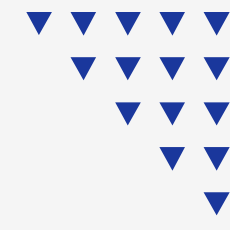




TopDevs Inc.

CASE STUDY

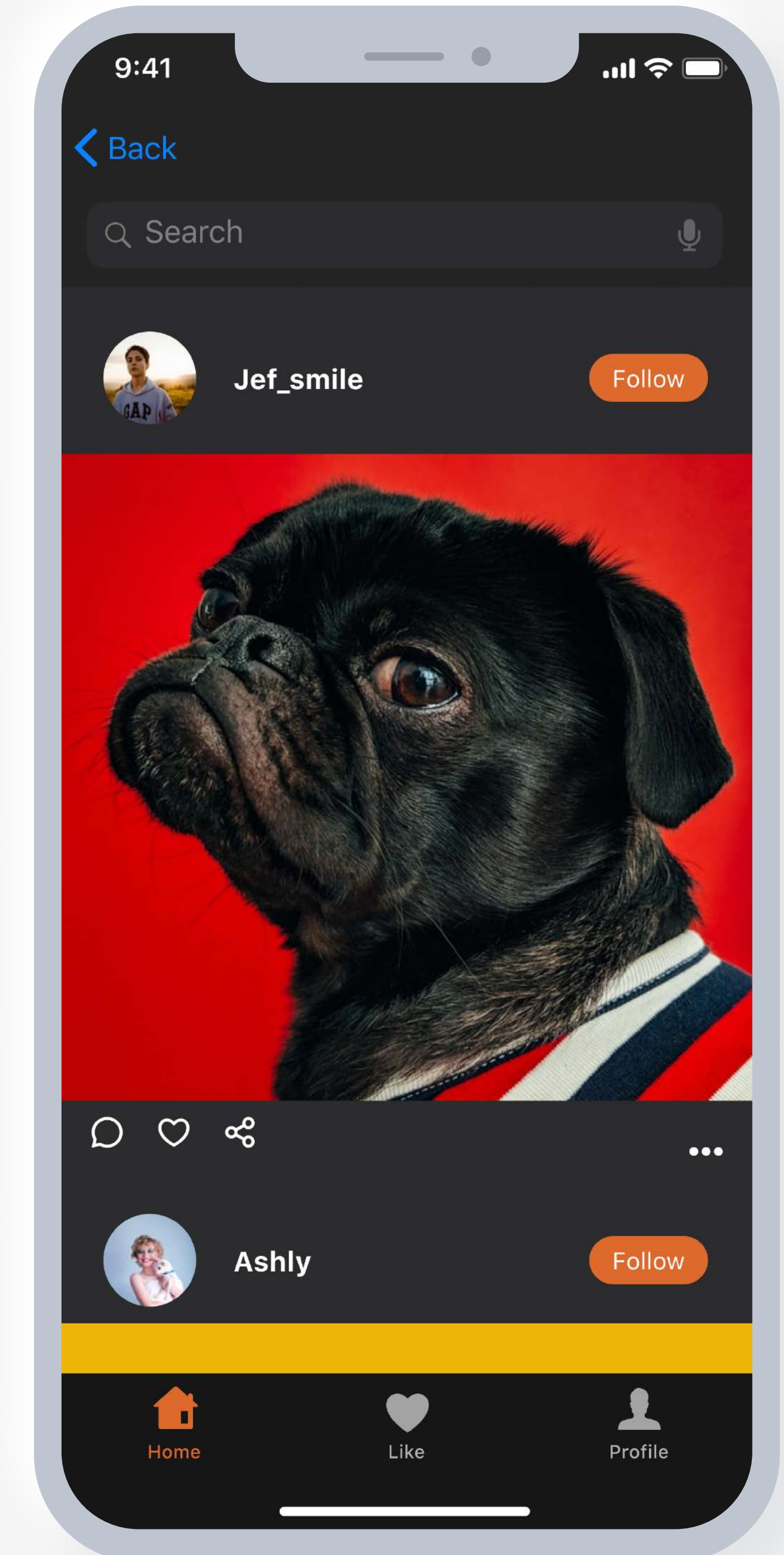
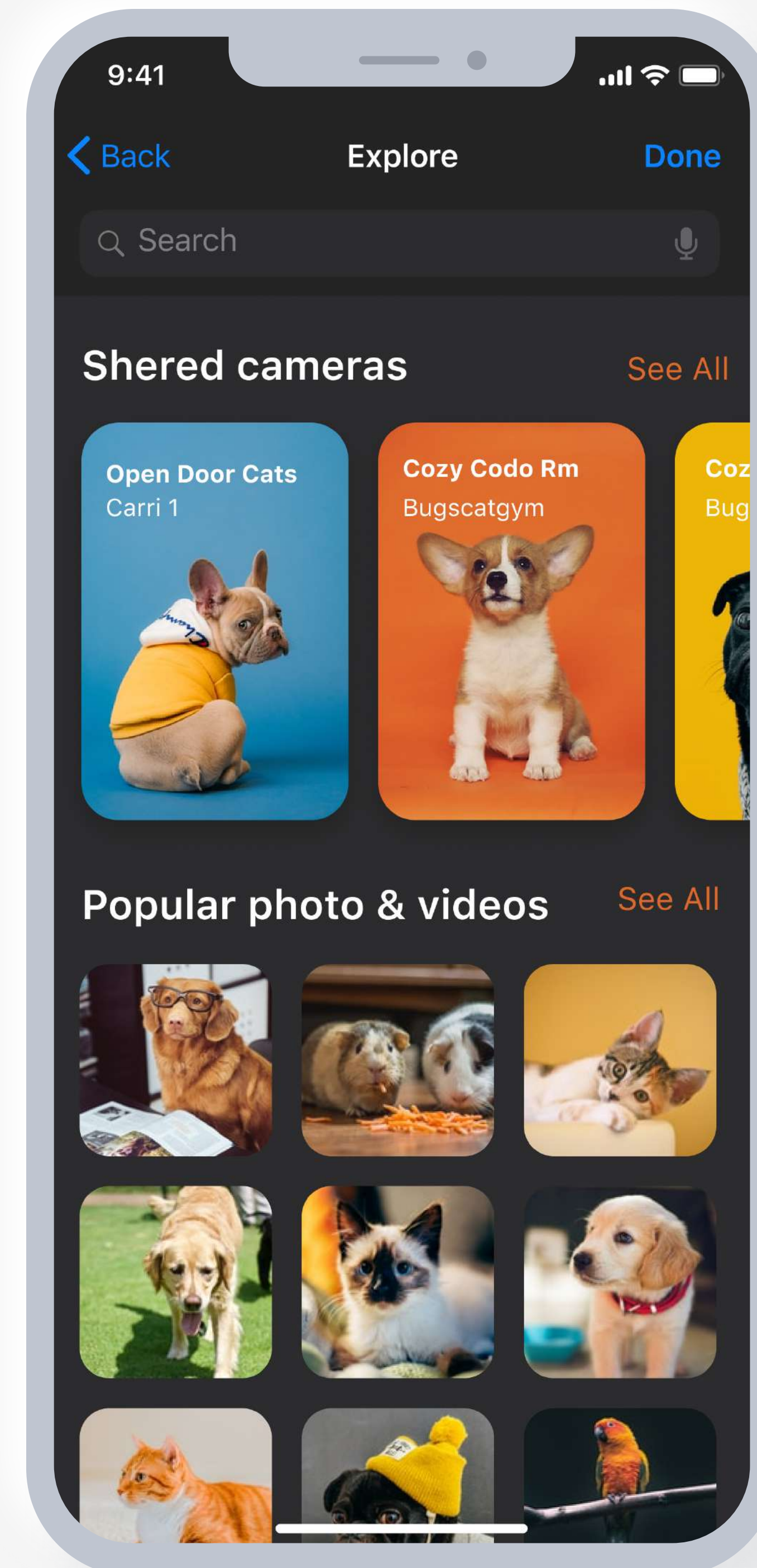
Media & Entertainment



Pet Monitoring System

Boosting a Pet Monitoring App to Capture Charming Moments

How TopDevs helped to build a pet camera app for iOS for monitoring and interacting with your cute puppies and kittens. =





Project Summary

Pet Monitoring System is a video streaming service that helps to observe the actions of your pets while you are away. A special camera broadcasts what happens at home and allows owners to interact with their pets via voice and laser pointer. For certain actions a pet can receive treats that are stored within a special box.



Country

– USA



Duration

– 1 year



Industry

– Media & Entertainment



Platform

– iOS



Tech Stack

- Stripe
- Facebook
- Google Analytics
- Mixpanel Analytics
- Firebase
- SwiftGen



Services

- iOS App Development
- Staff Augmentation



Target Audience

- Pet Owners



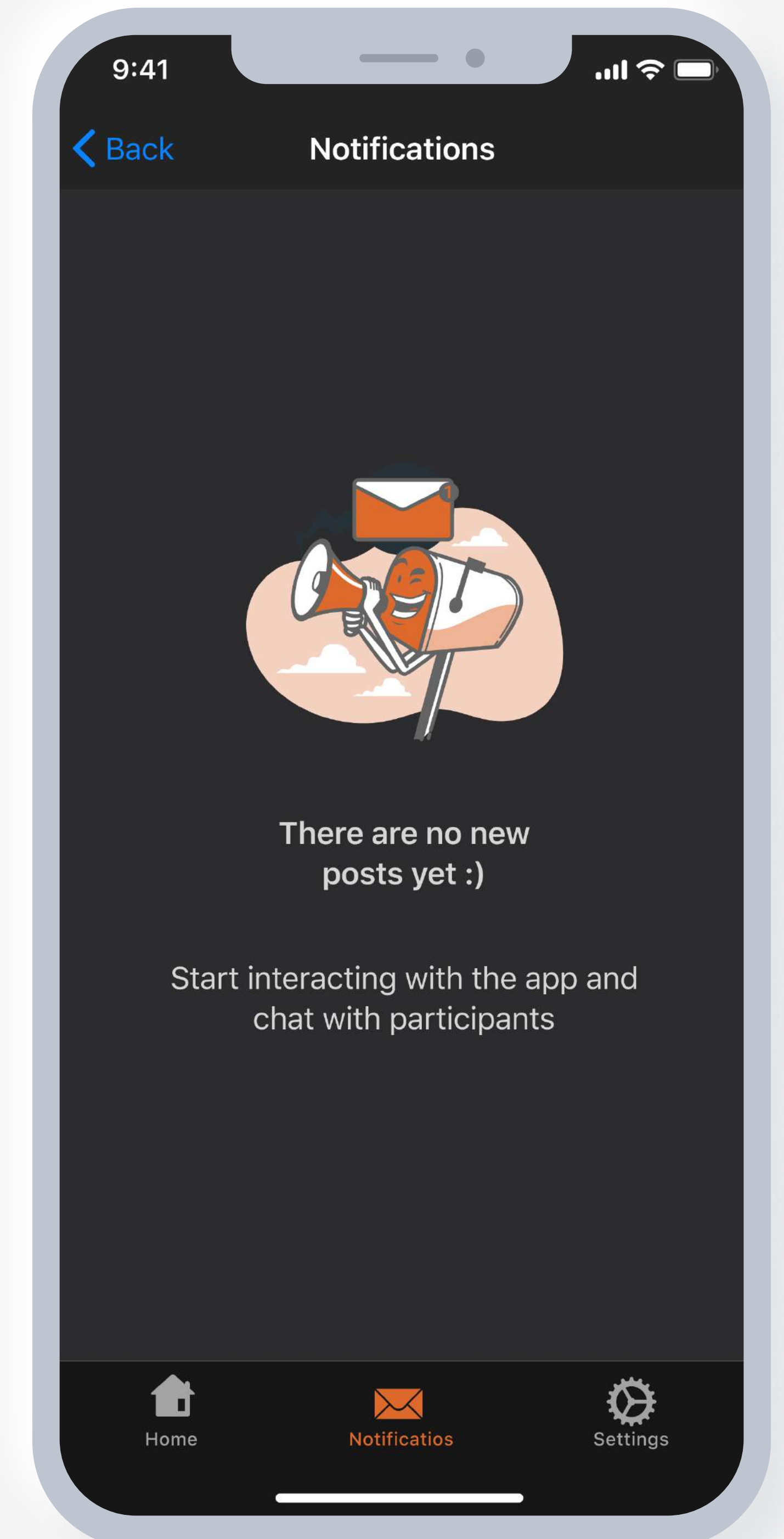
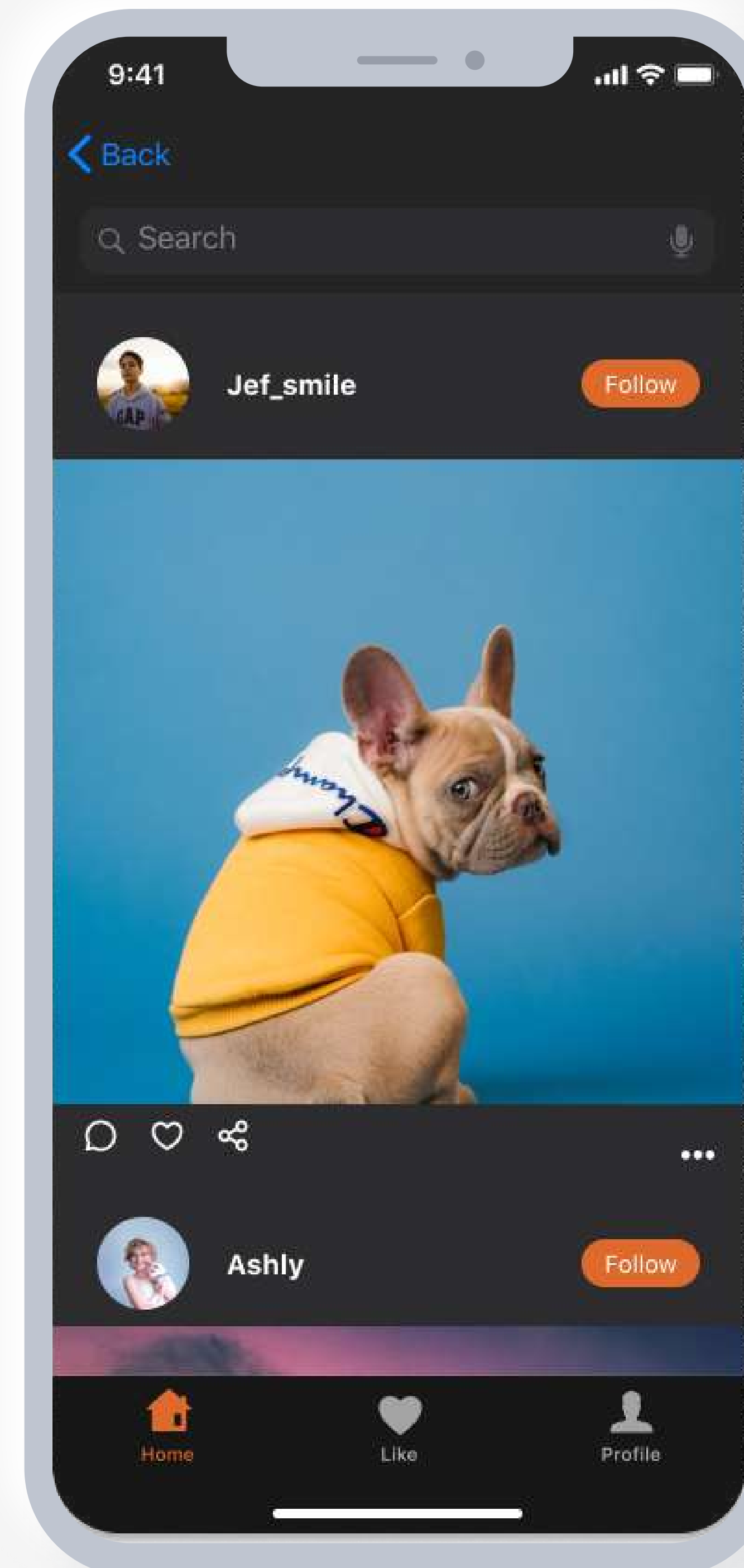
Team

- iOS Developers



Challenges

The client needed extra hands to redesign the existing app and transform certain functionality. Due to occurring changes in subscription plans, it was crucial to hide some features so users could use only the feature set they paid for.

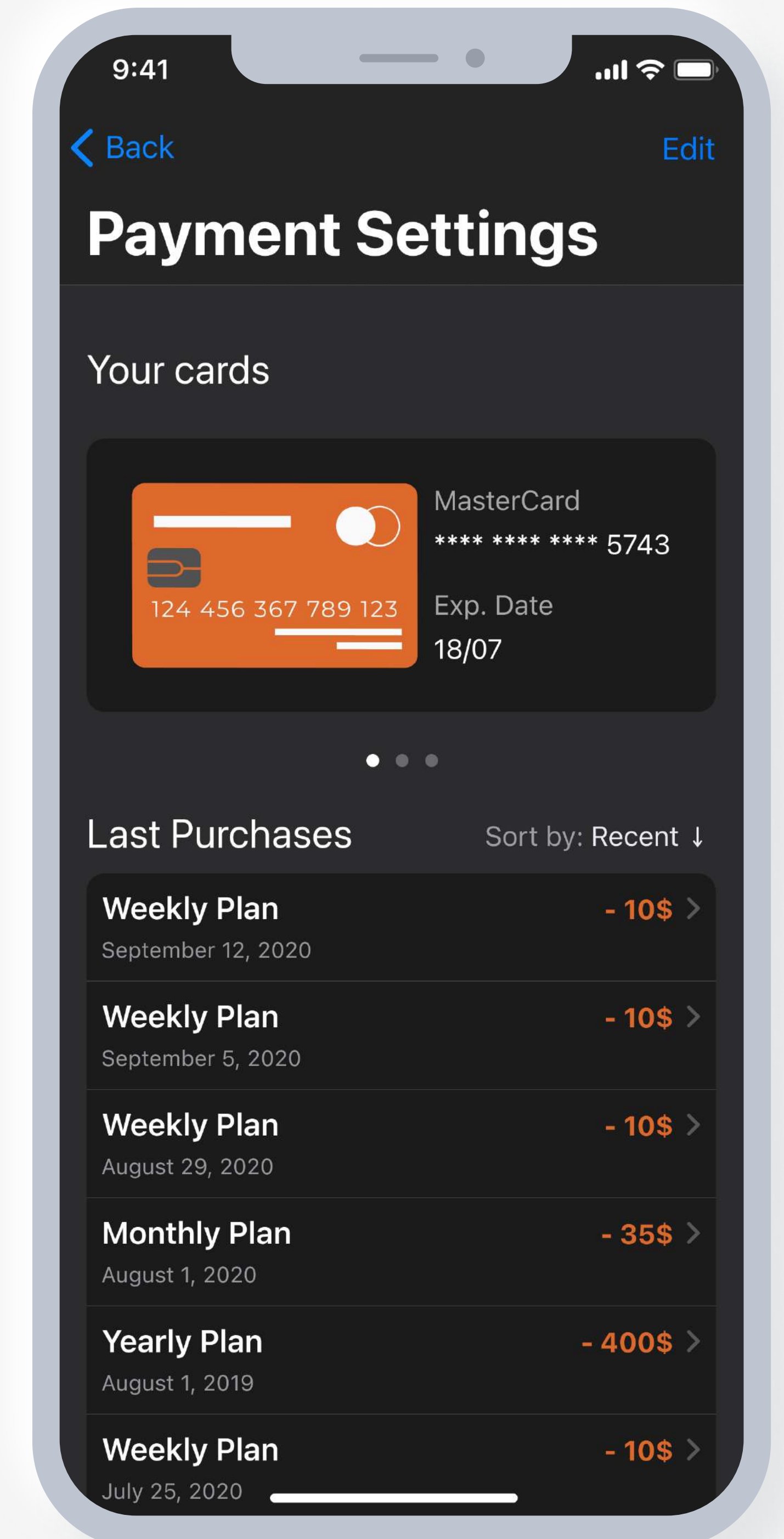
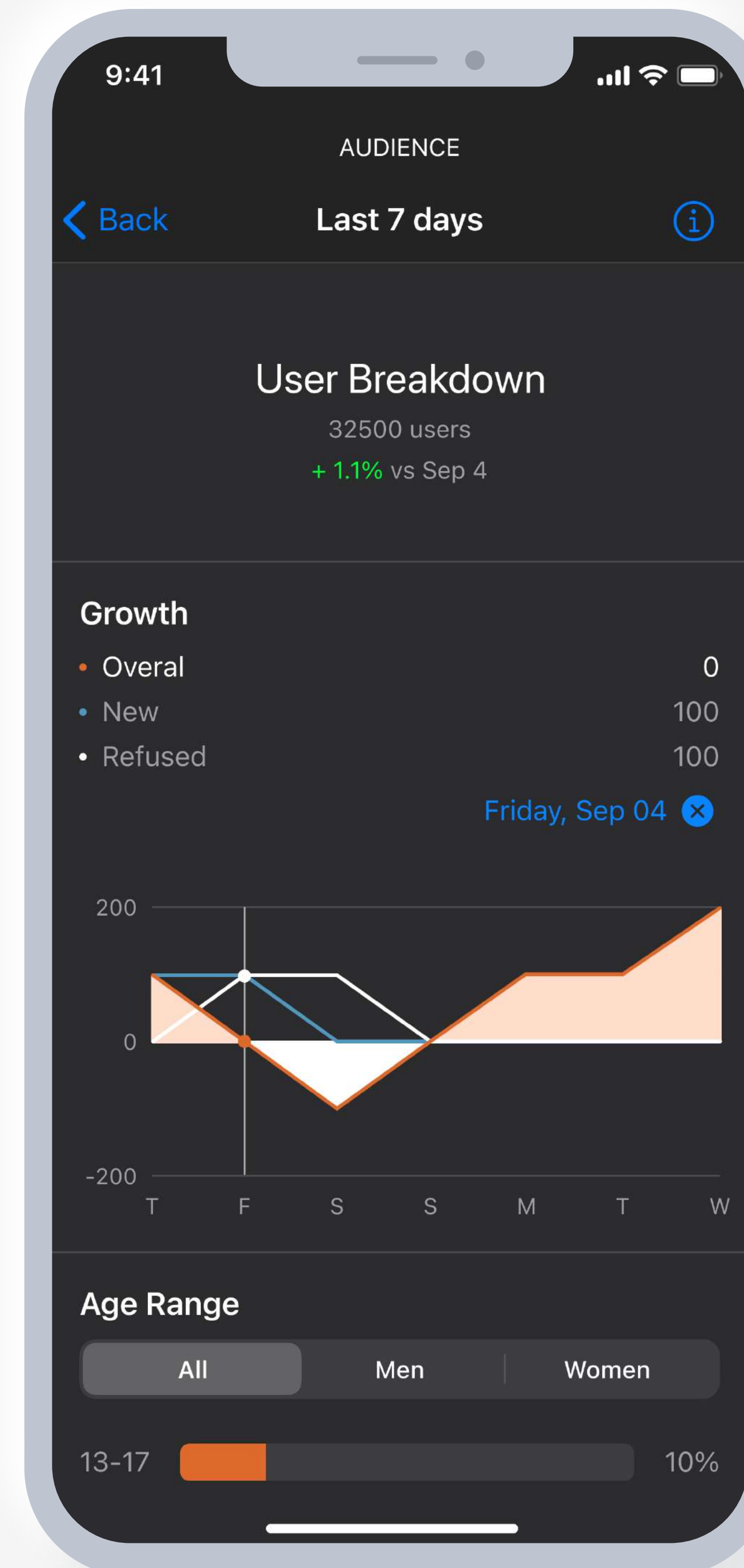




Solutions

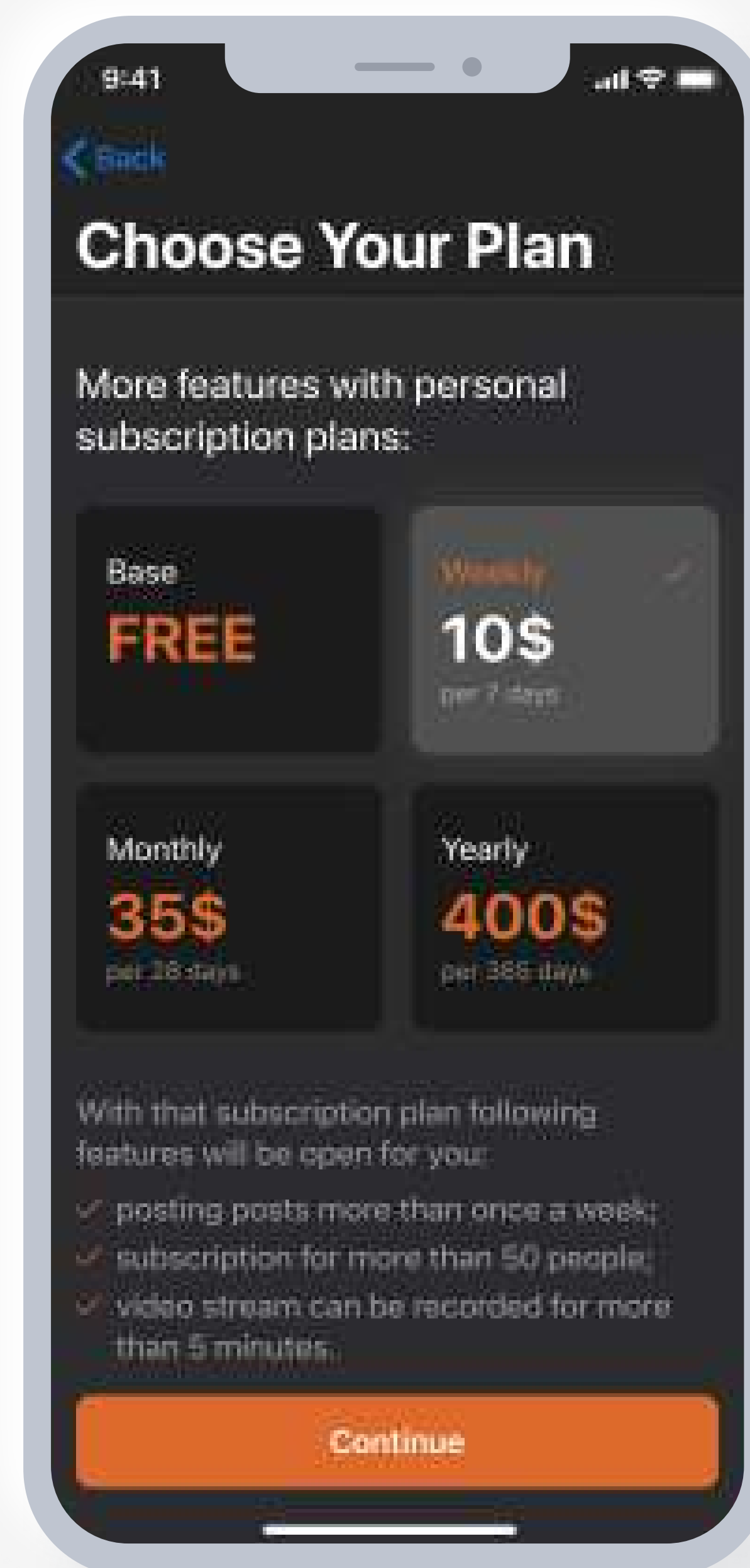
The application redesign has resulted in the need to add, remove, or modify particular screens and functionality.

With the increase of features, some of them were recognized as the ones suitable for sale. So specific subscription plans were developed. If people want to get access to the whole range of features, they need to buy the premium subscription plan. Otherwise, some functionality will be hidden.





Solutions



1. Analytics Systems

The app owner can analyze users' actions to get insights into what features are the most popular and which ones are easily removable.

2. Subscription Plans

Users can enjoy certain feature collections by purchasing the most suitable plans for a week, month, year or so.



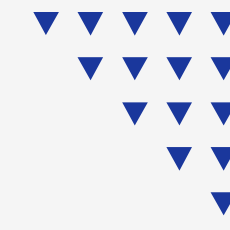
Results



The application redesign has resulted in the need to add, remove, or modify particular screens and functionality.



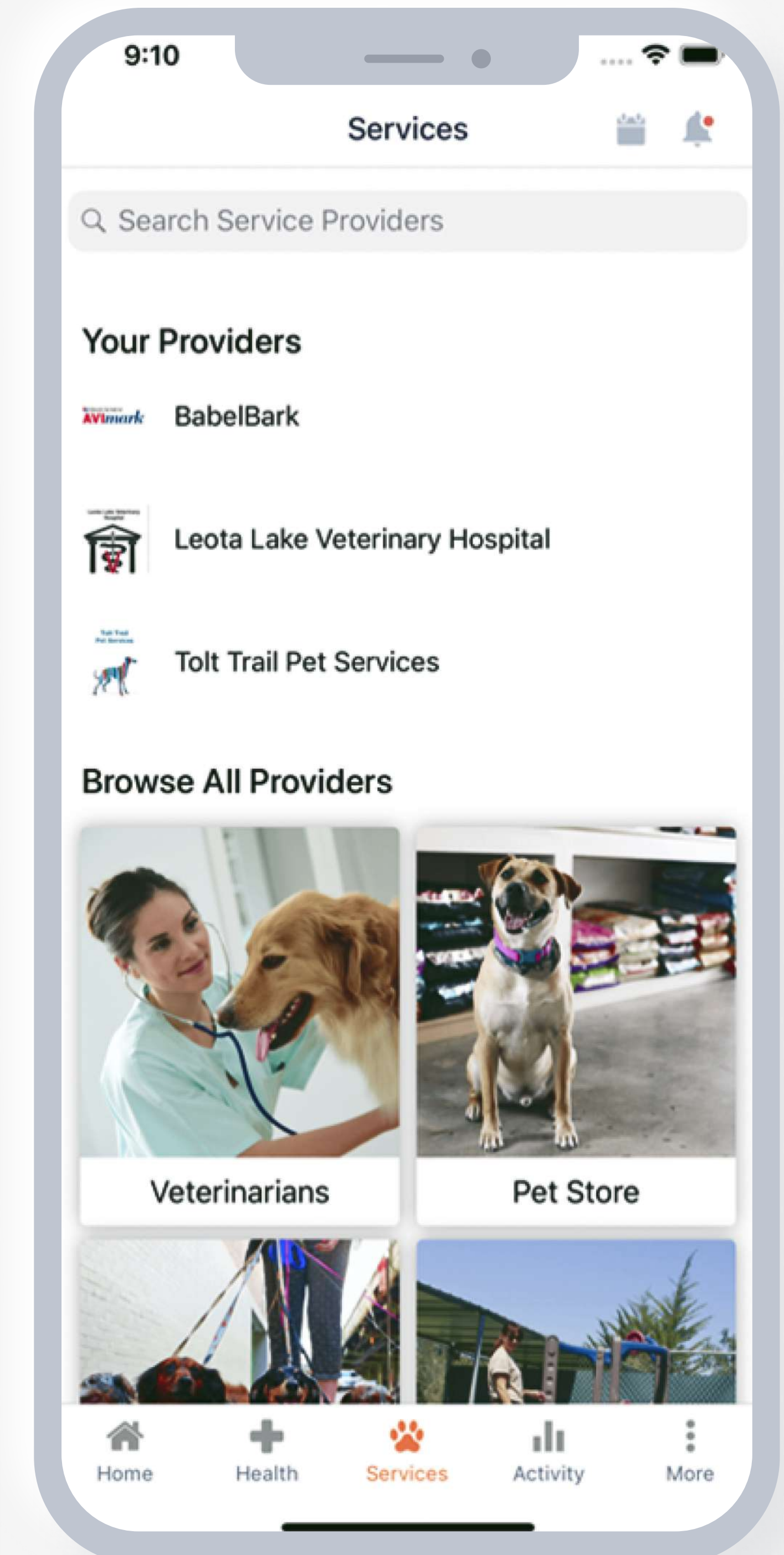
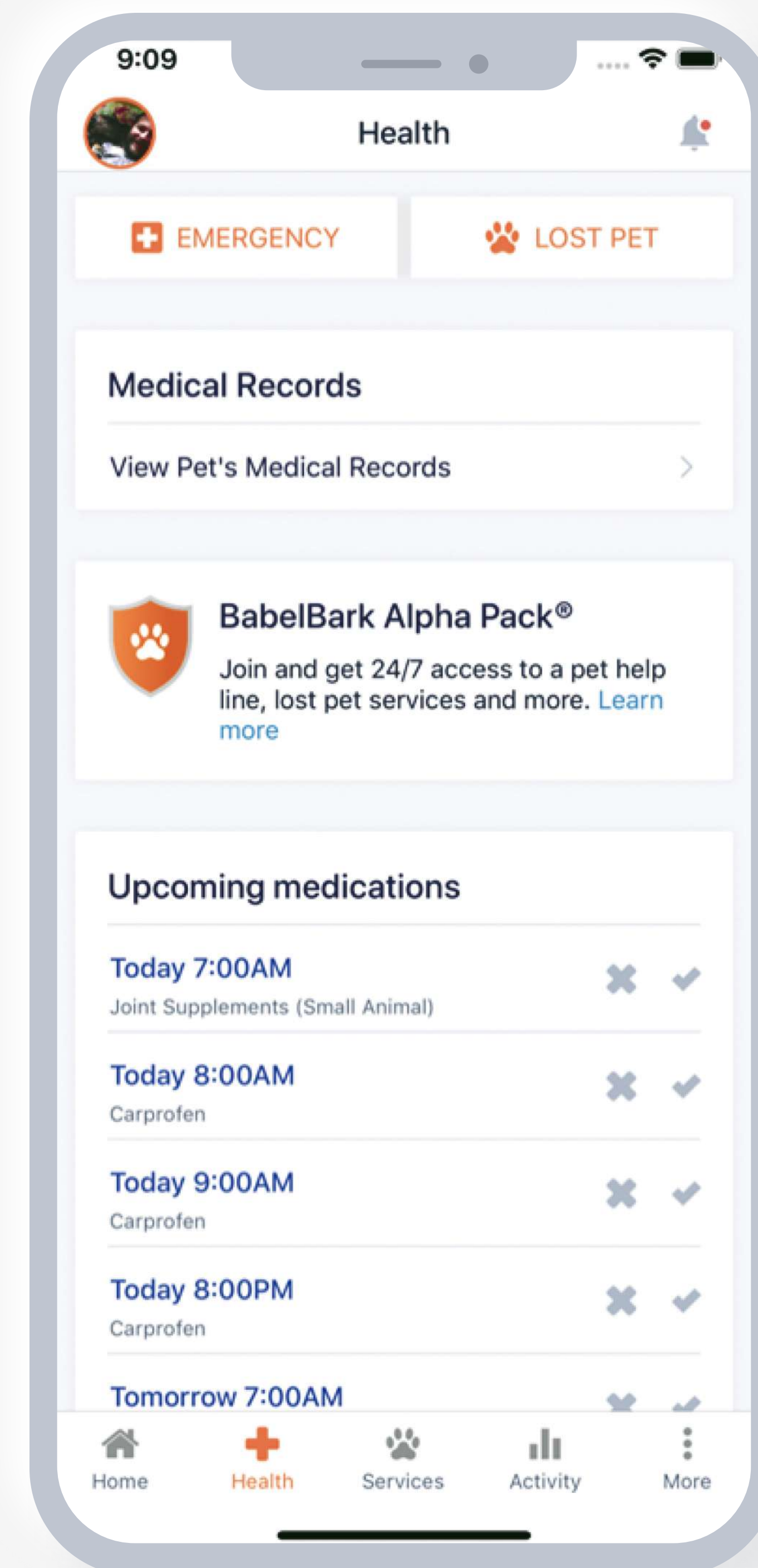
With the increase of features, some of them were recognized as the ones suitable for sale. So specific subscription plans were developed. If people want to get access to the whole range of features, they need to buy the premium subscription plan. Otherwise, some functionality will be hidden.



BabelBark

Enriching a Health Monitor App for Tracking Your Pet

How TopDevs reinforced a pet management app for the iOS system to connect pet parents with service providers in the pet care industry.





Project Summary

BabelBark is a comprehensive and fully integrated software solution tailored to the individual needs of each dog. It includes mobile applications, intelligent cloud analytics and marketing tools to bring owners, their dogs, veterinarians, and suppliers together. BabelBark helps owners take care of their pets, vets treat their patients, and pet care providers manage and grow their businesses.

Country

– USA

Duration

– 7 months

Industry

– Media & Entertainment
– Sports & Fitness

Platform

– iOS

Tech Stack

– Objective-C
– Swift
– Misfit SDK

Services

– iOS App Development
– UX/UI Design

Target Audience

– Pet Owners
– Veterinary Clinics
– Animal Shelters
– Pet Food Vendors
– Pet Businesses

Team

– 4 iOS Developers
– 1 Designer

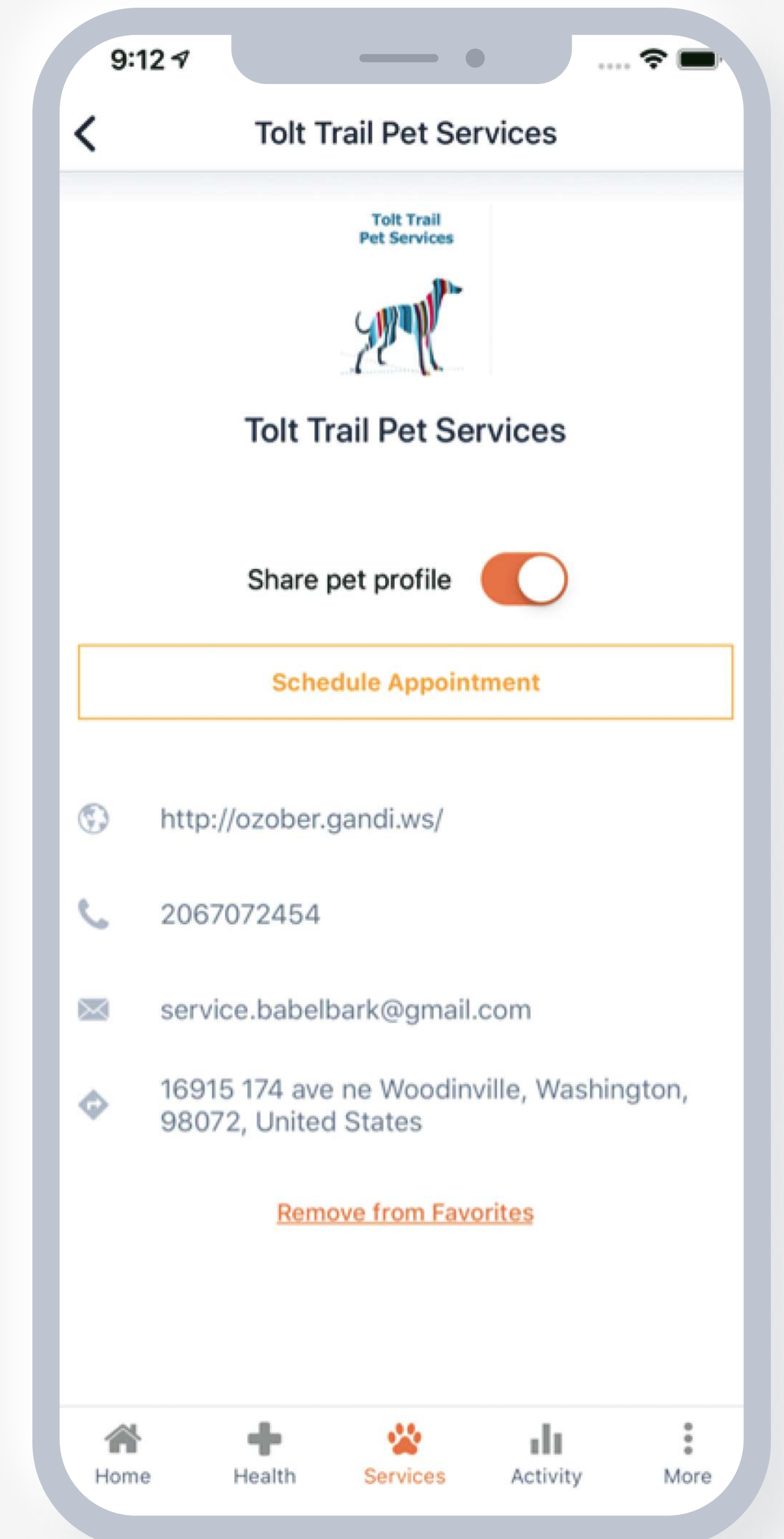
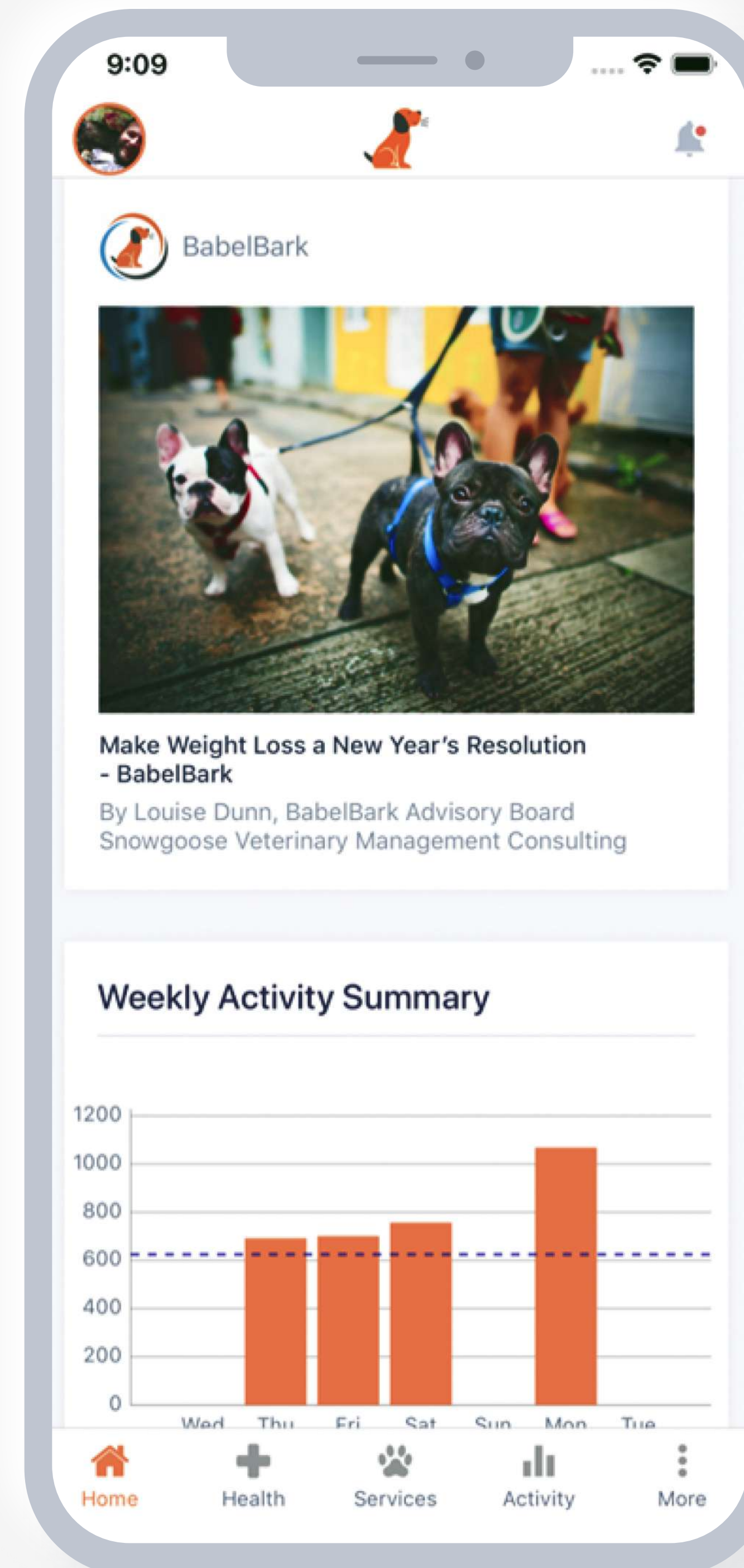


Challenges

The BabelBark story has begun with two software developers who really loved their dogs so they've created a special app. As everyone enjoyed it, they've decided to share it with the whole world.

The client has challenged us with an existing app that was meant to help the dog sitters take care of pets while the dog owners were on vacation. We had to help the client's development team to make the app work faster, safer, and extend its feature set.

The application was meant to connect pet parents with veterinary clinics and pet businesses to take care of dogs and make their lives healthier and happier.





Solutions

Initially the BabelBark app was developed with Objective-C so we've decided to re-write it with the Swift technology. Furthermore, in cooperation with the app founders we've implemented new features.

1. Handbooks

Dog owners can search and find appropriate veterinarians, dog trainers, dog food vendors, and other services providers in convenient listings.

3. Statistics

Keeping track of activities, for instance, a pet owner may record when some medicine was taken and its dosage to check and print out the statistics later.

Over each development stage we've carried out the bug fixing procedures to make sure that the app works the way it was supposed to. Any pet parent can create a profile and add accounts of their own dogs to monitor their health state and manage their activities.

2. Notifications

Pet owners may set the necessary reminder and get notifications when it's time for a dog to take pills or conduct some other activity.

4. Bluetooth Tracker

The app can measure the steps number and other daily, weekly or monthly activities obtained from a special collar and afterward form a related chart report.



Results

We've helped our client to make a dog watching app that unites all who cares about pet wellbeing. The all-in-one BabelBark application is a smart choice for pet lovers and those business owners who wish to extend their customer audience.

150,000+ Pets & 500+ Businesses

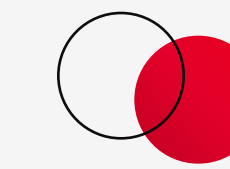
The app's user base exceeds 150,000 pets connected with more than 500 pet businesses.

US\$ 4.5 mln Investments

BabelBark app has raised more than US\$ 4.5 million in Series A Funding.



OUR WORKING PROCESS



Our Operational **Models, Methods** and Operational **Systems**

Operational Models

The TopDevs team cooperates with partners and customers on 2 models: **outsource** (Vendor Collaboration) and **outstaff** (full integration of our experts into the customer's team to solve the issues of the business).

Operational Systems for Project Management

We use the operational system **Jira** to track the progress of the project development, setting and controlling tasks.

Methods for Project Management

When using the outsource model our team deals with the technical implementation of the project. When we implement the project we use one of the **Agile methodologies** (Scrum or Kanban), that allows the product owner to be integrated into the development process. Also, these methodologies allow to quickly respond to the project changes, called with the demand of the customer's business.





End-To-End Development – Process In Action

Discovery Phase

Initial idea discussion and project requirements gathering to get the whole understanding and correctly plan further work.

Estimation & Planning

Detailed project estimation with planning each product development iteration to fully see the comprehensive scope of work.

Product Delivery

All cycle of software development including PM services and QA testing to ensure the product of first-class quality.

Concept & Design

Reasoning out the project architecture with design ideation and interactive prototyping to imagine the future product.

MVP Development

Market validation of a product idea via a minimum viable product to examine the unknowns, test its potential and scale quickly.

Support & Maintenance

Post-release support including feature update and product improvement to tackle the ever-changing market conditions.