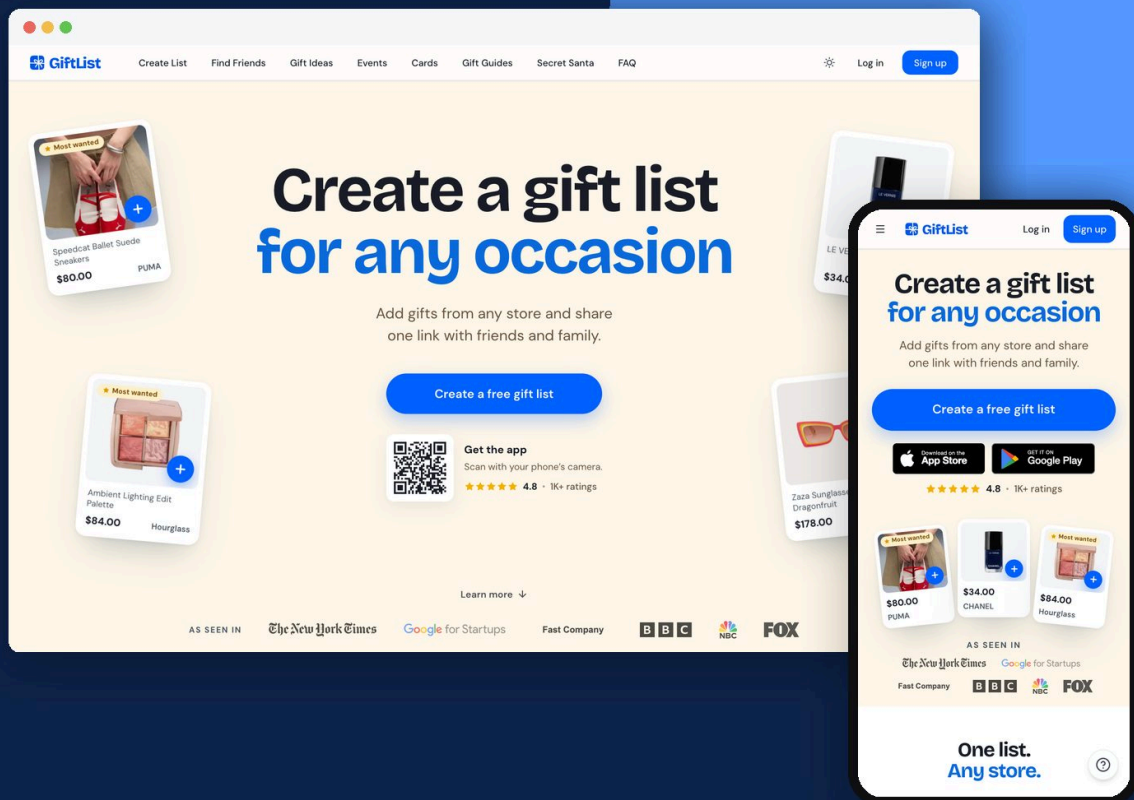


A universal wish list and gift registry that works with any store

A universal wish list and gift registry: save gifts from any store, share one link, and run group gift exchanges.

**CLIENT**

GiftList

INDUSTRY

Consumer and e-commerce

LOCATION

United States

ENGAGEMENT

Web app interface,
marketing website and
mobile layouts

BUILT WITH

Next.js

Overview

GiftList lets people save gift ideas from any online store into one list, share it with a single link, and organise group gift exchanges such as Secret Santa, with occasions, e-cards and gift guides alongside. Ecomsy designed the web app interface and the marketing website.

Business challenges

- **Wish lists tied to one store.** Most registries only work with the store that runs them.
- **Duplicate gifts.** Without a shared view, two people buy the same thing.
- **Users of every age.** The product has to be effortless for grandparents and teenagers alike.

The scope

A friendly, simple product and site that explain the idea in seconds and work beautifully on the web and on the phone.

Key priorities

- Save from any store, in one tap
- Share one link for every occasion
- Keep surprises secret
- Make group gifting simple

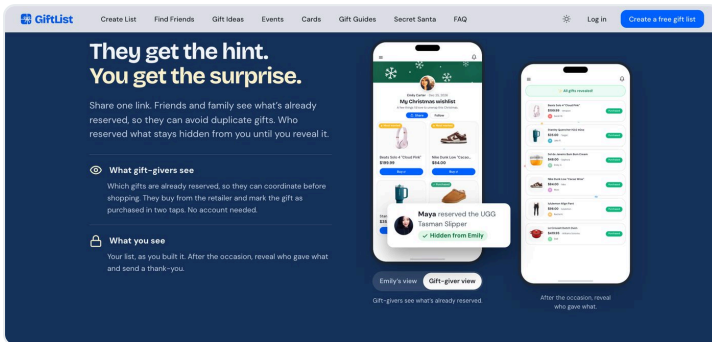
Solution

We kept every screen to one job, so the product feels obvious however confident the user is with technology.

- **Save while you shop.** An app, a browser extension or a pasted link - every route ends in the same list.
- **Reserved, but hidden.** Givers see what is taken; the list owner is not told until they choose to reveal it.
- **Holiday gifting in one place.** Wishlists, family groups and Secret Santa in one free account.

The result. A gifting product people understand at a glance, used across the web and on iOS and Android.

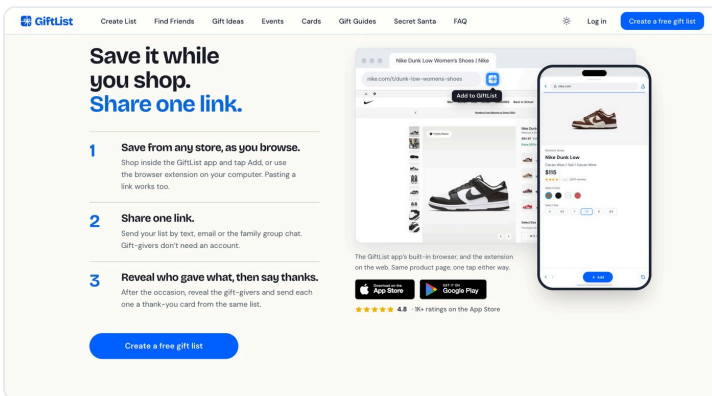
Key features



01

They get the hint. You get the surprise.

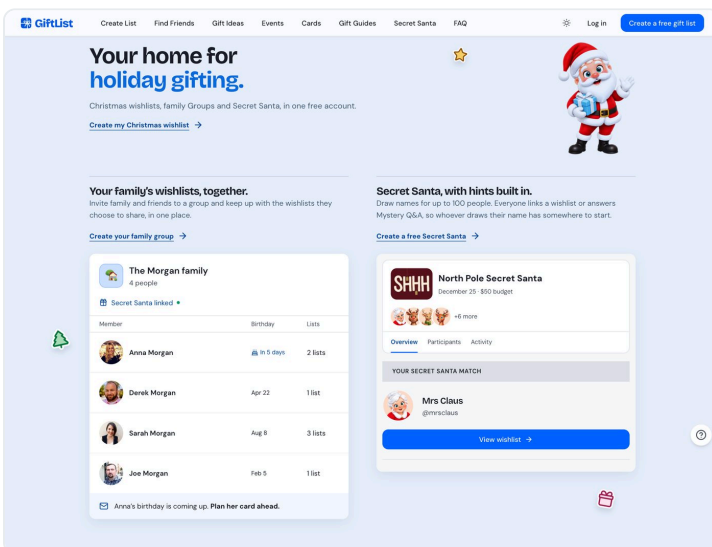
Friends and family see what is already reserved, so nobody buys the same gift twice.



02

Save it while you shop

Add items from any store with the app, the browser extension or a pasted link.



03

Your home for holiday gifting

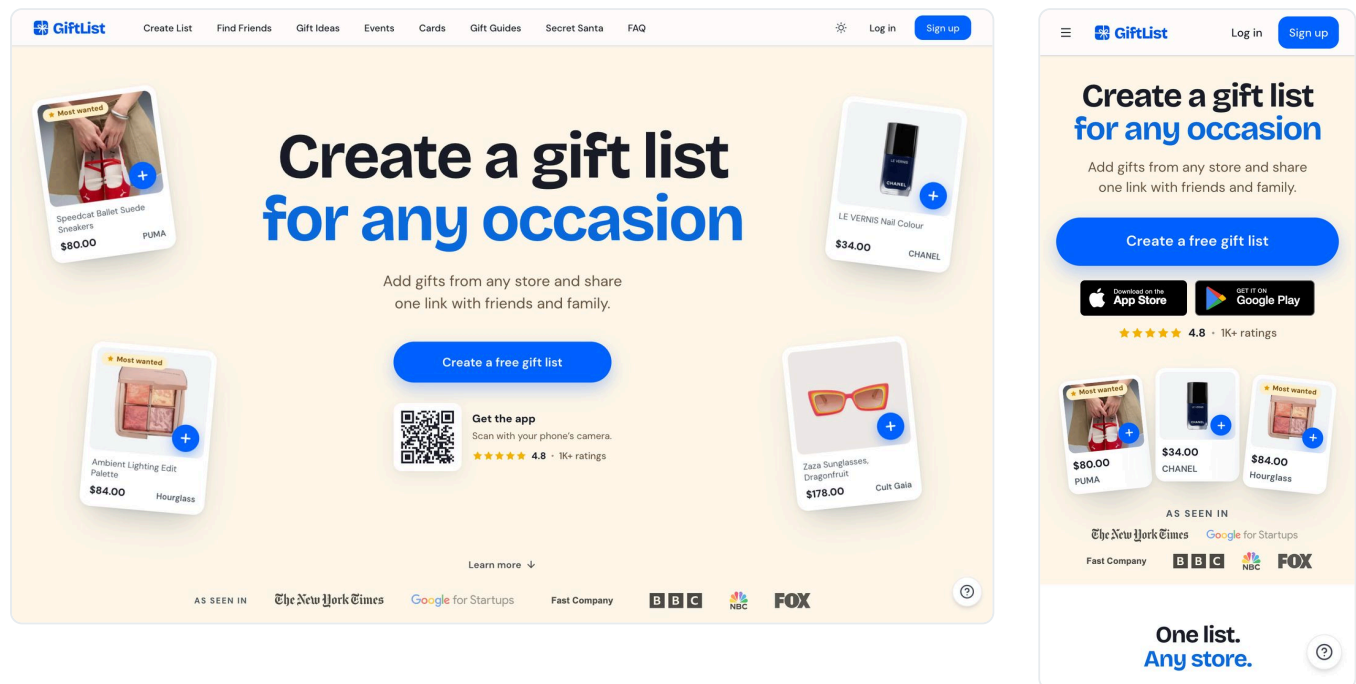
Christmas wishlists, family groups and Secret Santa in one free account.

Tech stack

- **Next.js.** React framework for the web app and site
- **Cloudflare.** Delivery and protection
- **iOS and Android apps.** Mobile apps alongside the web
- **Google Analytics.** Visitor analytics

The live product

giftlist.com



About Ecomsy

Ecomsy (SMC-Private) Limited designs and builds websites, Shopify stores, web apps and mobile apps for businesses in Pakistan and around the world. We work in small senior teams, from first design to launch and beyond.

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