How We Built LifeTagger- A Software Development Case Study

LifeTagger is a proximity platform app that serves different sectors of business with customized solutions. They pride themselves on offering business solutions that streamline the delivery of the right experiences to your guests and clients. It helps you engage with customers, employees and guests better by hyper-localizing engagement.

Our client wanted a tech team that would build them a website and iOS and Android applications for LifeTaggger.

Tech Stack

Platform – custom, Mobile (Android, iOS)

Worked with Javascript, React, Redux, and Swift

How we built LifeTagger

LifeTagger had a few specific goals: they wanted to have a more mobile-friendly site, and they wanted it to be easy for their customers to find the information

they were looking for quickly. They also wanted us to ensure their content was as accessible as possible and that loading on any device didn't take too long.

We started by researching what kinds of websites our client's competitors use. Based on this research, we created a paper wireframe of the user experience and then developed it into a mockup. Then we worked with the client to create an overall design direction for their site. For this, we used colors and fonts from their current branding, which helped us choose which elements needed to be included in each section of the site. We also ensured that all of our code was structured so that it would be easy for anyone on our team to work on this project in the future.

When we started developing this website, we knew it needed to be simple and easy. We wanted to ensure it could work on all devices, no matter what screen size or operating system the user was using. We also wanted to ensure that it worked for people with disabilities and those who are visually impaired.

We built the site using JavaScript, which allows us to easily add new features as they become available. It also keeps our code clean and readable while ensuring no bloat. We don't want our codebase to get so big that it slows down LifeTagger.Using technology like JavaScript allows us to create flexible sites for any device or operating system.

One of the critical things we did in this project was to ensure we had the right tools for the job. For example, we used JavaScript to build the entire site, which made it easy to navigate.

We also wanted to make sure that our client would be happy with how their new website turned out, so we ensured that they had access to all of their content throughout the design process and could make any changes they needed as soon as possible.

We used React to build the front end of the LifeTagger site. The main reason we chose React was that we wanted to make use of its quick rendering times. React also allowed us to maintain our codebase better by separating the front and backend. This meant we could change one area without affecting the other, which helped us avoid any potential conflicts or bugs. It also provides a componentized design that breaks up your UI into smaller pieces called components, which are reusable and easy to maintain over time.

Android App Development Stage

When our developers at plecco.com began working on an Android app that different commerce sectors would use to improve service delivery, we knew it would be a challenge. We had to ensure that we could provide the functionality and ease of use that everyone expects from their devices, but also keep in mind that this software was going to be used in hotels, and events and that meant it couldn't have any bugs or security vulnerabilities.
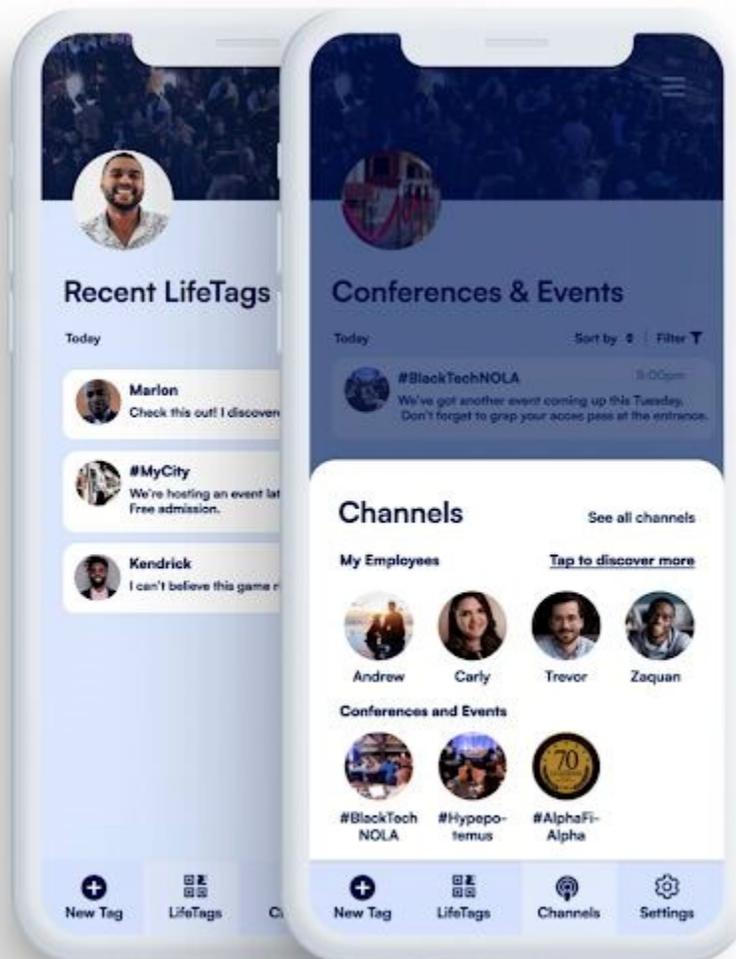
The LifeTagger App

But with our knowledge of Java and Redux, we were able to make sure that our app could handle all of those demands. We started by building an application on Android Studio, which allowed us to create a user interface designed specifically for mobile devices while retaining all the functionality users would expect from an application like this one.

We used Redux as an architectural pattern for managing all state changes within our application. Redux helps us keep track of all information related to the application state and allows us to modify it as needed quickly. Redux is a

predictable state container for JavaScript apps. We used it as we wanted the Life Tagger app to behave consistently and run in different environments.

iOS App Development Stage

When we set out to build the LifeTagger iOS application for our client, we knew we had to make it unique. Our client's goal was to create a proximity app that the hospitality business, cities, and event managers could get people to use. They wanted something easy to use but also had a sleek design and was full of useful functionalities such as notifications, geotagging, etc.

iOS Mockup
Since the client was happy with the initial design of the android version of the app, we skipped the mockup phase and moved straight to the development.

We then worked with our designers and developers to develop a functional prototype using Swift. This prototype allowed us to test different ideas and ensure everything ran smoothly before moving into full production mode.

Once we were happy with how everything worked in the prototype stage, we began working on developing the actual app itself. This involved creating an icon

for the app and designing its user interface to match our original mockup. Then we moved into development mode, where our developers built out all of the functionality needed for users to use the app without any issues.

Finally, we tested both apps and ensured they performed to the client's satisfaction.

Things to Note

- We worked with our client to build a dashboard for users. We had to look at their challenges and how they needed to manage their accounts and get real-time alerts based on their location. The result was a dashboard that allowed them to manage their account, send alerts based on specific areas, and monitor metrics from various sources. The dashboard also provides a great user experience that makes it easy for merchants to see what's happening in real-time.
- We worked closely with our client to develop library features so merchants could access their real-time data.
- We also provided two full-time developers versed in Java, Swift, and React to our client to allow them constantly improve LifeTagger and create custom-made solutions for their partners.

Results

Since launching on the play store and Apple Store, LifeTagger has become the premier proximity app. The app also has a perfect 5-star rating on the play store.

We have progressively made the app a better place for users with the latest update allowing you to receive LifeTags from Bluetooth beacons. This is perfect for events.

The firm has received recognition from Google for Startups, Conscious Venture Lab, SCRA and Chairman Partners.