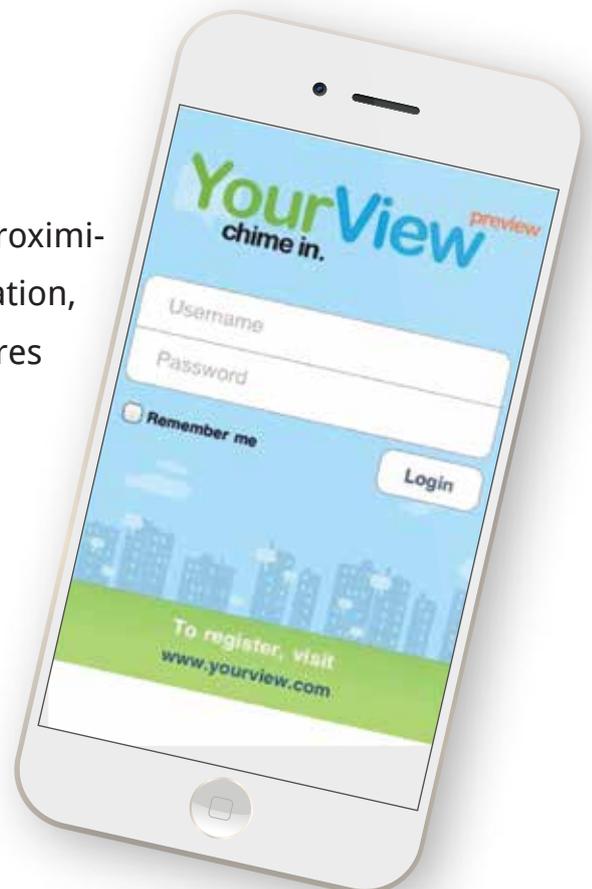# KAZ SOFTWARE CASE STUDY

INTRODUCTION

Yourview was an angel funded start-up with a unique concept – create conversations where locations are the subject. The platform let its user find real time information and suggestions about any location by joining live conversations with people who were right there. Businesses and organizations could authenticate themselves and use the platform to approach and support potential customers.

For more information please visit: www.yourview.com

CHALLENGE

With limited budget and time, an extensive platform needed to be built. The platform required location proximity algorithms, a back-end system for content moderation, advertisement framework, social networking structures along with Facebook integration and mobile apps.

SOLUTION

We developed a Java based solution with Javascript front end. The platform was designed to be highly scalable from the start since large user adoption was a key strategy. Hosted at AWS we leveraged the flexibility of cloud storage and processing to stay within the budget yet not compromise on goal of scaling up quickly.

BENEFITS

Our lower costs coupled with agile work process made it possible for yourview to achieve its prototype product launch within budget and deadline. Also the availability of various skillset such as design, QA, mobile development, systems support etc. meant yourview did not have to seek multiple technology partners which also helped move the project faster.

- Design and ideation
- Graphics
- Software development
- Hosting, deployment & server maintenance