



End to End
Development
of a Feature Rich

**Mobile
Application**

CASE STUDY

 **LIMETRAY**

Mobile Application

Zero to Alpha in 50 days



background

Client : LimeTray

Headquarters : New Delhi, India

Launched : 2013

LimeTray is a product based startup that helps restaurants to market, engage and sell better online. It helps restaurants in increasing their online presence, increasing content visibility and in creating efficient online ordering systems

LimeTray wanted to build a mobile application for users to order wholesome meals from restaurants in nearby areas



challenges

“A first mover advantage in the mobile application space enables businesses in gaining a substantial market share and creating a dominating market presence. We needed somebody who could help us realize our dream into reality, really fast”

Piyush Jain, Co-Founder-
LimeTray

▼ Feature rich application suited for both 2G and 3G networks

- * Use location data to search and order from nearby restaurants
- * Securely integrate payment options within the application
- * Enabling order tracking and providing feedback after delivery

▼ Faster go to market

To gain the first mover advantage in an untapped segment of online F&B market in India, the application was to be launched as soon as possible

▼ Easy scalability for high growth

Built for a test base of 10K Android users, the app needed to be scalable to handle high growth anticipation and usable on other mobile platforms

solution

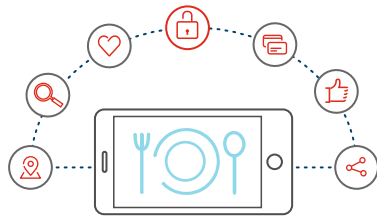
Talentica was approached for the end to end development of the LimeTray application. Our solution focused on:

- ▼ Factoring in all the functionalities needed
- ▼ Fastest possible roll-out without compromising on quality
- ▼ Building the application to easily manage future growth in scale



FEATURE RICH APP

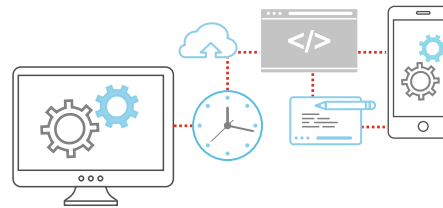
HIGHLY RESPONSIVE AND
SECURE APPLICATION



- ▼ To enable searching and ordering meals from nearby restaurants, location based queries in MySQL were used
- ▼ To enable payments for meals ordered online, we integrated the application with PayTM

FASTER ROLL OUT

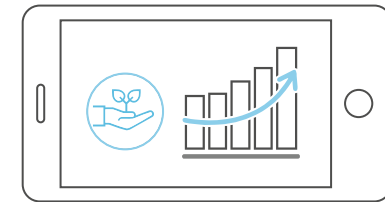
PARALLEL TRACK DESIGN AND
DEVELOPMENT



- ▼ To reduce the time to market, design and development of the application were carried out in parallel rather than sequentially
- ▼ The development time of the application was accelerated by reducing excess coding and speeding up change management using the Dagger dependency injection

SCALABILITY

QUEUE BASED ARCHITECTURE
AND PROMISE BASED APIS



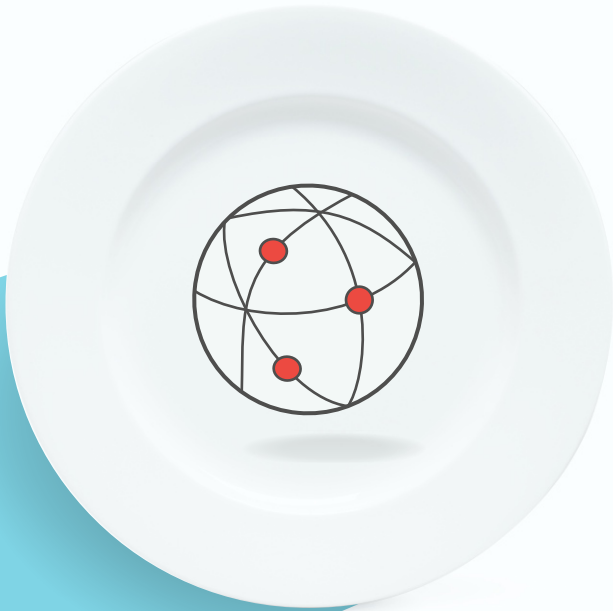
- ▼ The system was made scalable using Queue based architecture that removed redundancies, made query handling smarter and distributed call load on the server
- ▼ To enhance the system's scalability, Promise based APIs were used for distributing system calls and reducing excess coding

technology

- ▼ Programming Languages: Javascript on node, java on android side
- ▼ Mobile: Android
- ▼ Cloud: EC2
- ▼ Databases: MySQL on RDS
- ▼ Dagger
- ▼ Node.js
- ▼ RESTful (REST)
- ▼ New Relic monitoring
- ▼ Nginx
- ▼ Splunk – Crash reporting on android

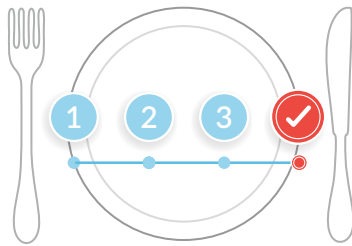
infrastructure

- ▼ Amazon Ec2
- ▼ Redis



results

MEAL ORDERING SIMPLIFIED



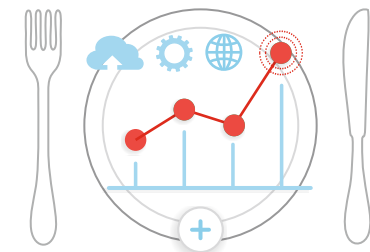
- Despite roll-out pressures, we built a highly responsive application to make online meal ordering much simpler
- The LimeTray application enabled users to search, order, pay, track, and provide feedback for meals online

ZERO TO ALPHA IN 50 DAYS



- Rolling out an α version of the application within 50 days of commencing work

DESIGNED FOR SCALE



- Using a highly scalable and distributed system architecture, we delivered an application able to handle the expected scale growth
- This was done without incurring additional costs

contact us

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