

Plurro

Case Study

iOS app, portal-services and backend system to develop "cash mob"

Retail



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Company Information:

Based in the United States, Plurro is an e-commerce company with an aim of saving consumers' money whilst generating more revenue for the merchants. Their management team comprises of passionate entrepreneurs with a proven track record within the retail sector. Plurro's Board consists of individuals who have led some of the largest retail brands in the world, like the Founder of Sports Authority, former CxO at Macy's, J.C Penney, Sephora, and the former CEO of Loehmann's.

Business Needs:

The goal of Plurro was the creation of suitable platform to share genuine information of huge discounts and savings among the users across the USA. The development cycle was expected to be based on speed to market, design capabilities and architectural strength. It was required to avoid potential risks of fraudulent monetary offers. It was necessary to have an easily manageable and expandable online solution that can work efficiently on a range of software and hardware, completed with absolute security. And, of course, the software has to be easy to install and maintain.

Solutions:

After a complete discussion with the client, team Hidden Brains proposed the idea of a comprehensive online solution powered by multiple mobile and web-technologies. It was necessary to incorporate highly interactive sessions, identification, development and representation of diverse case scenarios. Additionally, we incepted a very simple yet extremely efficient process of multi-vendor, multi user networking application. Mapping the actual system with a semi functional working prototype of the system was also developed to identify the loop holes and key areas of the business.

Furthermore, our team of developers designed and structured an extremely robust and efficient system for smooth running of the app. To avoid fallacious charges and information, we developed secured data and payment gateways along with multiple distribution in bulk earning for efficient implementation into a complete dynamically expanding network.

Technical Details:

- Native/Custom iOS

Features:

- Start or join a Cash Mob
- Inform everyone about the Cash Mob with one simple click
- Go to favorite business and interact with others who love the brand and love to save money
- Repeat every single day

