

A case study on building a customer-centric application that helps to attain services based on the Geo-location.

## Summary

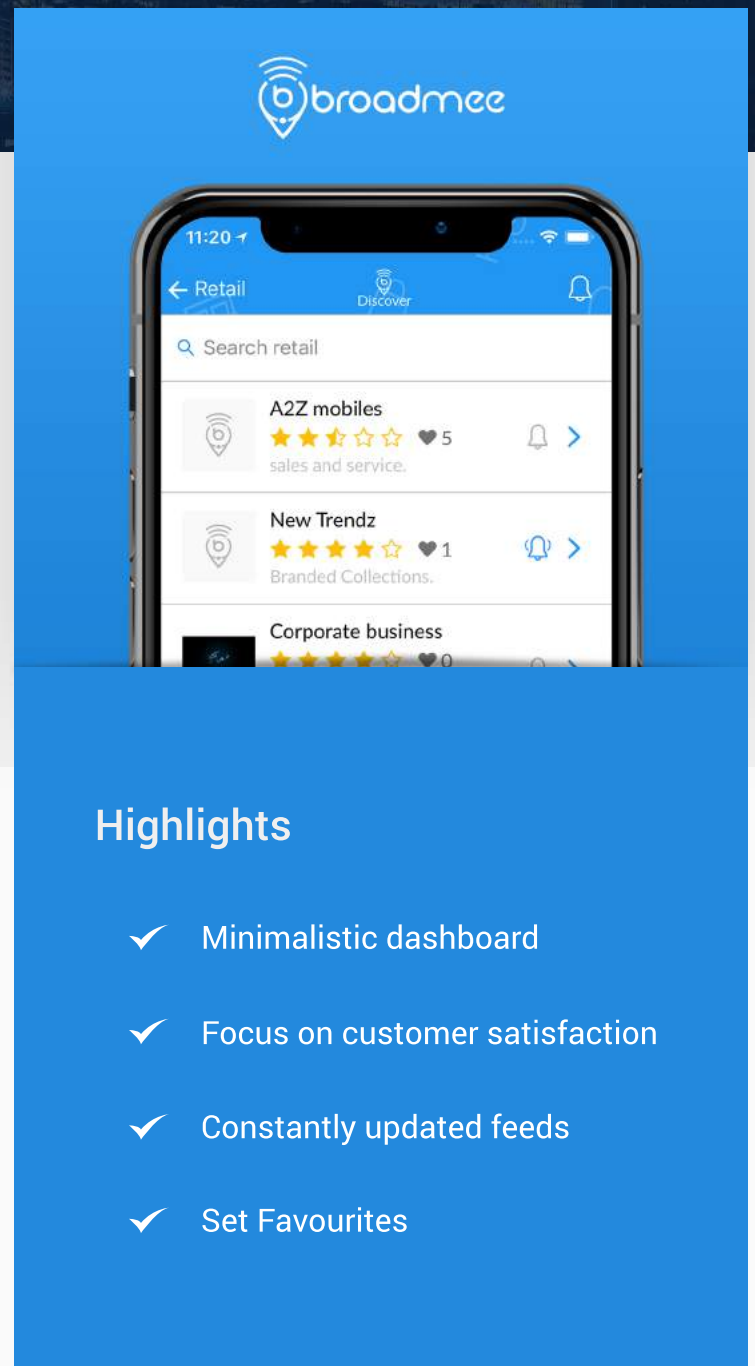
There was a need to provide users with all their requirements from one centralized interface. Most of the time, apps are made to either identify stores, events or services. These are stand-alone apps that stay carefully unmixed for players to savor their share of the market. Broadmee saw an opportunity that centered more on customer satisfaction rather than industry and market presence.

## The Client

Created for both users of the iOS and Android, Broadmee is a services app that directs users to the nearest restaurants, events and retail stores according to their request and based on the users' current location. There is even a provision for locating religious meets and other corporate events that are in close proximity.

## Business Requirements

- ◆ Build customer centric application that helps attaining services based on the Geo-location
- ◆ Plain dashboard working on the lines of scrolling feeds so that users subscribing to the app are constantly updated about newer options
- ◆ A dashboard that is minimalistic
- ◆ The app has to work for all kinds of products and services, without restrictions
- ◆ Reintroducing purpose in an app that offers all events, services, restaurants, etc., in a single place



## Highlights

- ✓ Minimalistic dashboard
- ✓ Focus on customer satisfaction
- ✓ Constantly updated feeds
- ✓ Set Favourites



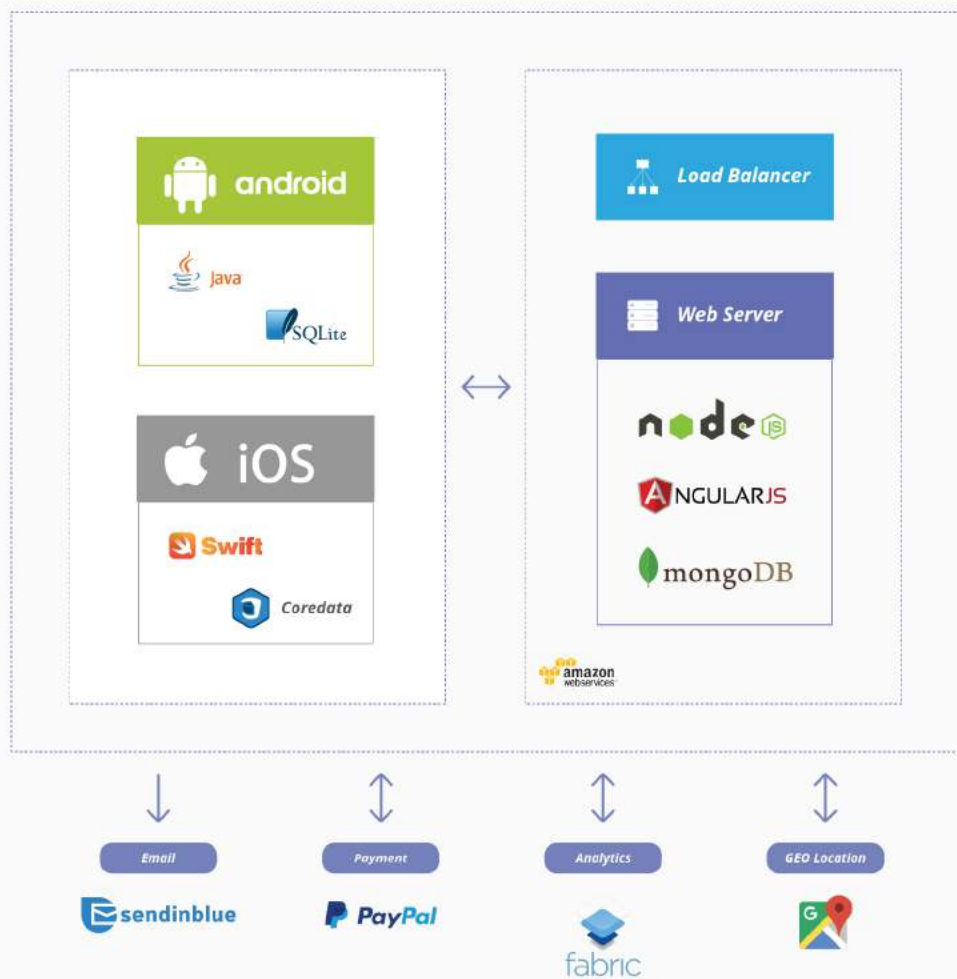
## Key Features

- ◆ Informative and minimalistic dashboard
- ◆ Users can make their purchases on the app itself
- ◆ Users who are already within store premises can still make purchases through the app instead of waiting in long counter queues
- ◆ Users can extend their proximity limits to obtain a greater number of feeds
- ◆ Users can set a restaurant, store or any outlet under 'Favorites' and get feed updates
- ◆ Administrative panel is rather simple and contains standard forms and data for the stores to register themselves

## Challenges

- ◆ Crafting stand-alone apps that stay carefully unmixed for players to savor their share of the market
- ◆ Importance on customer satisfaction rather than industry and market presence
- ◆ Procuring the right kind of services, especially in a new region

## Technical Architecture



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## Our Approach

**Requirement gathering :** We generated a list of requirements from all the stakeholders, which formed the basis of the expectations of the business. Succinct requirement specifications along with cardinal points were recorded along with a description of the environment in which the app will function.

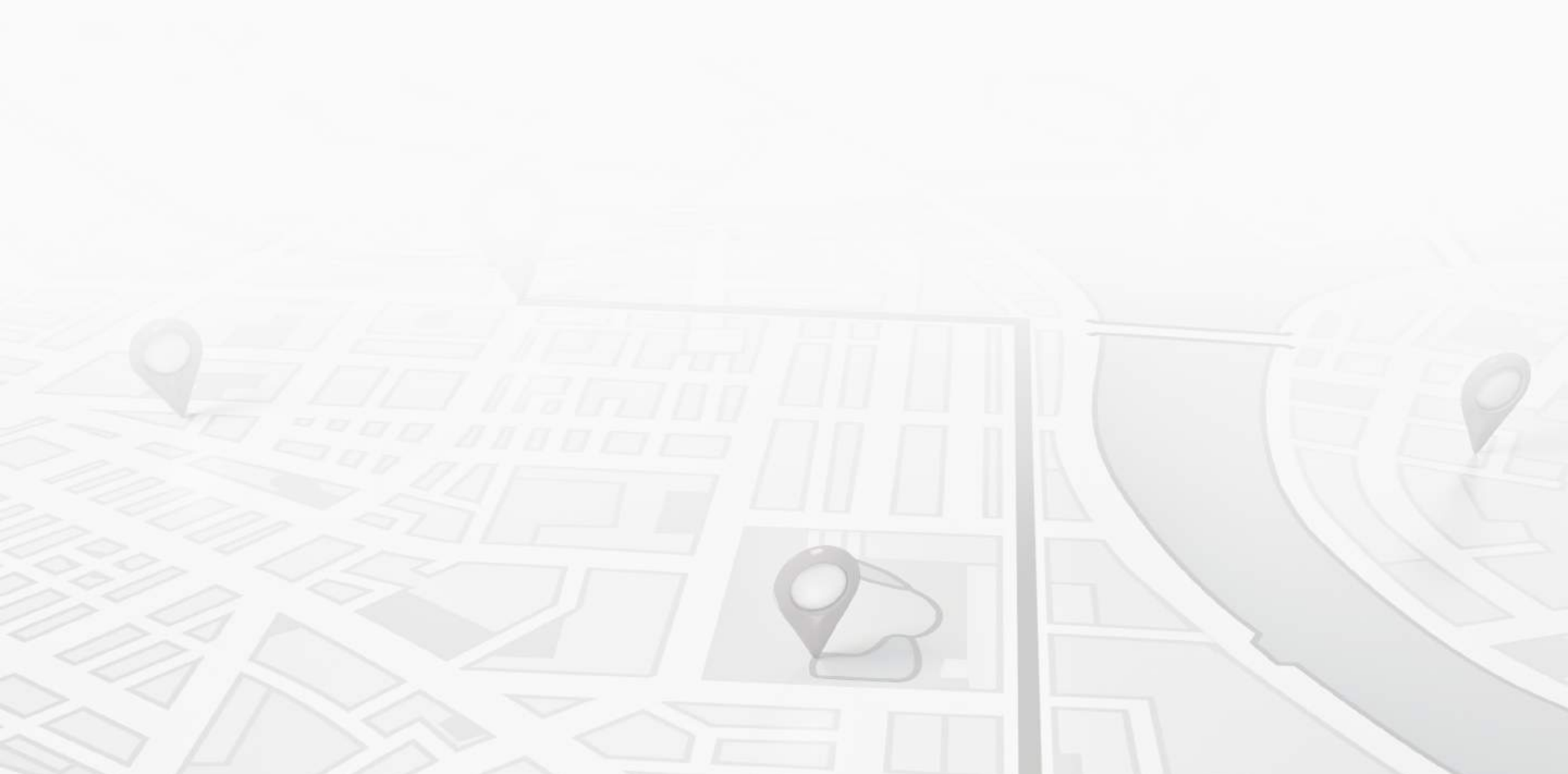
**Analyzing Technical possibilities :** A complete review of the engagement, analysis, quality of information, and other aspects was performed to examine the viability of the technology. Several pre-defined methodologies along with third-party systems' integration that would lead to behavioral changes were evaluated.

**Empathetical approach :** We disguised the ownership of the assignment so that the customer could place confidence and our team proffered dedication to the work, thus providing improved results.

**Cloud Infra-Structure Support :** We have in-house experts for supporting and maintaining the entire application that is hosted on the Cloud network for global access.

## Results

Helpful to both tourists and local consumers alike, the app eliminated the need for unnecessary data loads with innumerable apps for different services. Besides, Broadmee also meant looking at preferred events and services at preferred intervals and saving time while planning for an occasion. It also meant huge monetary savings because the app accommodates discounts from the stores.



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