Prowerse

Scaling MVP to market-ready product offering by keeping product north star in sight and increasing marketable feature releases with 50% more agility

DOMAIN
HEALTH, WELNESS & FITNESS

COUNTRY
NORWAY

PROWERSE TECH LLP

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CLIENT PROFILE

Our client offers a marketplace, a web and app platform for their customers to promote healthier and fitter lifestyle.
Their main customers are personal trainers, nutritionists,, etc.
Mobile apps on iOS & Android caters to users from Norway, Sweden & Lithuania.
Solution also offers platform for health professionals to enrol & offer services.

BUSINESS SCENARIO

The initial MVP was developed by client himself as a lone contributor.
The client wanted to progress the product journey from the existing MVP to a scalable product offering by:

- Setting up a product team,

- Reviewing and adjusting tech stacks in line with final version of business requirement,

- Setting up a product development team for native apps development and continuous delivery cycle for the same

PROWERSE APPROACH

- Prowerse reviewed MVP tech stacks and analyzed whether it can continue in release-ready project as well.

- Adjusted and altered tech stacks in journey from MVP to release ready. Removing PHP based APIs with Node.JS

- Using ReactNative to maintain correct balance between availability of native features and maintaining single source for cross platform app

- Ensured setting-up of cloud IT infrastructure, and CI/CD pipelines to make release cycles shorter and more effective.

- Prowerse managed, prioritized and groomed product backlog to ship as many feature and fixes possible in short 1 week delivery webs

- The approach for creating database backups at predefined intervals making it fault-tolerant were recommended and implemented

TOOLS & TECHNOLOGIES

Technologies:
React Native, ReactJS, HTML, AWS, MySql

Tools:
VS Code, Jenkins,

Project Management Methodology:
Agile Sprints in ClickUp

VALUE PROPOSITIONS

- **RAPID PRODUCTIZATION AND REDUCED GO-TO-MARKET TIME BY 20%**

- **COST REDUCTION:** REDUCED BUSINESS EXPENSES BY ABOUT 30%

- **SCALED PRODUCT DEVELOPMENT TEAM** TO DELIVER AS MANY FEATURE ON TOP OF BARE BONES CII

- **ENABLING CLIENT TO FOCUS ON MARKET EXPANSION STRATEGY**

ABOUT PROWERSE

Prowerse is a trusted product engineering company that ensures customer delight at every stage of engagement, with an endeavor to get it #rightfirsttime. Prowerse works as an integrated arm to your existing IT set-up, enhancing delivery efficiency, and rapid productization with reduced costs.

Prowerse has a great track record in delivering innovative technology solutions, without compromising on quality and information security. We support growing organizations in building their IT teams with quality talent at competitive costs. We are heavy on DevOps and possess a rich pool of skilled engineers on leading IT technologies, available to work around client time zones.

With our streamlined engineering processes, calculated use of traditional and modern methodologies, expertise in key technologies, and high sense of agility, we strive to be your go-to digital transformation partner.

ON TIME, ON DEMAND

100% AGILE

PROVEN TRACK RECORD

CONTACT US

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