

ready **4S**



# APPENING APP

LOCATION-BASED ACTIVITIES ANDROID APP

VERIFIED REVIEW  
5.0 / 5.0



## CASE STUDY

# PROJECT SUMMARY

Appening is an application that uses the user's location to find the nearest attraction and activities.



Ready4S collaborated on ideation and business strategy for a location-based activities app MVP for Android. They developed the frontend, backend, and CMS, as well as designing visuals and UI.

**Ready4S took our original ideas and developed them into a fully functioning app.**

*- Kristian Stewart, Founder, Appening Technology*

# CLIENT'S OPINION

AN INTERVIEW WITH CLIENT BY CLUTCH.CO



## BACKGROUND

### **Introduce your business and what you do there.**

I am the founder and CEO of Appening Technology Ltd. We are a mobile app that allows users to see which activities and events are happening in their area.

### **What challenge were you trying to address with Ready4S?**

Ultimately our goal was to develop an MVP [minimal viable product], which included developing the app itself, the frontend and backend, as well as the CMS [content management system]. We were looking to outsource the work because we didn't have anyone internally who was capable of doing the development.

## SOLUTION

### **What was the scope of their involvement?**

When I approached them, we had some designs, but it was mostly a concept. Ready4S took our original ideas and developed them into a fully functioning app. After they completed the UI [user interface], we had a fairly rough approximation of how we wanted it to look. They then did the design and full app development. Currently, the app is built solely for Android.

Businesses can now sign up with Appening, input their information, and have it appear on the app. Ready4S coded 2 separate search functions; one is a regular search with parameters of budget, radius, and user-selected interests. For example, a person with interests such as basketball, restaurants, or cafes can find related events. They built in 70-plus interests organized by category. The other function is a suggestion feature based on the person's location, usage of the app, and saved activity favorites. Specific keyword search is also built in, as well as a profile page with some basic user information on it.

There is a Google Maps function within the search, allowing users to visualize exactly where they are in the search radius. The app is integrated with Facebook for log-in and sharing purposes.

### **What is the team dynamic?**

I generally had 2 points of contact: the project manager and the business relations manager. There were other people assigned to the project, but I mostly communicated with them through my dedicated project manager. The business relations manager would get back to me regarding queries outside of development, such as strategy. There was a design aspect as well, and a couple of developers for the backend.

### **How did you come to work with Ready4S?**

I wanted a development company that understood the specific needs of a startup. I Googled around for companies and checked out sites like Clutch. Ready4S scored highly, and I liked what their website communicated. I got in touch with them as well as a few others. I decided to go with them because they seemed to understand the scope of the project best, and the price was attractive.

### **How much have you invested in them?**

We had spent £15,900 UK [\$21,129].

### **What is the status of this engagement?**

We started working with them in mid-July of this year, and the project was completed in mid-September. Very minor aspects need to be finished at the moment, but essentially it is a fully functioning app.

# RAITINGS

Overall score: ★★★★★

Quality ★★★★★

Cost ★★★★★

Schedule ★★★★★

Willing to refer ★★★★★



# RESULTS & FEEDBACK

## What evidence can you share that demonstrates the impact of the engagement?

The feedback we have received has been overwhelmingly positive from both our internal team as well as our Beta testers. They've fixed common bugs and addressed any less-than-positive feedback fairly quickly.

If there were ever differences of opinion between the design team and us, we resolved it fairly easily.

## How did Ready4S perform from a project management standpoint?

They performed very well. I had a good project manager throughout the duration. They were very responsive and grasped our goals very quickly. These things can take a bit of explanation, but they not only understood the concepts fairly quickly, they also gave their own input. We enjoyed a great exchange of ideas throughout the process. We mostly communicated through phone calls, e-mails, and Skype meetings. We also used Trello, which was quite useful. I was able to visualize exactly what needed to be done, what had been done, and how we were progressing with fixes.

## How did Ready4S perform from a project management standpoint?

They excelled in both their communication and responsiveness. I have worked with a few others in this business, and responsiveness can sometimes be lacking. Ready4S usually responds the same day, even though I'm in the UK and the development team is in Poland. They were always very accommodating. I am not a coder and I don't understand much of it beyond the fundamentals, but they were very helpful in walking me through step-by-step.

## Are there any areas they could improve?

I'm very fortunate in that there haven't been many issues at all. There was a one issue that came down to a difference of opinion on a particular design aspect. I felt that it took a bit too much persuasion on my part for them to design it as I wanted it. It was a sticking point for a day or two. Whether they think it is a good or bad idea, ultimately, the final decision has to be the client's, so that's an area for improvement.

# ready4s

LET'S TALK ABOUT DRIVING  
YOUR APP IDEA TO SUCCESS.



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