Designed and Developed Mobile and Web Application for a Sweden's biggest online recipe portal.

CASE OVERVIEW:

The Client's original mobile and web breaking new alerts and distribution hub (ADH) was built to handle significantly fewer subscribers than the 20 million iOS and and 10 million android subscribers it had gathered over the years.

CLIENT PROFILE

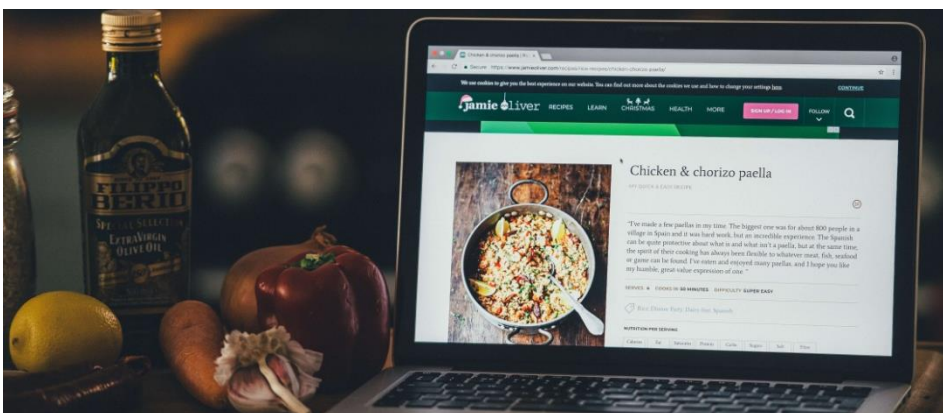Industry: Communication | Consumer | Social & Communities

Infoxen Technologies rebuilt the web & mobile applications for the client with rich-featured and User-friendly UI aimed at providing a highly engaging experience to its users.

SOLUTION

Our MEAN stack developers designed, architected and deployed a completely new web and mobile application to deliver exceptional user friendly engagement.
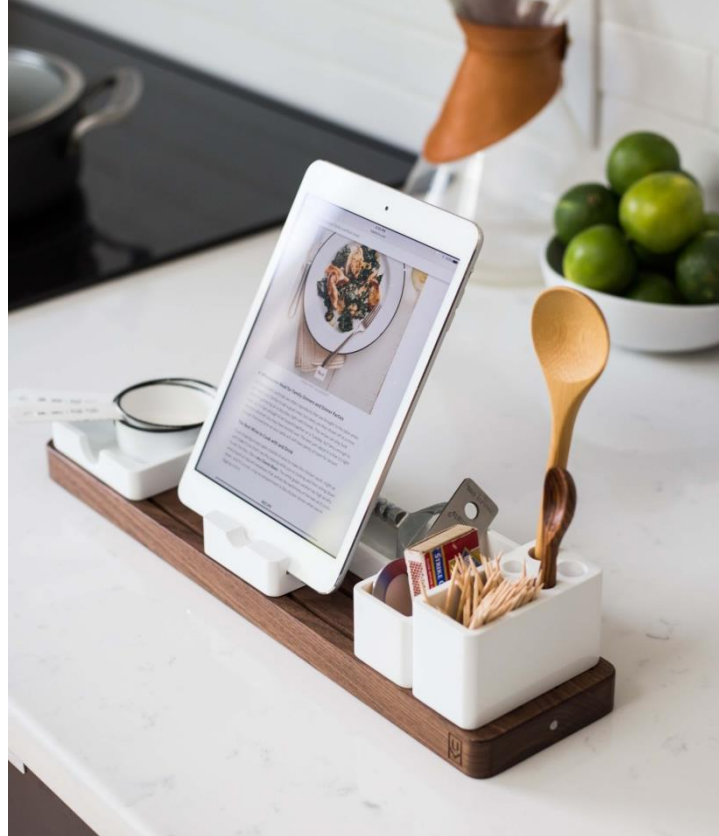
BENEFITS

- Seamless user experience on web and mobile application
- Ability to handle concurrent 5k users
- High level of user engagement with upto 700 recipes being published every week
- Intuitive social sharing feature with the users

BUSINESS PROBLEM

In today's world, since most of the person love to eat the best food at a reasonable price, the Client conducted a recipe contest within their premises for 1 month. The client employees and their spouse can share their best recipe they think users might like. The client wanted a mobile and web application using which participants can upload their recipes. The client was looking for a software vendor who can develop the application within 1-2 weeks time frame. It is a natural meeting place over the Internet for Swedish professional, home cooks sharing and learning from each other's culinary skills. The client also want to sell out the new application in the market, so as to have a good revenue.

OUR SOLUTION

We, at, Infoxen gathered the client business requirement and analysed the same in depth. The client engaged Infoxen Technologies to rebuild the web and mobile application to provide engaging experience to its users across channels. We proposed a high performance and infinitely scalable web platform using MEAN technologies including Node.js & MongoDB for back-end and AngularJS for front-end.

Our Team also developed mobile applications for iOS and Android platforms intended to enable users to connect with each other, share recipes, and also enjoy recognition for their contributions.

Below, are the key features we accumulated in the web and mobile application:

- Simple, intuitive, and user-friendly interface
- Connects professional, amateur, and home-cooks to share, rate, blog about, and download recipes
- Interesting features like audio/video chat, badges for weekly masterchefs, gamifications, etc.
- Integrated with social media channels like Facebook, Instagram, Twitter for ease of recipe sharing
- Chat with the recipe owner
- Winner tagging
- Push Notification (When new recipe is being added)
- Supports all Android versions 2.1 and above
- Supports all iOS versions 8.0 and above

TECHNICAL EXCELLENCE

Our MEAN developers implemented following features:

- Implemented automatic download of new and modified recipes
- Implemented a feature that gives users an option to save recipes in their own collection
- Enables cooks to publish their recipe photos
- Implemented a feature wherein the application can automatically generate shopping list from recipes
- Followed agile development model to facilitate shortest turnaround time (TAT)
- The old web application was Java based and could not keep up with the rapidly increasing user base, which was addressed using Node.js
- Implemented Elastic Search to improve search performance and decrease page load time by 1/5th
- Implemented functionalities like Recipe Collections, Audio/Video chat
- Implemented push service to send out real-time notifications via email

We also helped the client in ongoing application maintenance and future updates.

TECHNOLOGIES USED

- **Backend:** Node.JS, Express, MongoDB

- **Frontend:** AngularJS

- **Mobile Platforms:** iOS, Android

- **Cloud:** Heroku

- **Other Technologies:** Elastic, PUSHER, Double Click, SQlite

SOLUTION BENEFITS

- **Timely broadcasting of recipes:** Developed application helped the client in broadcasting the recipe as soon as they receive it from the members.

- **Handled large pool of subscriber base:** Platform developed handled the subscribers upto 1 Lakh, enabling client in accumulating more subscribers in future span of time.

- **Enhanced Online Reputation**: Developed platform enable good reputation of the client in the food and consumer industry.

- **Increased Revenue:** Client was able to market and sell the developed application in wise manner, leading to increase in revenue.

- **Improved customer service:** Since, all the recipes were broadcasted on timely basis, it helped client in more customer base and ultimately reducing exposure to financial risk.

ABOUT US

Infoxen Technologies is a leading SaaS, WordPress, Magento, Mobile Application, MEAN, Cloud and customized software development company located in India and USA. Incepted in 2017, we have been delivering high-quality software development services to the independent software vendors and the enterprise by leveraging the best-in-class people, processes and technologies. Infoxen is one of the fastest growing Software Development Company with vast knowledge, experience and expertise.

We, at, Infoxen deploy and develop software solutions across diversified industries like Media and Entertainment, Supply Chain, Hi-Tech, Retail & Ecommerce. Infoxen is dedicated to develop effective and outstanding software solutions with clients in order to accelerate time to market, reduce operational cost, and empower them to devote more time to their core business. We have streamline process driven approach and dedicated COE (Center of Excellence) for each service we serve, thereby helping our clients in reduced TCO (Total cost of ownership) and increased ROI (return on investment).

As a global IT consulting and software services company, we focus on developing software solutions and products which could scale, perform, and exceed customer's expectations. We have inbuilt magento extensions and e commerce products which our clients have been using extensively.

INFOXEN
TECHNOLOGIES

ask@infoxen.com

www.infoxen.com

(+91)-120-4106877 | +1-(408)-326-0177