

Zencode CASE
STUDY

ZENCODE

Helps Startup Achieve Success

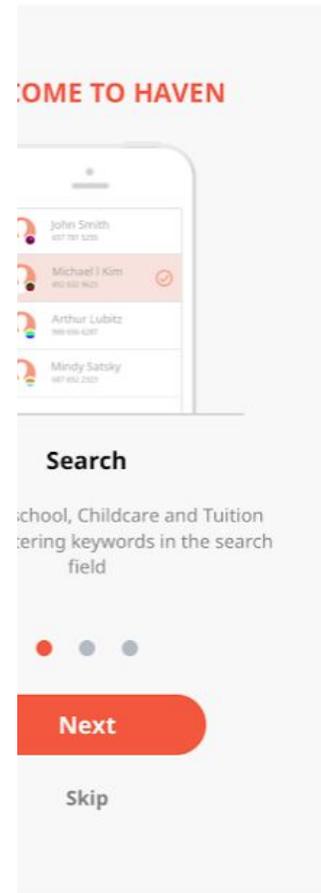
**Ensure Great UX
Experience,
CTO-On-Demand
and Code Quality
for Funding**

AT A **GLANCE**

Startups

Serving over 100 startups in and around Asia and the USA, Zencode has built a strong team who are able to not just develop, but consult and improve User Experience and IT Infrastructure (mainly cloud services).

With so many startups helped, for this case study we will focus on 1 in particular. Which is a local travel guide app.



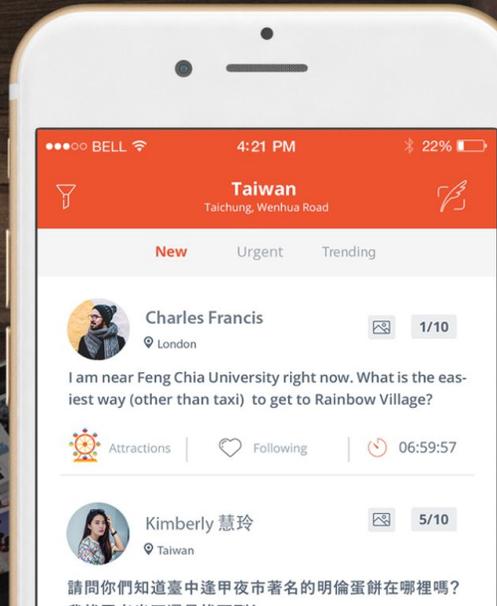
SERVICES



Your Local Travel Messaging App

Connect with locals who understand your language. Let them show you how to travel like a local, discovering the local hidden gems.

Download now at:



- Industry : Startup
- Location : Singapore
- Employees : Under 20
- Services : React Native, Customised Development, CTO-On-Demand, UX Design

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THE ORGANISATION



It is a startup focusing on developing a mobile application that provides both International and Domestic travellers a platform to post questions prior to their trip and/or during their trip. They aim to connect people around the world to genuinely help one another without social barriers through the App.

Having faster responses and suggestions from local or fellow travellers who are able to understand the user's language. The startup aims to help the user discover beyond the itinerary be it information or even making new friends.



THE CHALLENGE

Faced with the challenge of ensuring that the app went live by the right time and the user experience was intuitive and fun. We provided a balance between perfecting the UX and launching in time.

With so many different countries to be deployed in and number of users (over 100 users in each chatroom at a time), it was a challenge to maintain high availability without blowing the monthly budget of the startup.

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Further to this we helped become their in house CTO-On-Demand, attending critical meetings with investors and providing the technical knowledge to relevant stakeholders including government agencies.

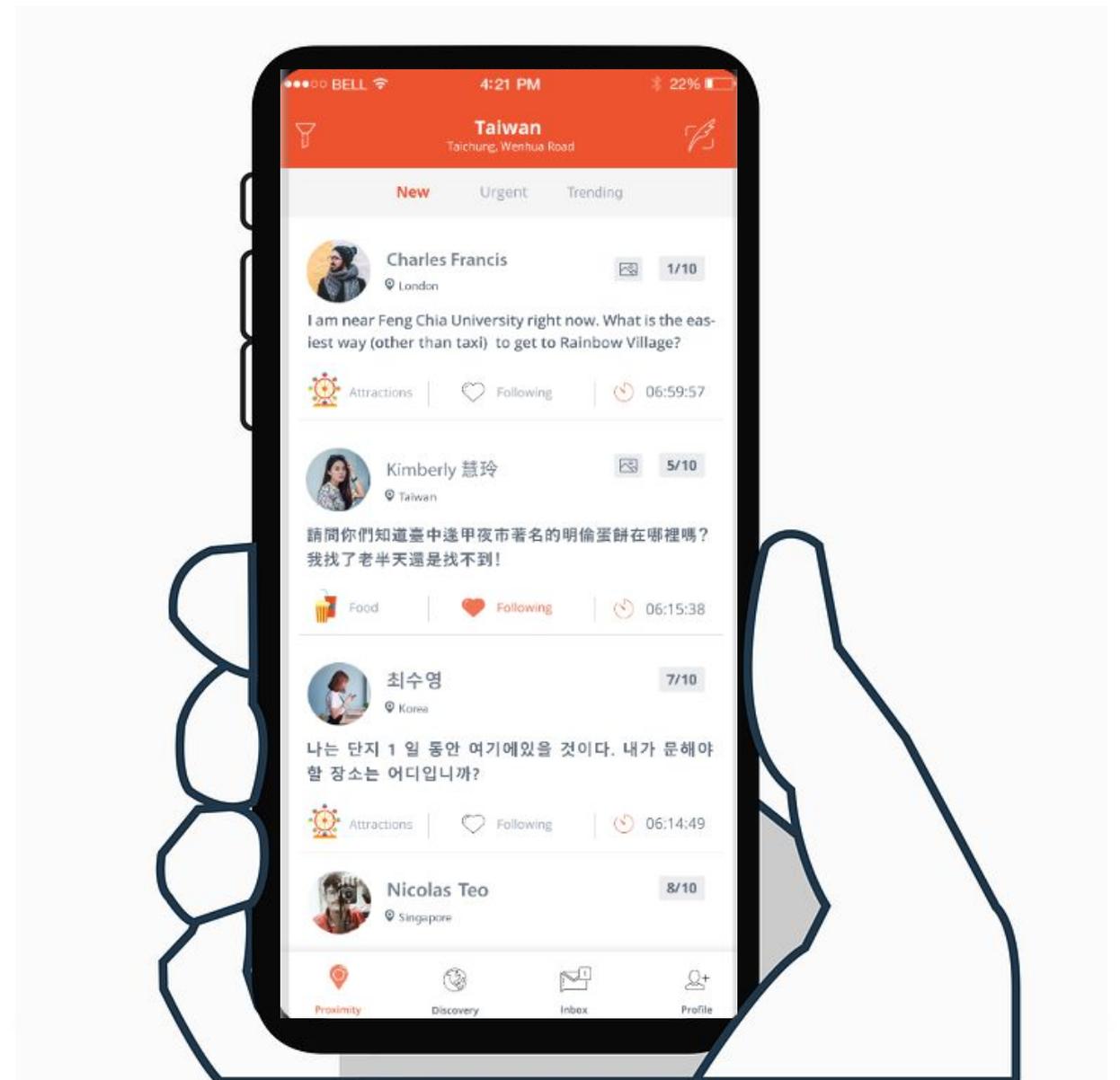


THE SOLUTION

To use Zencode's capabilities in Mobile App Development

To use Zencode's capabilities in Mobile Application Development using UX Design, Business Analysis and React Native. Zencode leveraged it's all-rounded expertise to deliver an app that was not just functional, but fun to use. With a combined team with team capabilities from design thinking to agile development, integrating different systems together, creating the right solution architecture and creating natural business flows that have great user experience.

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With Zencode's Application Development:

With Zencode's Application Development: Zencode has expertise in structuring cloud infrastructure services from AWS EC2 to Amazon RDS to Amazon S3. Further to this the team's deep understanding of React Native, ensured a quick, responsive app that could be deployed across iOS and Android simultaneously.

The client was able to secure Series A funding soon after and has since grown to other cities in the region.

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