Gleecus

Forward Thinking Digital Innovation

mapprr

CASE STUDY

Getting the Hyper-Local Mobile Strategy Right for Mapprr

Overview

Mapprr was envisioned to be a disruptor in the Hyper-Retail space by providing a Local Search and Discovery Platform for products. This was suppose to be a one-stop platform for Merchants to add and manage their stores around multiple locations in the city, add products and availability to stores with store timings. Consumers would be able to easily search for a product and find it the Stores nearby them with the ability to call or navigate to them. The future was to build an Inventory Management, POS and a Product Recommendation Intelligence system.

The customer was not technical and tried a shot at this by hiring an in-house team of 3 and spent 6 months trying to build their Mapprr apps for Consumers and Merchants with rudimentary tech stacks and in a non-agile process. The result was a loss of time and a business kick-off setback.

They were frantically looking for a professional company to take over their product strategy and development. After understanding their problem statement and their business objectives we took up the challenge.

INDUSTRY
Hyper-Retail

WHAT WE DID
- Product Strategy
- IA
- UX/UI
- Server Architecture
- API Development
- Android App Development
- QA and Deployment
- Play Store Release

WHAT WE USED
- Ruby on Rails
- MySQL
- Nginx
- Elastic Search
- Android
- Firebase
- BugSense

Challenges

The challenges on Mapprr ranged from Practice to Business Objective to Expectations. Some of them are as follows:

- **No clear Product Roadmap or Strategy**
- **No AGILE or LEAN Management practices in place**
- **The backend was built on non-secured, non-scalable and non-performant tech stack. It was all over the place**
- **The code both on server side and client side was not re-usable and everything needed to be started from scratch**
- **The Android apps were built on non-standard and non-performant standards and were very amateurish in nature**
- **The features did not work as desired and were not stable**
- **There was no Admin Control to manage Merchants and Consumers and Product Data**
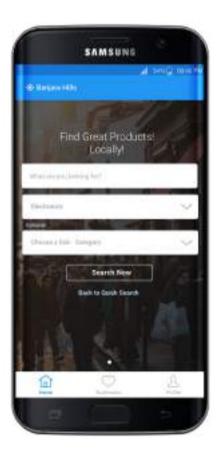
Solutions

Gleecus provided the following solutions for Mapprr and its Apps.

- **Create a MVP Plan for their Product**
- **Follow a SCRUM based Agile process to track progress**
- **Built Backend and Rest APIs on Ruby on Rails, Nginx and MySQL from scratch which are performant and scalable**
- **Create a scalable Application Architecture with Package Plans implemented so that once they go into Paid Plans for Merchant they can quickly create Plans from Dashboard**
- **Used Elastic Search for enhanced indexing**
- **Built and intuitive and Consumer and Merchant Android Apps. Focus was on User Experience, Performance Standards and Modularity**
- **Create a Role-based Admin Dashboard for Mapprr Admins to manage Merchants, Stores, Product Master and Users.**

Outcome

Within a span of 3 Months, Gleecus built the Mapprr Consumer and Merchant Apps with an easy to use, faster, reliable Admin Dashboard that lead the customer to release the apps in the Play Store and kick-start their business of on-boarding Merchants waiting for it.

Mapprr

Find great products Locally!

Search for products and find them in Stores based on your location. Call them or Navigate to them.

Want to Bookmark a Store for visiting again? We have you covered.

Now beat the wait time for Online Shopping and support your Local Merchants.

DOWNLOAD THE APP

Mapprr Merchant

Your Stores on Mapprr!

Add and Manage you Stores on the Mapprr Platform. Add your store photos, phone number, availability and location marker.
Add Products to one store at a time or all at once.

Don't find your Products on Mapprr? Don't worry.
Raise a request to the Mapprr Admin right from your app.

DOWNLOAD THE APP

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About Gleecus

Gleecus TechLabs(referred to as Gleecus) is a Forward Thinking Digital Innovation Company offering services and consulting for web, mobile, cloud enablement, platform and products.

We combine Strategy, Technology Expertise, User- Experience Prowess and LEAN Delivery Process to build a Value Chain and help our customers and their products/solutions reach their business goals.

FORWARD THINKING is at the core of our business values, our consulting approach and our internal workforce. We believe that empathetic, intelligent digital systems if built with a forward thinking ideology, can serve the greater good of human lives. This also makes us the right choice for Enterprises on their path for Digital Transformation.