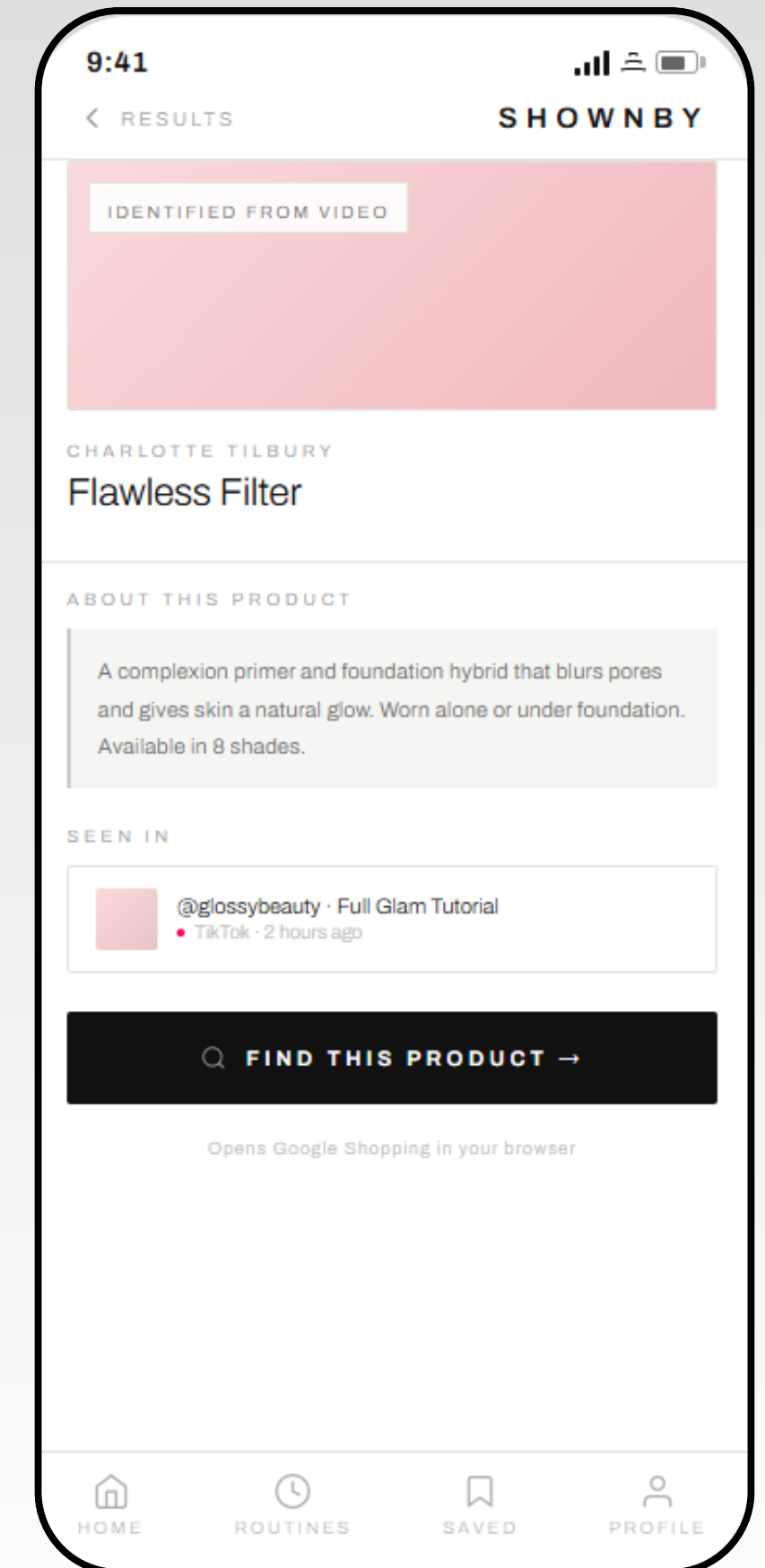
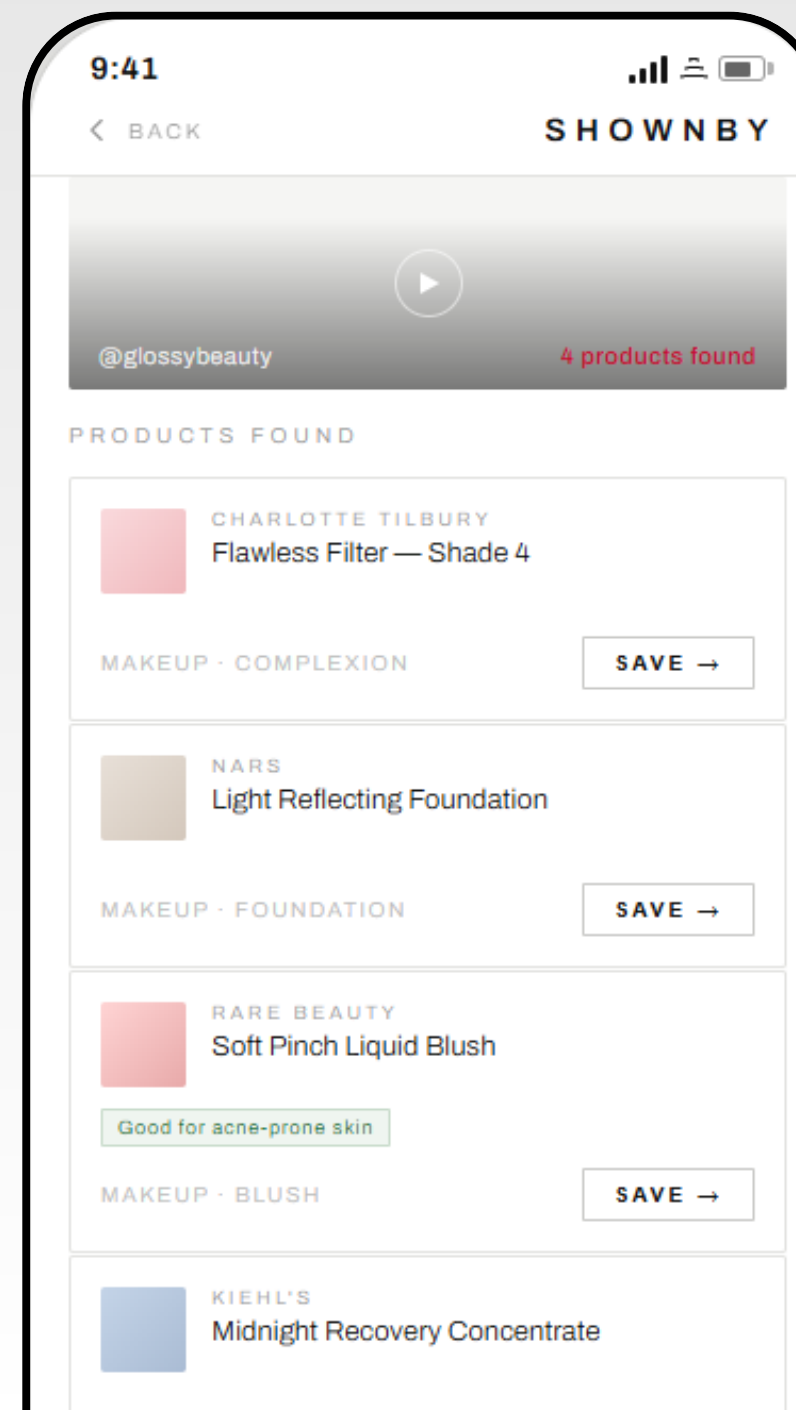
App offers ability to share the products with your friends.



App Design & User Experience

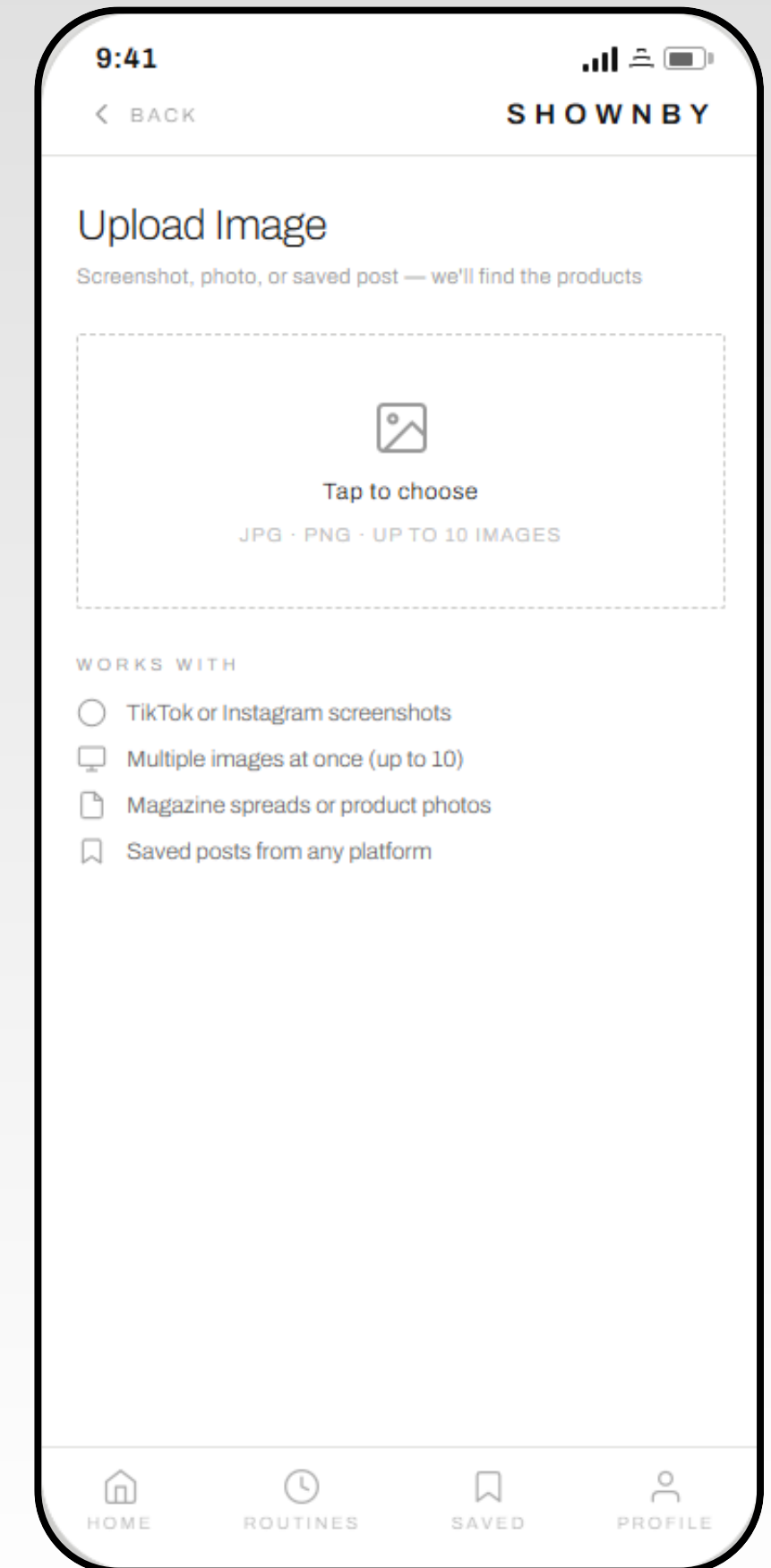
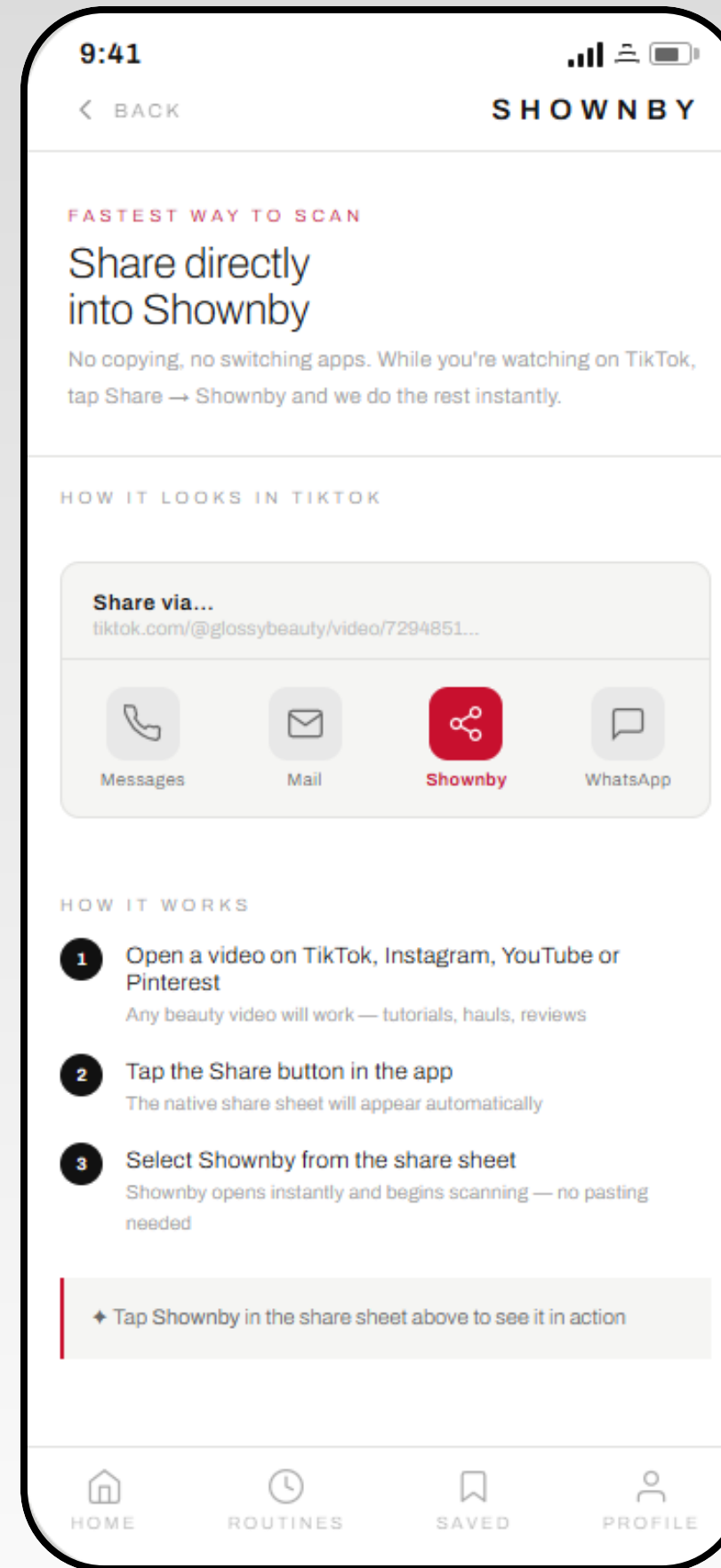
We designed every screen with empathy at the core — from onboarding flows to daily mood check-ins — combining calm aesthetics with science-backed UX.

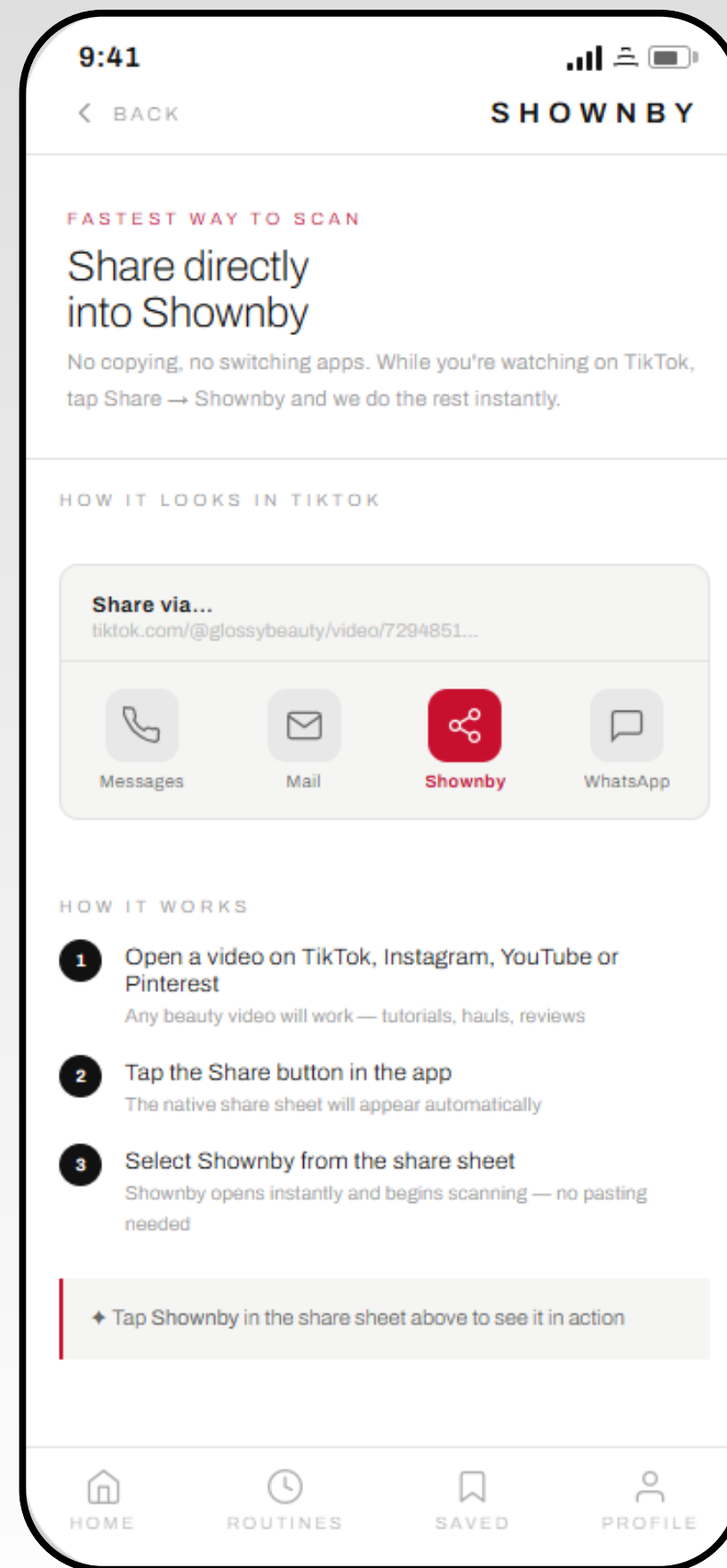
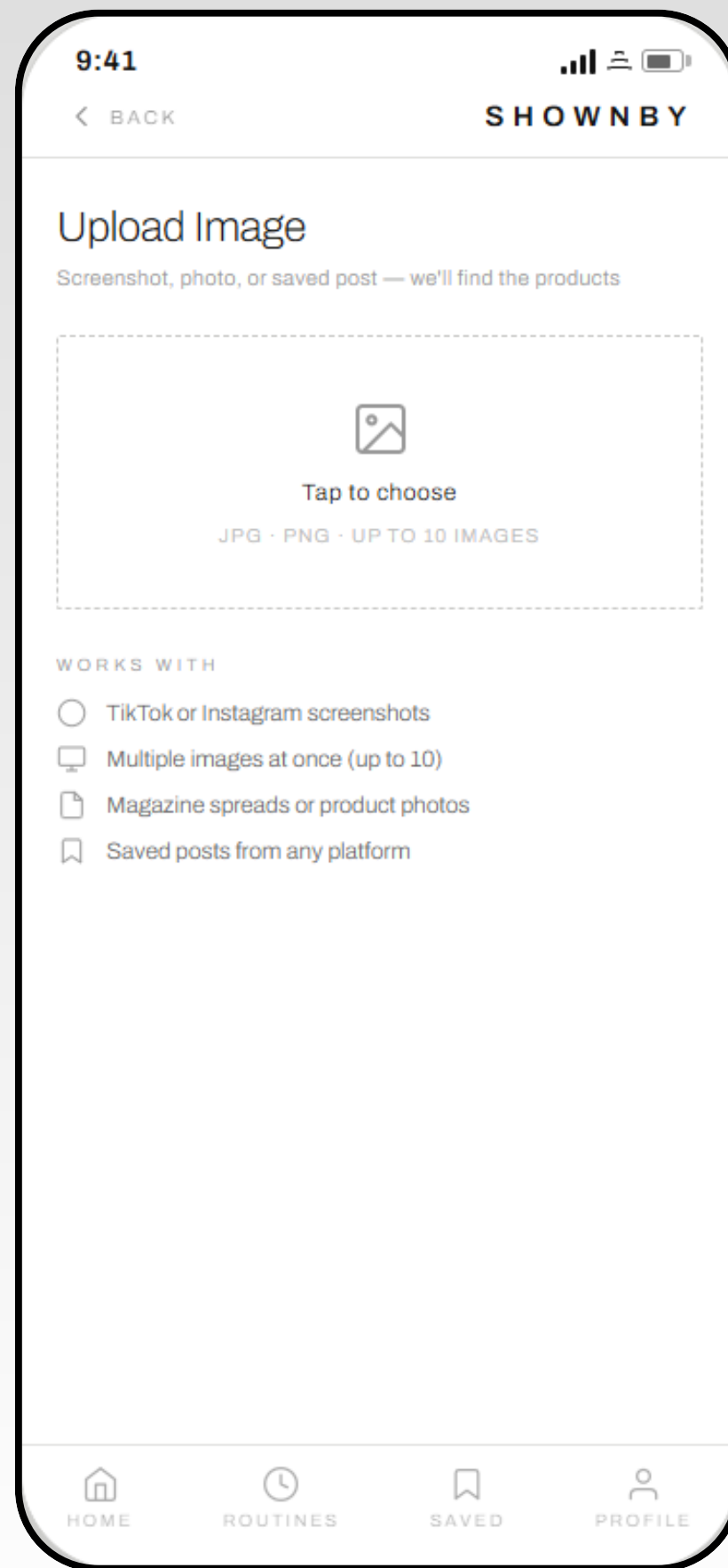
- User Research & Empathy Mapping
- High-Fidelity UI & Design System
- Mobile-First (iOS & Android)
- Intuitive and easy user experience.



Architecture & Delivery

We have developed a scalable, privacy-first platform that helps user find the right product that they came across any social media platform using a video link or a screenshot.





End-to-End Delivery

All core reward systems built, integrated, and deployed in a single release

100%

Regulatory compliant — EU consumer protection & data privacy standards met

Day 1

Production ready — scalable AWS architecture with CI/CD pipelines ensuring stable, secure deployments

What We Can Build For You

With a 10+ year experienced team and 20+ products shipped, we're ready to be your end-to-end tech partner.

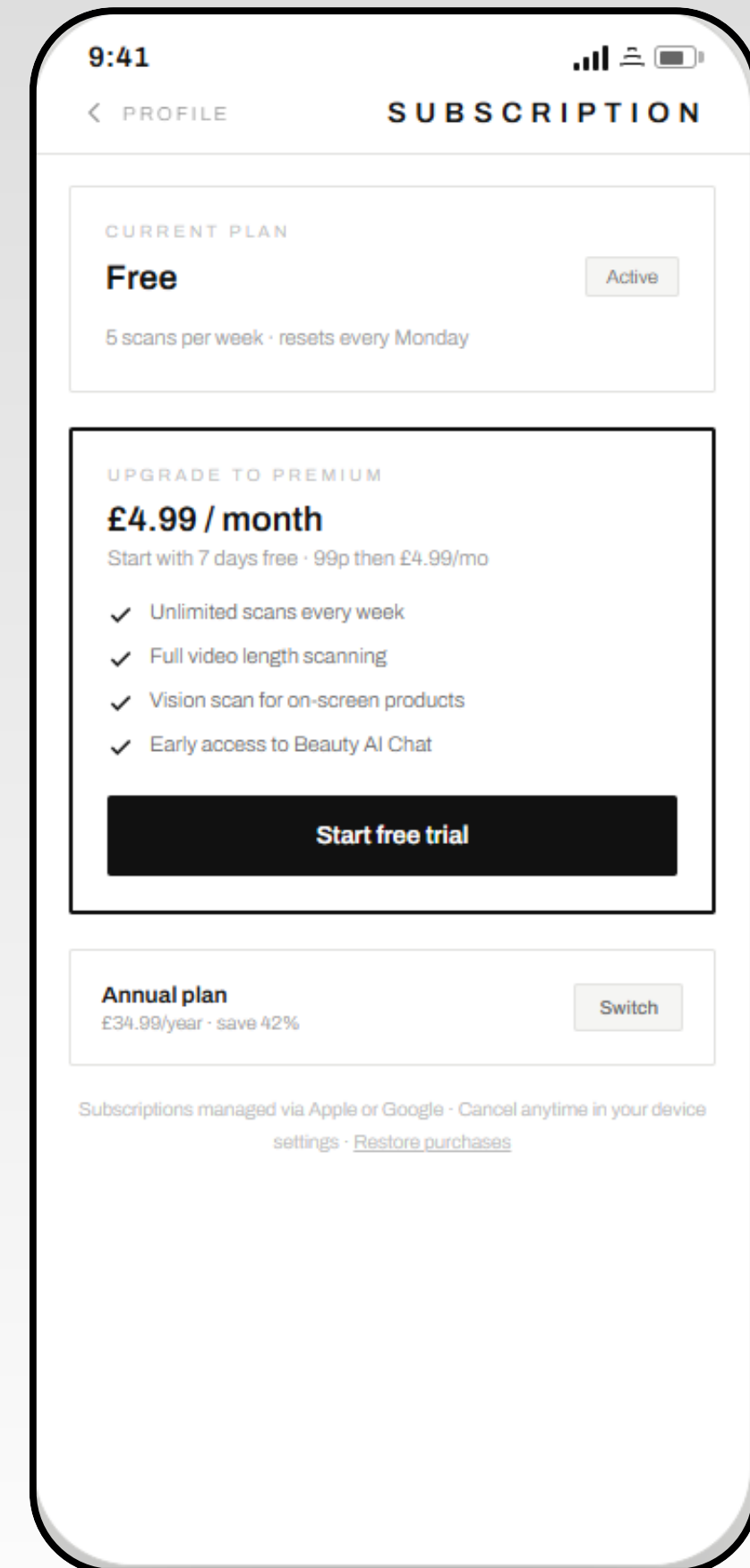
Product Development & Full-Stack Engineering

MVP Build & Market Validation

Experts Driven Personalization Engines

Tech Team as a Service

Digital Transformation & Legacy Modernization



Mockups



9:41

SKIP

What's your skin tone?

We'll personalise shade recommendations for you

NEXT →

9:41

SKIP

Any skin concerns?

Select all that apply — we'll suggest products that help

☒ Acne & blemishes

☐ Anti-ageing

☒ Hyperpigmentation

☐ Dryness

☐ Sensitivity

☐ None of the above

NEXT →

9:41

SKIP

How Shownby works

Quick note before your first scan

WHEN YOU SCAN A VIDEO

- Video captions are sent to OpenAI to identify products
- Your skin profile is included to personalise results
- No video files are ever uploaded or stored

ⓘ

Powered by OpenAI. You can withdraw consent in Settings at any time.

GOT IT →

9:41

SKIP

Favourite brands?

We'll highlight them when they appear in a scan

NARS

Charlotte Tilbury

Rare Beauty

MAC

Huda Beauty

Fenty

Urban Decay

The Ordinary

Drunk Elephant

Cetaphil

La Roche-Posay

Olaplex

NEXT →

9:41

SKIP

What do you shop for?

We'll order your results by what matters most

☒ Makeup

☒ Skincare

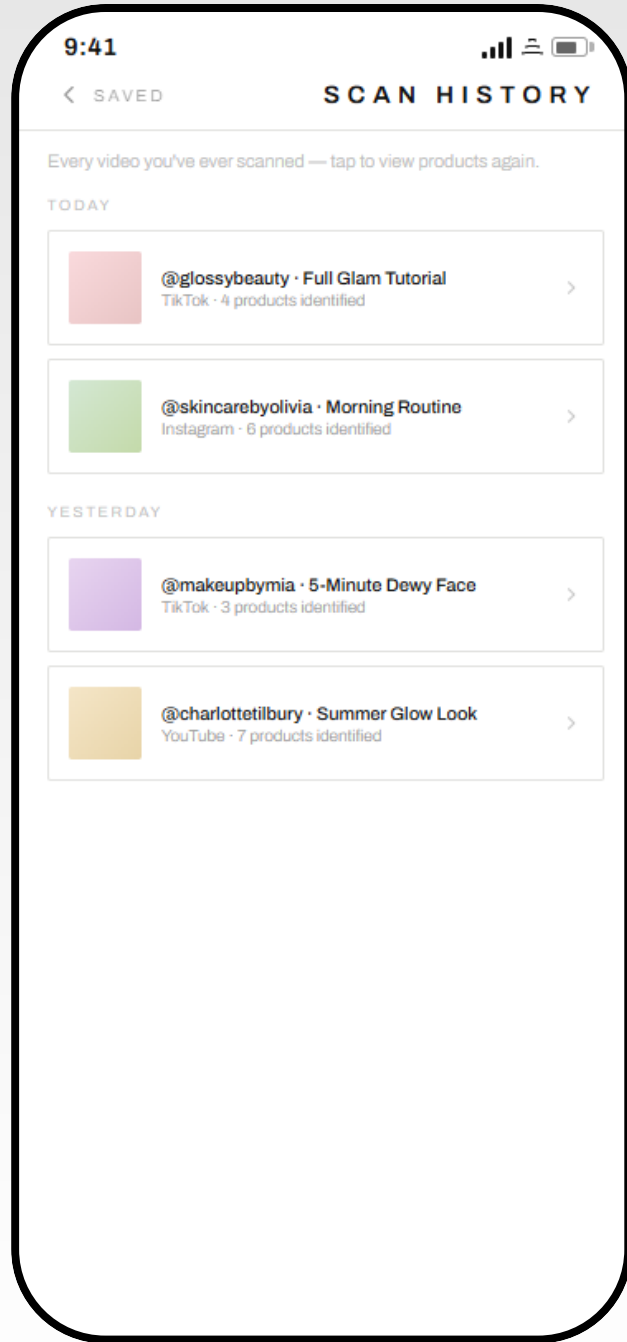
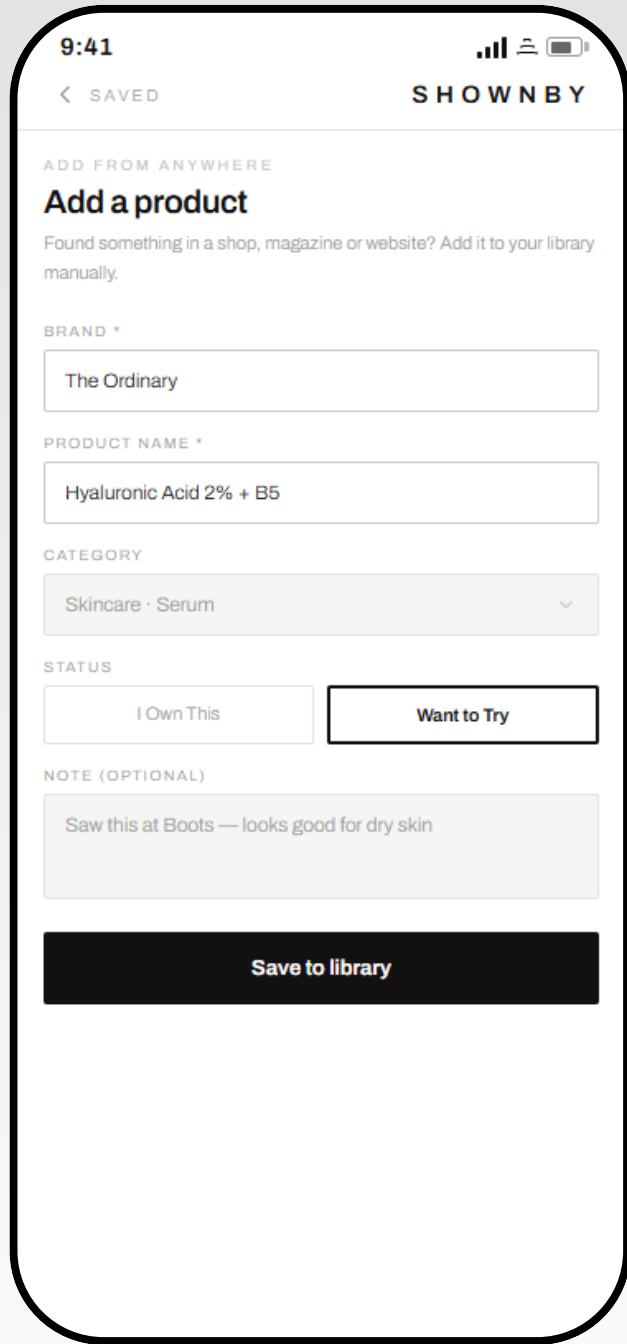
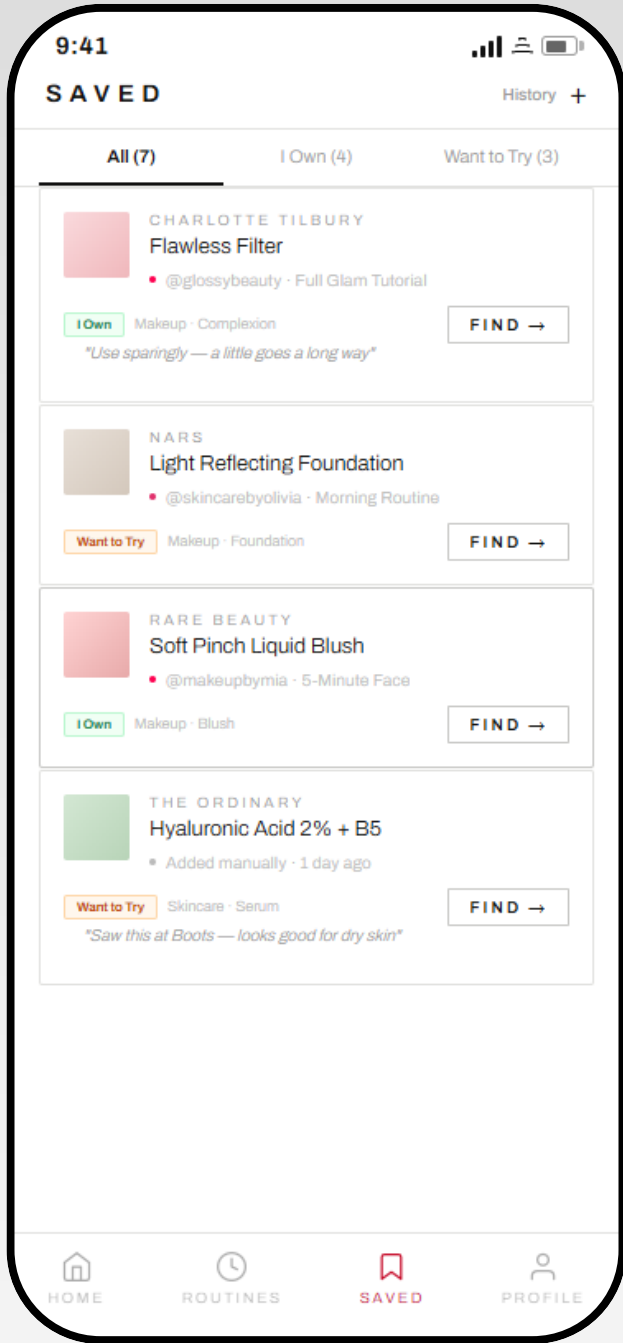
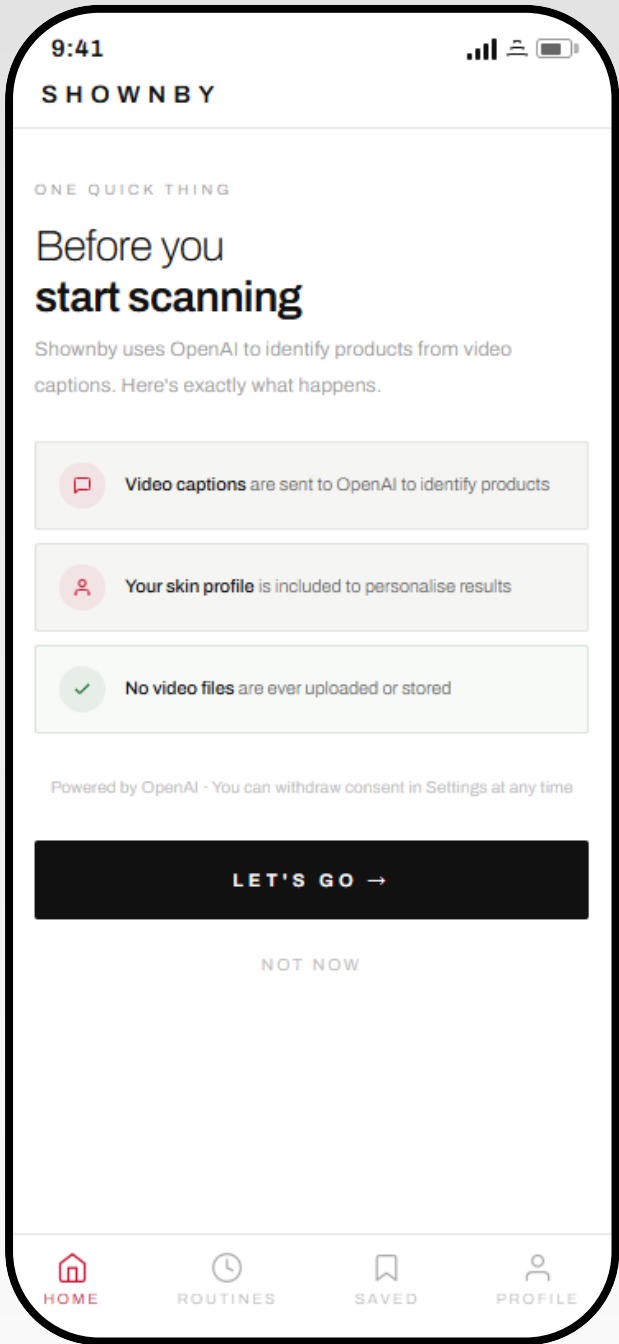
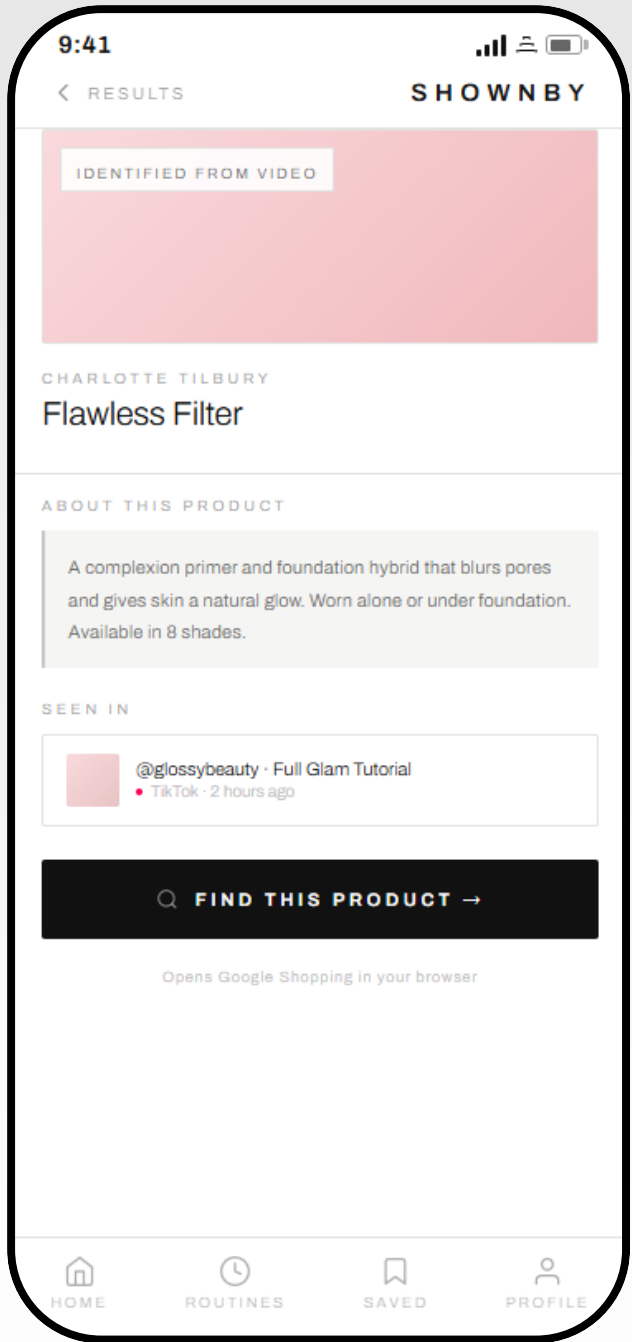
☐ Haircare

☐ Fragrance

☐ Nails & body

ALL DONE — LET'S GO →

Mockups



Let's Build Something Impactful

Have an idea, a challenge, or a product to scale?
Let's collaborate and bring it to life.

 +919056369655

 info@canws.com

 Canws.com

