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Widgety.

PROJECT SPECS

PROJECT TYPE
SaaS

TECHNOLOGIES
Ruby on Rails, JavaScript,
CofeeScript, PostgreSQL

TEAM
1 Project Manager
1 Senior RoR Developer
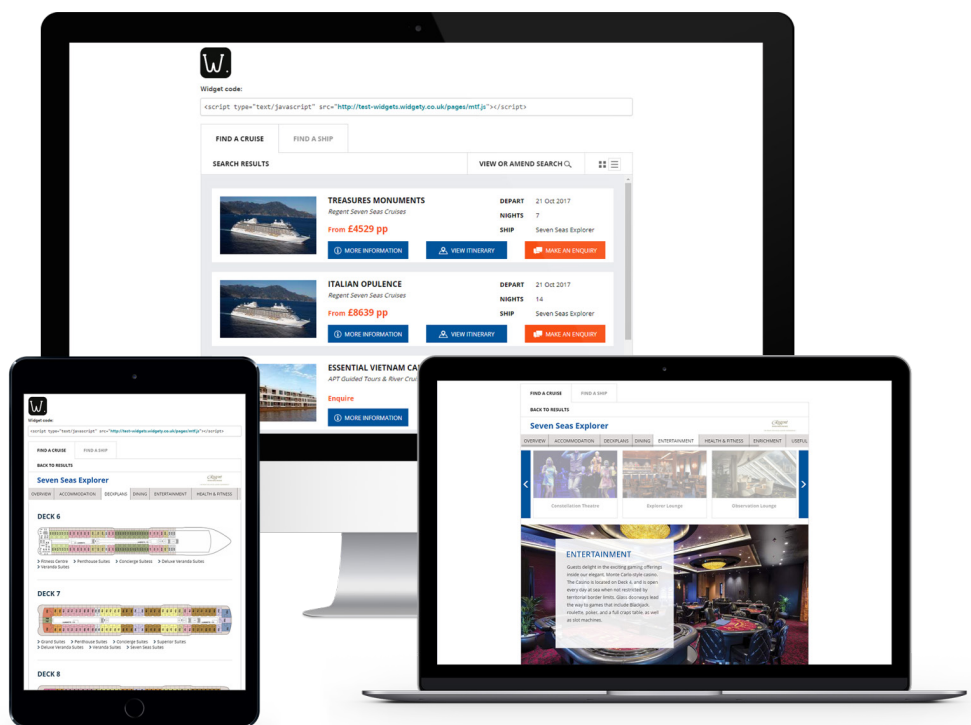1 Middle RoR Developer

DURATION
Ongoing 30 weeks

METHODOLOGY
Kanban

Widgety — Content Library for Tourism, Cruise and Travel

Widgety is a huge content library that lets users manage the content, update it and integrate the application into any site with no more than a couple of clicks.

BUSINESS CHALLENGES

The business had two main challenges to overcome:

- to make possible data gathering about various cruises, cruising ships, and tourist events in one place. These data had to be delivered via an API.

- to integrate and upgrade a special widget constructor which allows travel vendors to submit the info on cruises using a widget. This is a crucial feature for those who would like to integrate their website with Widgety service instead of building a custom one.

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Before contacting SumatoSoft, the client worked with another development team which led to the following issues in the development process:

- performance and reliability issues;
- complexity of adding new features;
- low level of development transparency.

BUSINESS AIMS

We had to optimize the solution performance making it stable for use. Our team was asked to implement new core features to extend the solution's functionality.

OUR SOLUTION

The following technological features were introduced:

- widget constructor allowing vendors to submit the info on cruises in no time via widget;
- REST API which allows developers to use the data taken from Widgety on third party websites;
- additional data sources integration - the data integration taken from third-party websites.

Eventually, the overall system performance was optimized which led to the stable work of the solution.

BUSINESS BENEFITS GAINED

As a result of our work, the customer was able to expand the feature list of the application. The implementation of the widget constructor helped to attract new vendors and provide more options for customers. Finally, our custom solutions made possible to increase the flexibility of the system which can be easily upgraded according to the future business requirements.