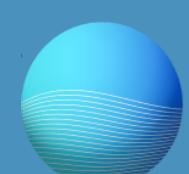


A ONE -STOP SOLUTION FOR LUXURY HOTEL AND RIDE BOOKING



Halidai



TECH BAY[•]
SOLUTIONS CASE STUDY

01 — 

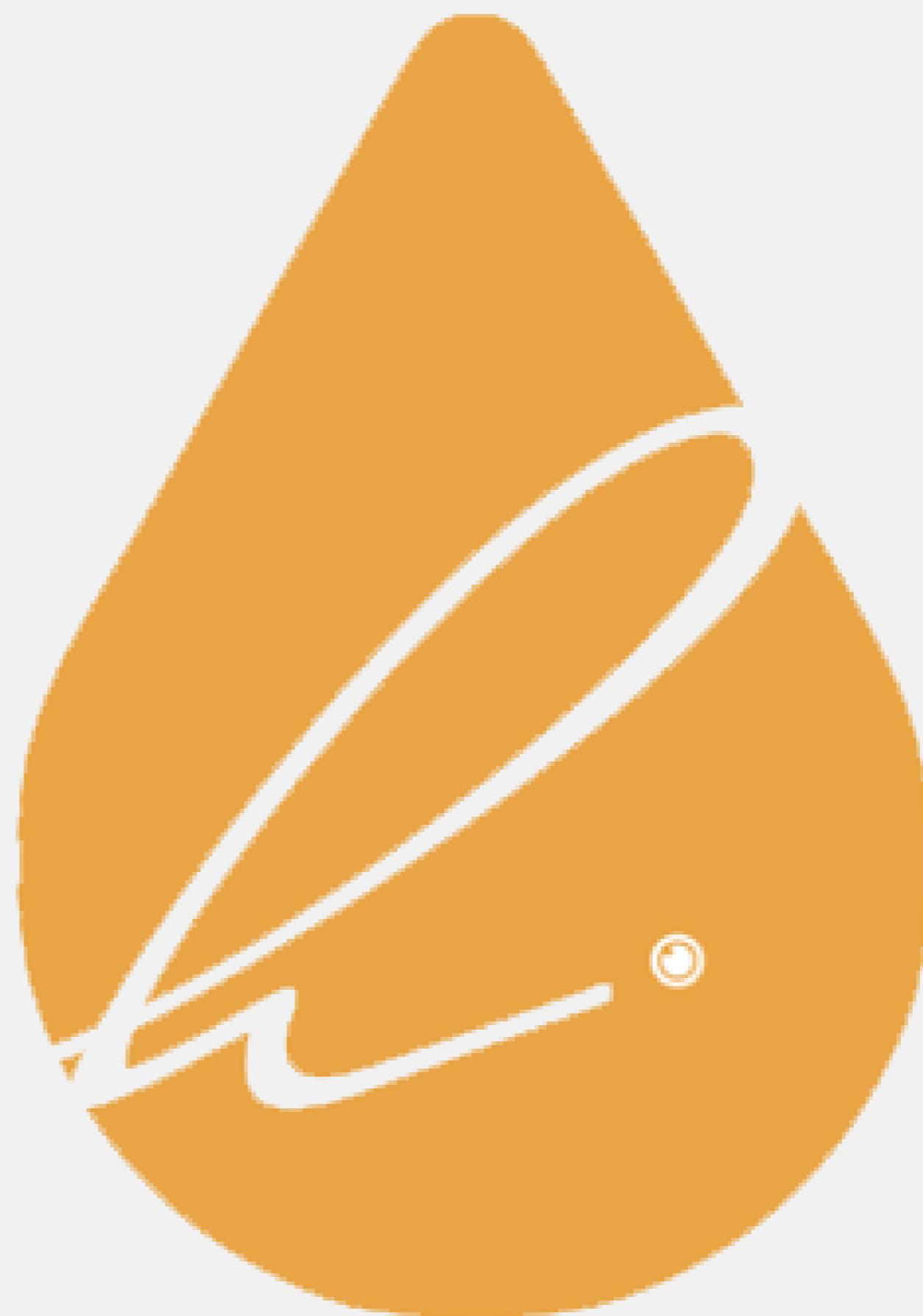
Contents

[About Halidai](#)

[Techbay and Halidai](#)

[Techbay's Approach](#)

[The Results](#)



About Halidai

Halidai is a social networking app. Its primary purpose is to connect business to consumers. Businesses can add photos and location of their outlets. It also allows consumers to chat in groups or privately. The customers have the opportunity to contact different vendors to get fine and competitive rates. Halidai has greatly impacted the lives of customers and business owners at a larger scale. Their mobile app is focused on lead conversions, social networking and smart business.

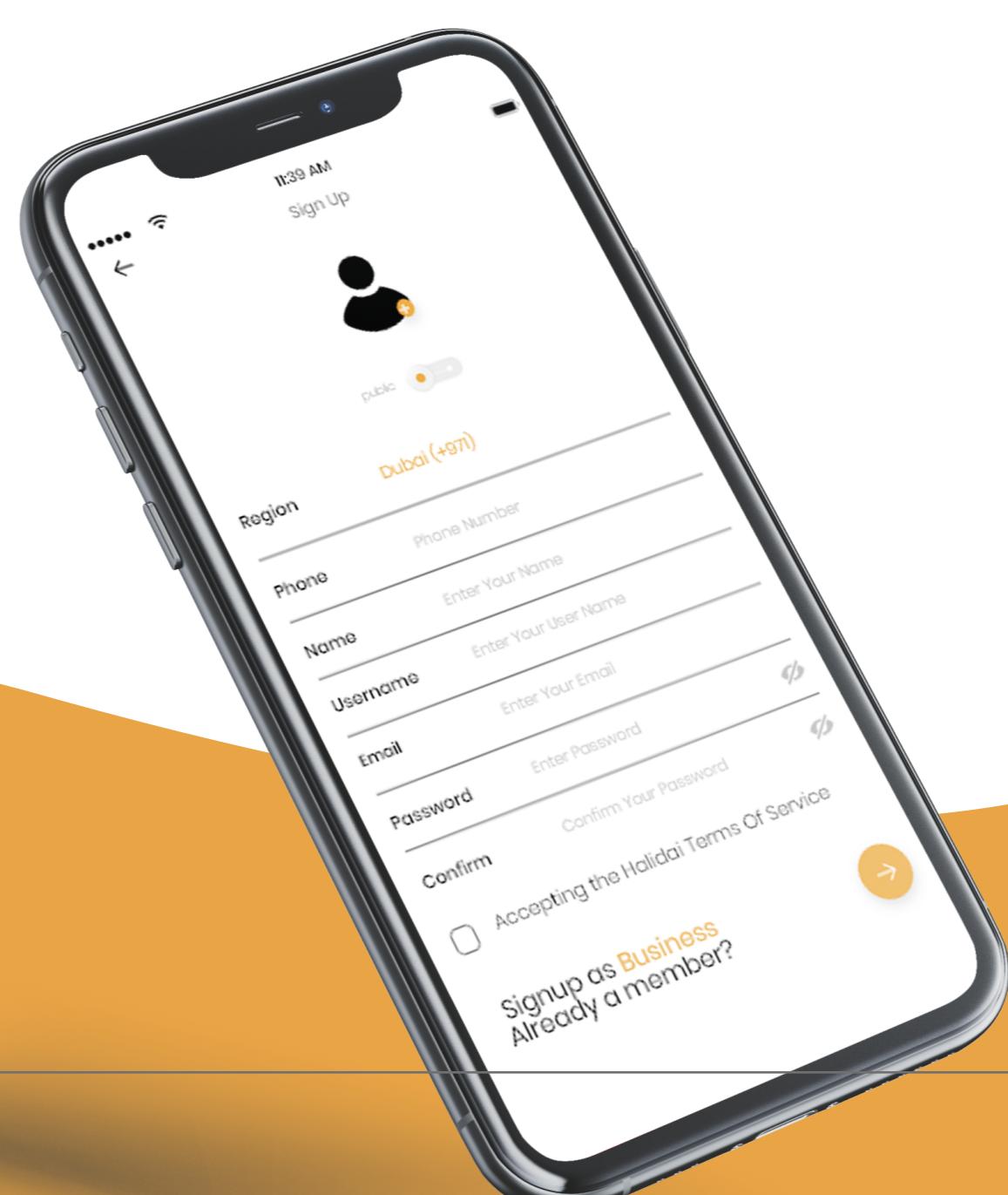


Techbay and Halidai

Halidai came up with an idea to provide a convenience to people visiting and living in Dubai, with an app where they could compare and book hotels, cars, tours, and other travelling essentials from different companies. So, an enticing booking app with following features was in order.

- An app designed and developed in a way that it would work on every mobile operating system (Android and iOS).
- An app where vendors could share images and promote services to consumers securely.
- An App with online manageable consumer wallet.
- A marketable app promoted on all social media platforms to reach diverse consumers.

With all these ideas, Halidai came to Techbay with a hope that we can achieve their goal as our own. Techbay being the biggest supporter of unique ideas, understood what Halidai stands for and brought an outstanding solution to the table.

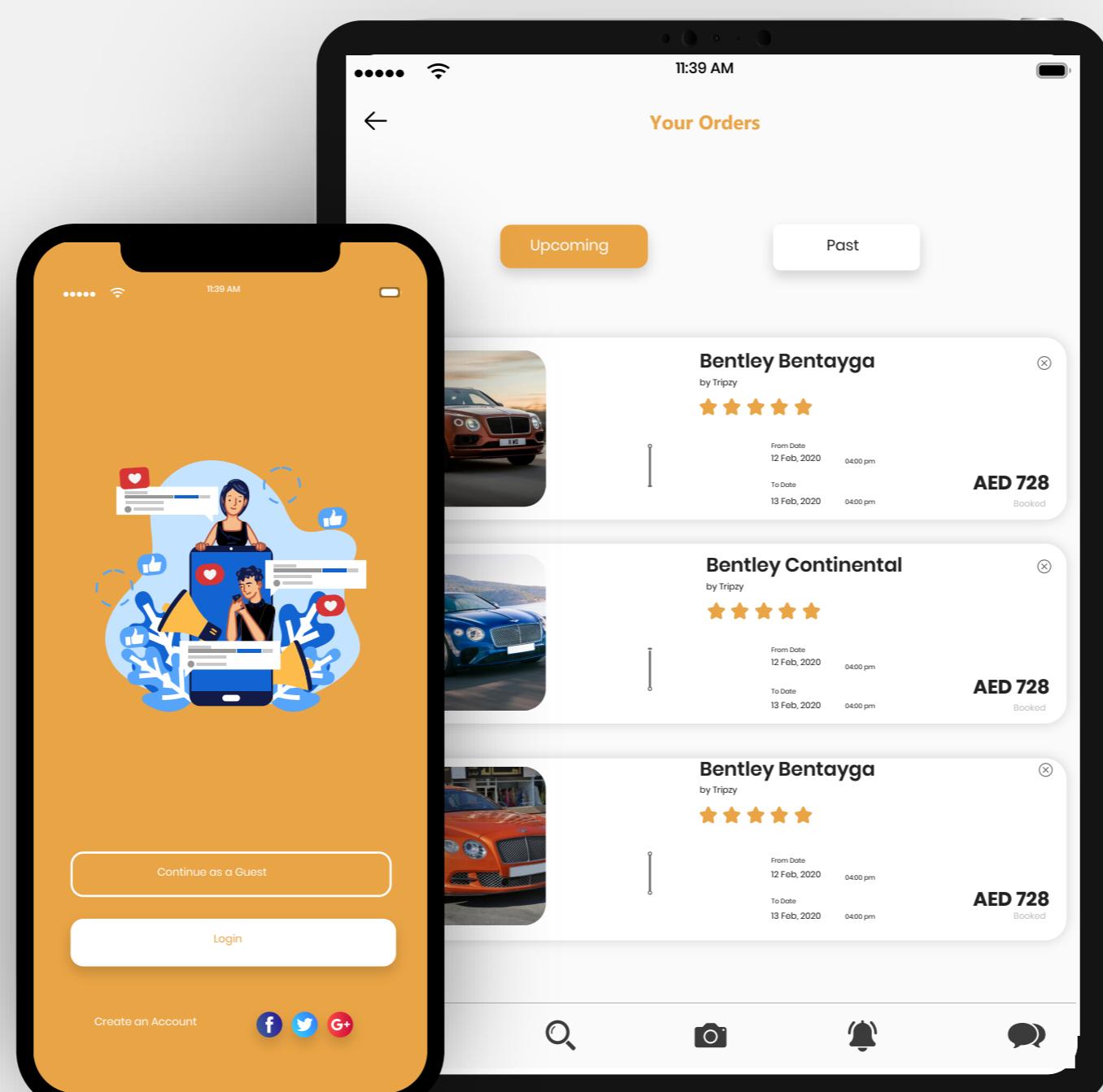


Techbay's Approach

Attracting More Customers

Each aspect of the website needed a detailed attention. Techbay truly believes in constructing a solid foundation, so more efforts were put in analysis and implementation of strategies. The app needed to have;

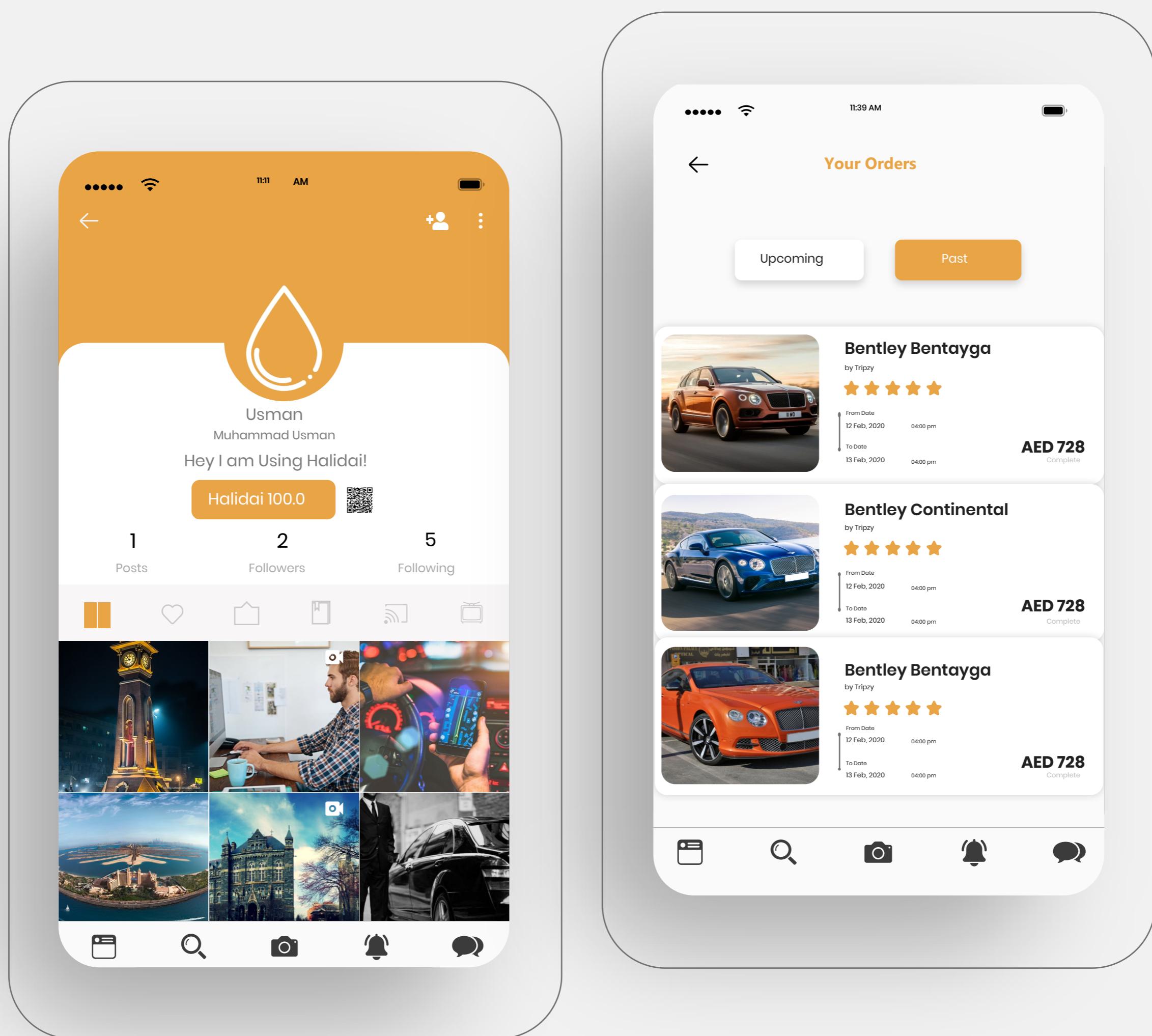
- Multiple pages for users to chat, book rides and hotels.
- Striking UX/UI design, one step ahead of the competition, manageable for vendors, and attractive for the consumers.
- Flawlessly structured engineering and customized coding.
- App Store Optimization for visibility and credibility.
- A well-contacted Bold Branding and PR for a better Reach.



UI/UX Design

A responsive UI & UX design was finalized to provide high-quality user experience to consumers. The design focused on the following:

- Create an attractive and immersive design experience for the users. So, they can learn about learn, compare, and book services seamlessly.
- Make it easier for the vendors to manage bookings whether upcoming, on-going or cancelled.
- Users can check all bookings with a click and manage them with the complete information from the date of booking to ratings and reviews.



Web Development

- To provide a robust and scalable application Django web framework was used to encourage rapid development and clean, pragmatic design.
- MongoDB cross-platform database was used to configure schemas.
- Java language was used as the main development language for the Android-based application, whereas Swift language was used to develop the application for iOS.
- Our team made sure to engineer a simple user onboarding process making it easier for consumers and service providers to use.
- The development team made an easy to use admin panel where businesses can manage all customers along with their complete information like name, interest in services, past bookings, upcoming bookings and more.

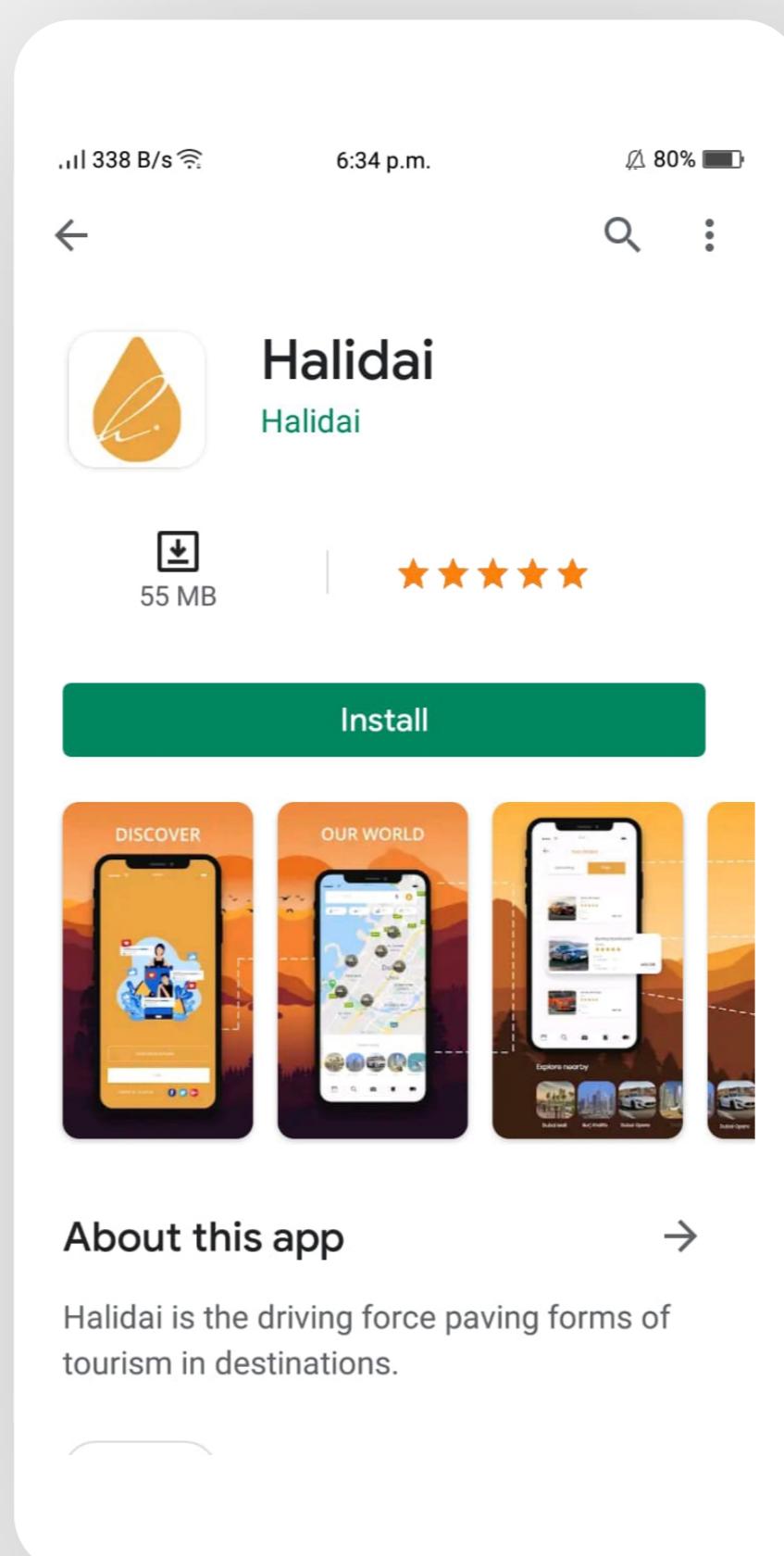
The extraordinary UI & UX design performed the magic in the overall responsiveness of the application and enabled the users of the app to get the best of the application. Techbay Team worked with zeal, and their skills were appreciated in the form of a quality structured and return generating app.

App Store Optimization

Competing with other hundreds of Apps of the same genre was a bit of a struggle. Techbay being the indexing expert, came up with plan to bring Halidai at the top ranks in every App Store.

By polishing the app ranking algorithms, Techbay improved Halidai's rankings.

- Professed the App Quality
- Brought a Unique Outlook
- Increased the Brand Scale
- Added reviews for Augmenting Engagements



PR & Branding

Halidai's needed credible public relations in order to capture the elites, which were their targeted audience. Techbay not only marketed their app but build their reputation step by step and then stabilized the image by incorporating the most refined tactics of PR and Branding.

- We created their Social, Professional and Media network
- Created Drip Marketing Campaigns
- Wrote articles and columns and published them at popular platforms
- Celebrated the achievements with media coverage
- Created a prominent picture in their own community
- Helped establish the brand's identity
- Created the company's logo
- Selected the brand's colors



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I was in a fix, I had so many ideas in my head, and I wanted a development and marketing company that actually understood what I aimed for. I negotiated with many agencies, and Techbay with its enthusiasm and understanding of my needs, stood out. With their exceptional efforts and modernized approach, I now have a brilliant app which is helping the vendors and the consumers to connect without any barriers. It also has achieved visibility and credibility I wanted, plus it is creating massive returns for me. I appreciate Techbay for their persistent hard work.

Courtney Rogers
Bookings and Procurement Manager
Halidai

Results

Techbay believed in the idea to the fullest and worked towards Halidai's goal wholeheartedly. We achieved an app which, due to its state-of-the-art design, stood out in the App Store and brought desired results for Halidai.