

FLATWORLD SOLUTIONS PROVIDED DATA RESEARCH AND EXTRACTION SERVICES TO AN APP-BASED NIGHTLIFE AGGREGATOR



The Client

Our client was a web service aggregator who helped their nightlife app users discover the best clubs, bars, lounges, and other social hangouts closer to user's location.

Client's Requirements

The client wanted a data research and extraction services for providing a clear and concise description of 120 words for 400-500 locations and point of interest situated closer to the app user.

Client's Challenges

Flatworld's team faced a unique challenge for this requirement because we were tasked to provide unique descriptions that did not fall short of 120 words.

FWS' Solution

Flatworld ran a pilot project to test the feasibility by using one resource to update the content of 35 locations. The dry run was a success and the client contracted ongoing project for 200 locations on a daily basis.

Our Process

The test data was provided to us via the email in the XLS format. The client furnished a list of 400-500 locations. We allocated the tasks to specialists who updated the app with relevant location data. The location was designed to be randomly chosen. We included more data such as location, description, event, and timing of hotels and other places of interest situated in the user's vicinity. The output was exported as XLS files to be dispatched via email.

The Results

The client observed an increase in the traffic and interaction from patrons and new users. This enhanced the ratings across the app market and caused a surge in good business days.

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