



# CASE STUDY

“The Taco App”

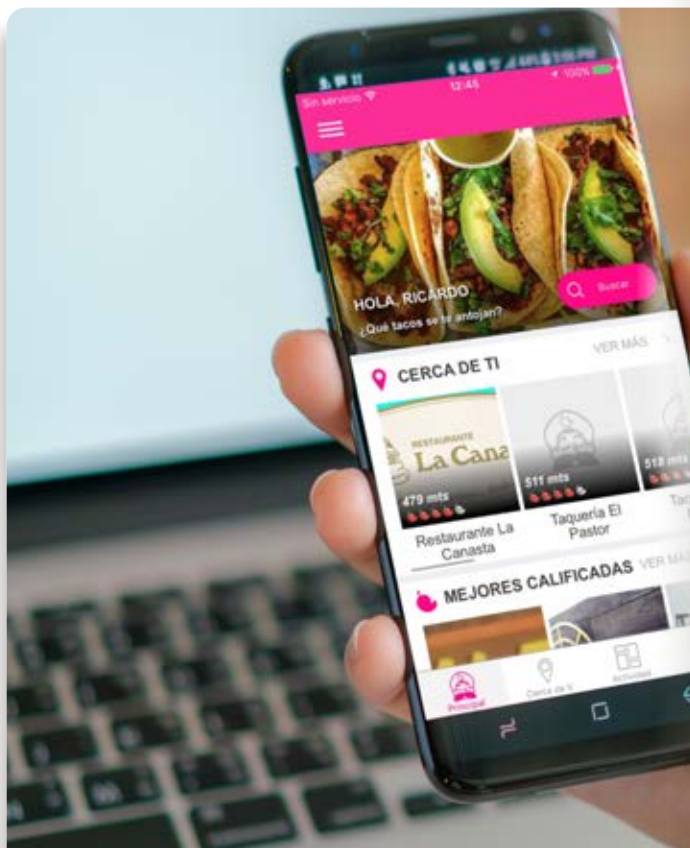
# Project

Taco Gurú is a Mexican startup that wanted a new web and mobile application to locate the best taquerías from anywhere in Mexico and to serve as a community where taco lovers could qualify and share their preferred taquerias. Simultaneously, the organization required a mobile development solution that leveraged its existing web and brand design, and that could meet the required performance for a national application.

# Solution

ClickIT developed a mobile application with location functionality powered by Google Maps. This application is Android and iOS native which provide faster performance and a high degree of reliability. It now allows users to locate taquerías, do reviews and take photos of the food and establishment

- Improved loading time of all the resources on the platform.
- Enabled registration by different methods to improve accessibility.
- Updated all the systems that operated within the application for better user experience.



## Key Technologies & Platforms



• iOS



• Android

Appboy



• Mobile

# Challenges

**W**e started the project by analyzing the existing applications, reviewing the most important modules, categorizing them by the level of importance and selecting those which could be improved zzzzzzz

## 1. Functionality

Before the project started, the design structure and the interface already existed. Our team focused on front and back-end development to cover the inconsistencies in the application. Started by defining the user flow from the login screen to the user profile page and taquerías.

The first challenge was to enable the registration of users on both platforms (iOS and Android). The application was integrated with the Facebook SDK to create a record through this social network and users could access the application directly with their profile.

We determined the style of each of the load animations, selected the place where they would be displayed and optimized the design so it could be adapted to each operating system.

We restructured the taquerías profile so the app could show the most relevant information for the users. We focus on the display of schedules, modals, reviews, and most important screens.

One of the most critical challenges in the project was to enable the module to upload multiple photos simultaneously in the reviews section, without affecting the performance or the use of resources on the user's device. We managed to implement the functionality with the help of native iOS and Android libraries.

In order to help users find the best taquerías around, we integrated Google Maps on multiple screens, causing an overload and many failures that did not benefit the brand. Our team managed to reduce the elements' load time in the RAM of the device, increasing the smoothness of each screen so that users could find their taquerías faster to have the best experience in the application.

We worked on the implementation of push notifications with Appboy, which allows us to review the information in detail for each of the screens and the clicks made by users in the application. Apptentive helped us to design pop-up windows, notifications, and management of execution times and actions. Also to the creation of the reviews on the screens of the taquerias. We used these services in parallel to facilitate the detailed tracking of trends among users and the analysis of the information of the entire application; in this way, Taco Gurú could modify its content based on the results.

## 2. Native applications

The platform is a native application for Android and iOS, which provides faster performance and a high degree of reliability. Most of the changes and modifications were applied in both operating systems so that the applications had the same functionality.

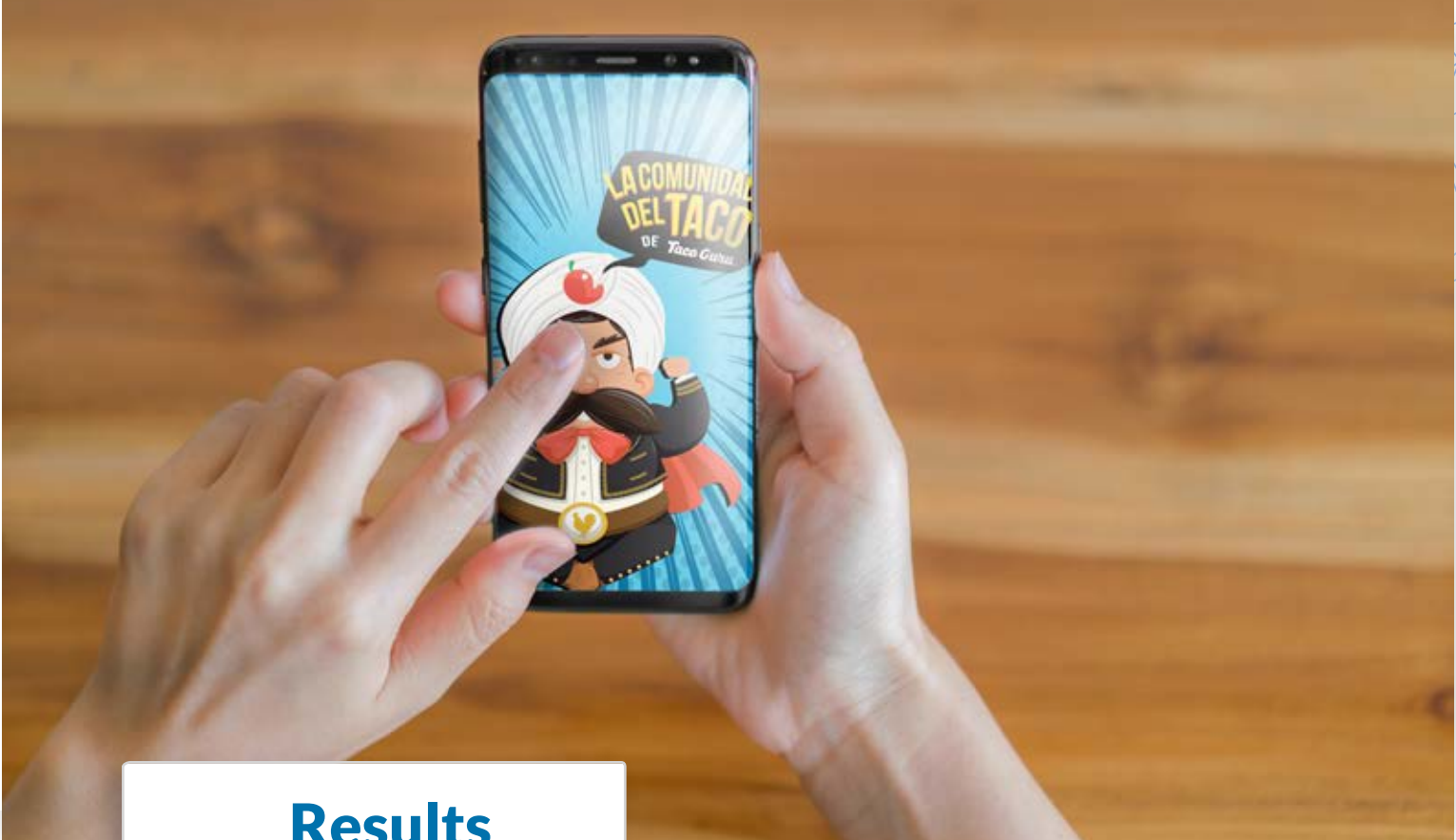
Android

We focused our efforts on optimizing the application to reduce the use of resources; managing to reduce the total size of the platform. We worked on fixing errors that the application already presented, and we started with the implementation of tactics for better performance

iOS

For iOS devices, we worked on taqueria searches and requests to the Taco Guru API. As part of updating the technologies to improve the application's performance, we updated the latest version of Swift from 3.2 to 4.0, which involved a code restructuring and changes in iOS libraries that were no longer supported or that became obsolete.





## Results

**ClickIT** managed to implement all the missing functions in the applications. The objectives of Taco Gurú regarding its web and mobile applications were successfully fulfilled. Now all users can see the nearest taquerias without any problem, the best-qualified businesses and the most popular ones; write reviews, share photos and register new taquerias. In the application it is now possible to win medals, level up and become an authentic Taco Guru.

### Some of the benefits that Taco Gurú received for its applications were:

- Optimization
- Error Fixes.
- Restructuring screens.
- Enabling modules.
- Implementation and updating of new technologies.

Finally, the applications were launched in their respective stores, at the time and date established by the project's objectives. ClickIT continued to provide technical support in the new features so that users can enjoy the best tacos platform in Mexico ■

## About us

**ClickIT** is a leading interactive development agency that implements “open source” tools and Cloud solutions to deliver high-value web and mobile application development for Startups and SMB business. We are Based in Saltillo, Mexico that implements AWS managed services, DevOps, and high-quality development to transform your online business. Our continuous expertise makes companies be successful following our rapid development, agile processes and superior solutions.



### Security

Hardening and malware removal. Ask for a security assessment, ethical hacking and penetration testing.



### Development

Web and Mobile Development for Ecommerce sites, Startups, Mobile and SaaS Applications.



### Migrations

Migrate your application to the Cloud, or move your site to the hosting that suits you best.



### DevOps

Continuous integration and Accelerate you Development productivity whit IT automation.



### Optimization

Accelerate your application and CMS using caching layers, CDN technologies and tuning your LEMP services.



### Cloud Computing

Integrate your online business to the cloud today. Get the benefits that cloud computing can give you.

## Our Partners





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