



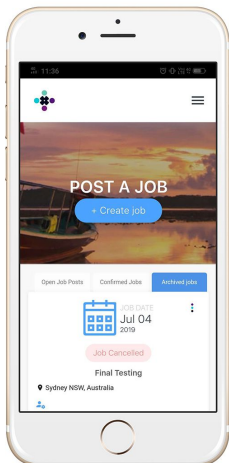
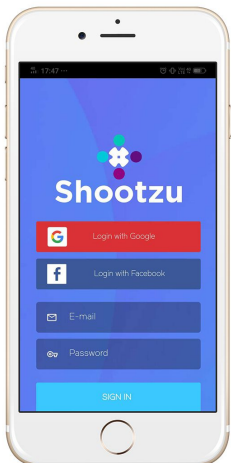
## CASE STUDY

# How Jellyfish Technologies helped Shootzu launch its services in the USA and New Zealand?

“Jellyfish Technologies translated my vision into reality. They tick all boxes of satisfaction be it the way of doing work, completing the timelines, and the very important factor which is the pillar for a startup business “Communication & Understanding”. Working with JFT has been great, highly recommended.”



**JAMES ANDERSON**  
FOUNDER



## BACKGROUND

Founded in November 2018 in Australia, Shootzu is an exciting start-up in the photography and videography space to assist in building trusted crew (second shooters, solo shooters, editors, assistants and more). It is a platform designed for photographers and videographers to network and assist each other on projects. It is industry-specific and only professional businesses with a valid company number are allowed to join after a thorough quality verification process. After joining, members can post a job including their rates. Local, vetted photographers and videographers can then apply for the job. The contracts are managed by the platform so that the photographers can focus on their core business.

## REQUIREMENTS & CHALLENGES

Shootzu founders were looking for a development partner to bring their existing platform to the next level by refining current features and adding new features with the aim of launching the platform services outside Australia. They were aiming to launch shootzu services to the United States and New Zealand in the next 3 months.

Following were the main requirements of the system:

- Making the current mobile and web applications bug-free.
- Enhancing their performance and user experience.
- Adding the support of receiving payment in different currencies.
- Enabling off-platform payment feature to improve the traction.

## OUR SOLUTION

After understanding their requirements, we set out to enhance the shootzu platform and did the following:

- A thorough audit of the existing platform is performed and identified bugs and performance impediments are resolved.
- Payment process is rewritten to facilitate payment in different currencies in different countries.
- Off-platform payment feature is added to increase the traction of the platform in new markets.
- UI is redesigned to improve the user experience.

## KEY BENEFITS

- Better user experience.
- Improved performance.
- Flawless and on schedule launching in new countries.

## RESULT

Shootzu founders launched the platform to the USA and New Zealand as per their schedule. Improved performance and user experience helped them in gaining traction in new countries and gave the confidence to plan new features and enhancements to take it to new frontiers.

