Broadmee

Case Study

A casestudy on building a customer centric application that helps attaining services based on the Geo-location.

Introduction

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. The app is equipped with a plain dashboard working on the lines of scrolling feeds so that users subscribing to the app are constantly updated about newer options.

Business Need

Most of the time, apps are made to either identify stores or events or any other such services. These are stand-alone apps that stay carefully unmixed for players to savor their share of the market. This meant that tourists and travelers visiting an area had to have more than just one app to look into for their interactive requirements.
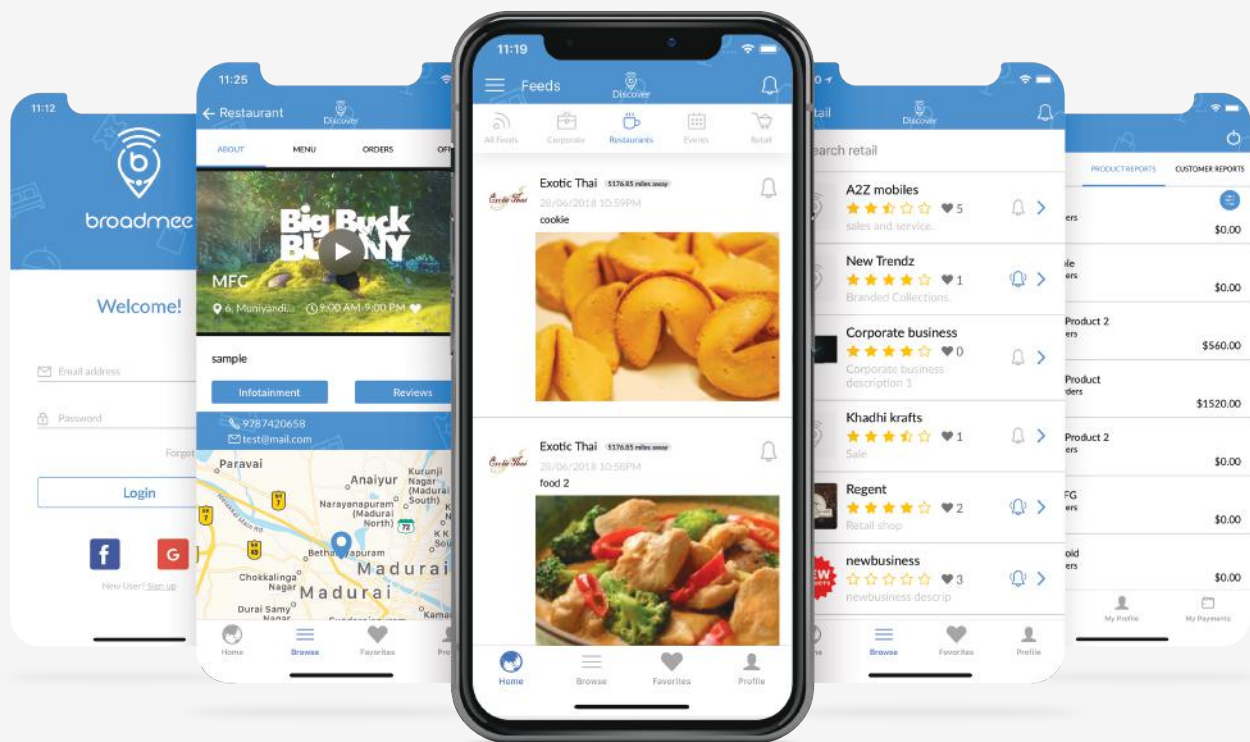
Broadmee saw an opportunity that centered more on customer satisfaction rather than industry and market presence. There was a need to provide users with all their requirements from one centralized interface.

Proposed Solutions

The internet revolution took its versatility to the mobile phone that let users stay connected from anywhere and at any time. And when social media was introduced it turned into a digital phenomenon that would eventually take its toll on mankind. Yet, procuring the right kind of services especially in a new region, was still a challenge.

Broadmee alleviated this obstacle by reintroducing purpose in an app that offered all events, services, restaurants, etc. in one single place.
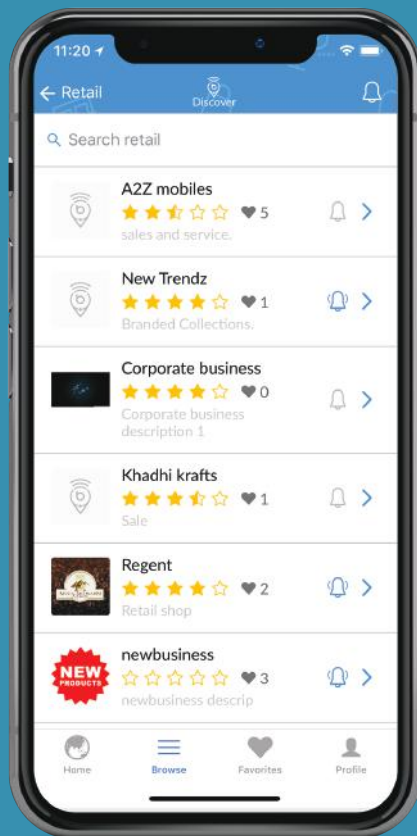
Dashboard

One of the primary features of the app is its dashboard that is minimalistic and informative. Scroll news feeds help users updated about existing events and facilities around the area.

Purchase

For any buying users can make their purchases on the app itself. Thereafter, the user just has to show the purchase details to pick up the goods from the store. This is particularly advantageous when there are discount offers and the customer is unable to reach the retail outlet immediately.

In-premise services

Users who are already within store premises can still make purchases through the app instead of waiting in long counter queues. The user can directly go to the delivery counter to pick up their purchases.

Works with all products and services

Without restrictions, the app works for all kinds of products and services. Users can order their food and pay for it. Later, they can visit the restaurant to eat it. Alternatively, book tickets for a particular event on the app itself and visit the venue later to enjoy the show.

Proximity limits

While the app does cater to information within a particular area, users can extend their proximity limits to obtain a greater number of feeds.
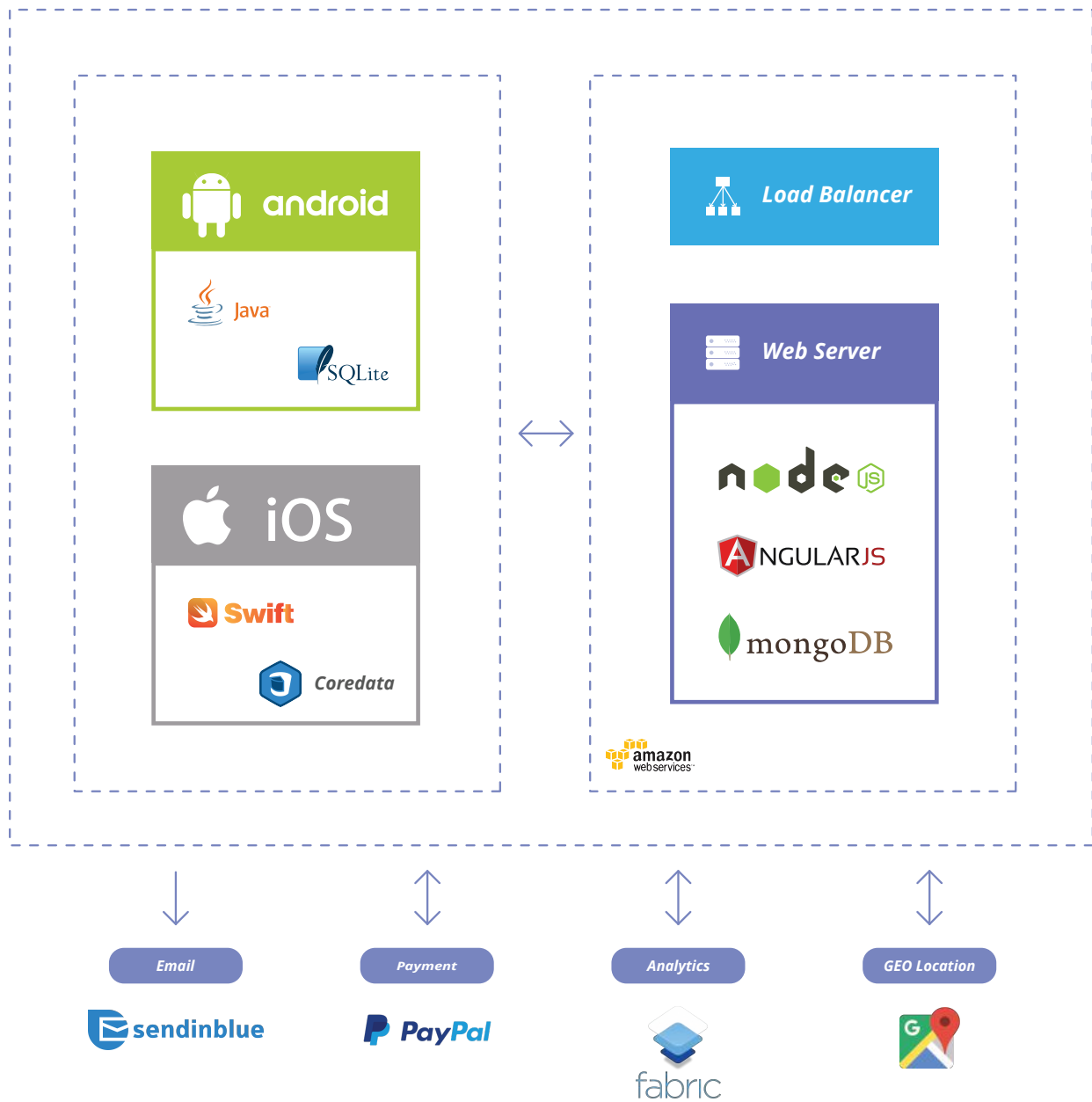
Favorites

Set a restaurant, store or any outlet under the 'Favorites' and still get feed updates even if you are not in the vicinity.

Administrative Panel

The administrative panel is rather simple and contains standard forms and data for the stores to register themselves. They have to offer a description along with their certifications. Once an approval is received from the administrator, the store appears on the list of services and any updates that they provide will appear in the form of a feed.

Technical Architecture

Through-puts

Requirement gathering

Data capture and requirement gathering is an integral part of a project. The stage is also critical to project success. 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 also evaluated. Reliabilities pertaining to instant notifications along with data synchronization were analyzed as well.

Empathetical approach

An empathetic software development approach is the very source to understanding emotional engagement. 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.

Outcomes

Supportive

Helpful to both tourists and local consumers alike, the app eliminated the need for unnecessary data loads with innumerable apps for different services.

Time-saving

Besides, Broadmee also meant looking at preferred events and services at preferred intervals and saving time while planning for an occasion.

Monetary benefits

It also meant huge monetary savings because the app accommodates discounts from the stores.

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Professional services & enterprise architectures
for businesses globally helping our clients maximize ROI.*