

# CASE STUDIES

## OFFSHORE PRODUCT DEVELOPMENT – PEOPLE JOURNALISM PLATFORM



### Application Overview

- Toadways is India's first smart and interactive people news ecosystem. A user gets default access to her/his locality, municipal ward and city news-diaries which form his most basic local ecosystem within Toadways. .
- At the heart of Toadways lies its intelligent algorithm, "toadsurge" which enables people to create contextual news on wheels, automatically circulates it to nearby locality news-diaries.
- It also allows people to consume nearby localized news on demand via a single click. Toadways provides a real-time contextualized catalog of news in any news-diary.

### Scope

- To develop a web application with a smooth, immersive user experience starting from sign-up to interacting with their locale diaries
- To provide a seamless user interface coupled with a first-time user tutorial.
- Integrate location based services such as live auto-detect user location, post to nearby locations.
- Implement a trending post detector based on the number of interactions.
- Creating a seamless workflow for development, testing and deployment.
- Integrating AWS services.
- Planning and maintaining an infrastructure most suitable for the application architecture within the AWS environment.
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### Tools Used

- VirtualBox, Linux Shell, PHPStorm(IDE), AWS command line tool, JIRA.

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### Challenges

- ❑ Poor source code quality to implement additional features.
- ❑ Integrating new features without breaking what was already in place because of the fragile nature of code base..
- ❑ IReplicating the web features to work seamlessly with the mobile application.
- ❑ Identifying and solving the memory leakage issues that would arise over the duration of the application's up-time and several other anomalies.
- ❑ Integrating said features to work seamlessly with the mobile applications.

### Approach

- ❑ Analyze the existing code base and its overall structure.
- ❑ Identify feature flows and modify features and design as per the requirements.
- ❑ Setup the application for different environments – Development, Testing, Staging and Production.
- ❑ Understand new requirements, plan the method of approach to create new features to work along-side the existing ones.
- ❑ Re-architect the infrastructure set in place on AWS to tackle issues appearing on the production set-up and increase efficiency in terms of both performance and cost
- ❑ Gathering data programmatically for location based services.
- ❑ Re-iterate features and re-structure improper code wherever possible and Automate deployment.

### Result

- ❑ Application's performance and user-experience was improved significantly
- ❑ Server anomalies were removed entirely.
- ❑ Re-structured AWS infrastructure resulting in improved efficiency.
- ❑ Implemented new UI designs and bug-free features.