

Case Study



CLIENT OVERVIEW

Airattix, an innovative platform in the storage solutions market, connects individuals seeking storage spaces with those who have available space to offer. It is a one-stop solution for all storage and parking needs. It also provides users with an opportunity to earn some extra income from privately owned vacant storage spaces & unused parking spaces. Further, it is an end-to-end storage solution including door-to-door movers & packers service.

THE BUSINESS NEEDS/CHALLENGES

Airattix, a startup needs to expand its market, in both domestic as well as international regions, but grappled with significant hurdles such as:

- As a tech startup, the client was struggling to achieve the optimal product design roadmap.
- The ultimate challenge was to find an experienced and professional partner who can provide technical consultation to accelerate product development and refine their offering. Operating within the tight constraints typical of startups—limited budget and time—further complicated with expansion efforts.
- Critical to their expansion was the need for additional skilled and experienced developers to accelerate technical solution and address the on-going needs of the business.
- Struggle to overcome the strategic challenge of defining the future roadmap.
- Enhance scalability and development process to support their vision of rapid growth as a startup.
- A well-defined and streamlined strategy to enter into the global market.
- Hiring in-house resources for innovation and further development without compromising operational expenses posed a significant challenge for sustainable growth for the client.
- Boost user experience and enhance the platform to increase the engagement, retention, and conversion rate.

These intertwined challenges underscored **Airattix's** urgent need for strategic guidance and technical expertise to navigate the complexities of growth, market entry, and product innovation. And that's where **TechnoMark** engaged to help out client to contribute for the growth of the company!



- **Industry:** Storage & Warehouse
- **Headquarters:** India

CLIENT OVERVIEW

THE SOLUTION

TechnoMark accepted the project and engaged as a technical consultancy to help Airattix reach its desired goals and take corrective measures on time. TechnoMark provided extensive technical consultation to Airattix's team to help them overcome development as well as technical challenges, which includes:

- **A Detailed Technical Audit & Assessment:** A thorough analysis of Airattix's existing web application architecture, infrastructure, documentation, and other artifacts performed by TechnoMark's experts to find all areas of growth and proposed the most effective and beneficial strategies.
- **Technical Improvement Recommendations:** Our technical team proposed improvements and recommendations to directly enhance existing web application quality, performance, security, and maintainability, which included:
 1. Architecture Level Changes for scalability
 2. Refactoring & upgrading the code
 3. SEO-friendly URLs etc.
 4. Analytics and improved engagement
 5. Security enhancements and improvements
- **Quick Team Augment/Ramp Up:** We rapidly deployed a skilled team to integrate with Airattix's existing workforce, addressing immediate technical needs and fostering innovation.
- **Agile Development:** Employing agile methodologies for the rapid development and deployment of new features and enhancements.
- **Performance Optimization:** With the help of seasoned and experienced team, managed to improve the overall performance of the web application including faster page loads, improved engagement, and a lot more.
- **Improved Usability & Security:** By incorporating industry-best practices to identify the potential ways to improve the design and security metrics has helped enhance the overall usability and security of the existing application.
- **Mobile Application Development:** Helping client to get the mobile-version to achieve their goal of expanding global footprints and increase their user base.



TECHNOLOGIES WE USED



Golang



Angular



Flutter

FINAL OUTCOME

Milestones & Deliverables

By partnering with TechnoMark and leveraging the technical expertise, Airattix achieved remarkable improvements in product design/development, performance and user experience. The successful technical assessment and optimization of TechnoMark not only elevated **Airattix's** position in the competitive market but also established a strong foundation for future growth.



FINAL OUTCOME

Achievements



Significant improvement in **PAGE LOADING TIME**

By leveraging **TechnoMark's** powerful optimization techniques, Airattix witnessed substantial reductions in loading times for their web pages, i.e., achieved page loading between **85-99!**



Significant improvement in **DEVELOPMENT SPEED**

We've helped Airattix to gain faster pace with the development. The technical team from TechnoMark has helped Airattix to double the overall development speed.



Improved **CUSTOMER REACH**

Right customer engagement strategies and enhancements had a massive impact on the Airattix business outcomes. The customer reach has increased 2x after engagement and improvement suggested by **TechnoMark.**

CLIENT IMPRESSIONS



“With TechoMark's support, we've experienced a significant improvement in our project's development pace and quality. Their **expertise, professionalism, and dedication** to delivering results have made them an **invaluable partner** in our journey.

We highly recommend TechoMark to any organization seeking expert assistance in web and mobile development. Their commitment to excellence and customer satisfaction truly sets them apart...”



Aditya Kale

Airattix - Founder
Maharashtra, India



SCREENSHOTS – WEB

Hi prapti technomark

Area calculator (Business Storage)

Business storage

Search item name

Other	- 1 +	Table	- 1 +	Chairs	- 0 +
Cupboard	- 0 +	Laptop	- 1 +	Desktop	- 0 +
Files	- 0 +	White board	- 1 +	Notice board	- 0 +
TV screen	- 0 +	Air conditioner	- 0 +	Documents	- 0 +
Machinery unit	- 0 +	Business inventory	- 0 +	Raw material	- 0 +
Fan	- 0 +	Electrical fittings	- 0 +	Boxes	- 0 +

We recommend

Est. Area: 11 sq. ft. (1 sq. m.)
Est. Volume: 70 cu. ft. (2 cu. m.)

This cube is only for representational purpose. Standard height of 6 feet is considered for volumetric calculations.

47% full

Storage unit: 25 sq. ft. (5 x 5)

Checklist 4 items

Other (L 24in W 24in H 24in) ✓	- 1 +	✕
White board (L 48in W 12in H 60in) ✓	- 1 +	✕
Laptop (L 24in W 12in H 12in) ✓	- 1 +	✕

Save Search (11 sq. ft.)

Add New Listing

Step 3

Availability & Accessibility

Availability

Available from: dd/mm/yyyy
Maximum booking duration: Select duration

Accessibility

Please select when customer can visit the storage space *

With 24-hour intimation Within operational hours

Define operational time

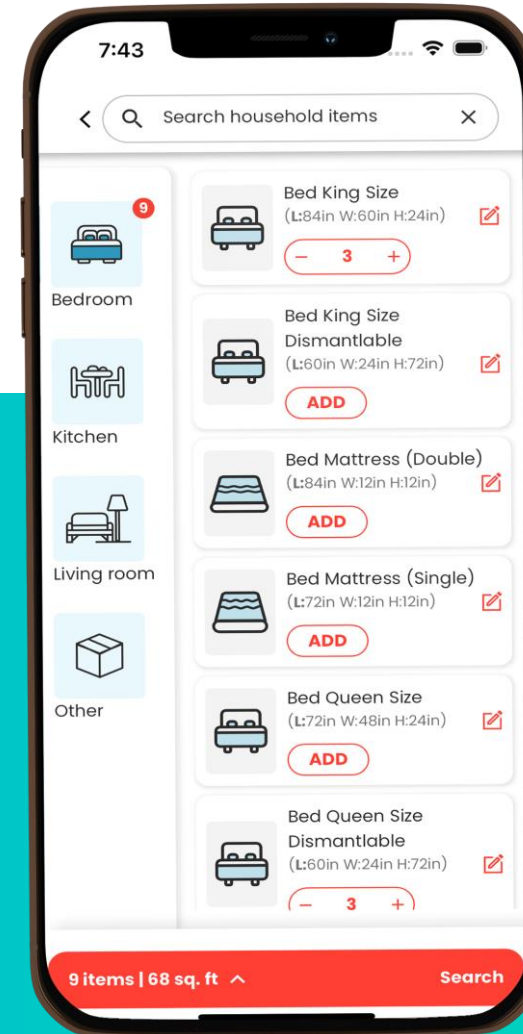
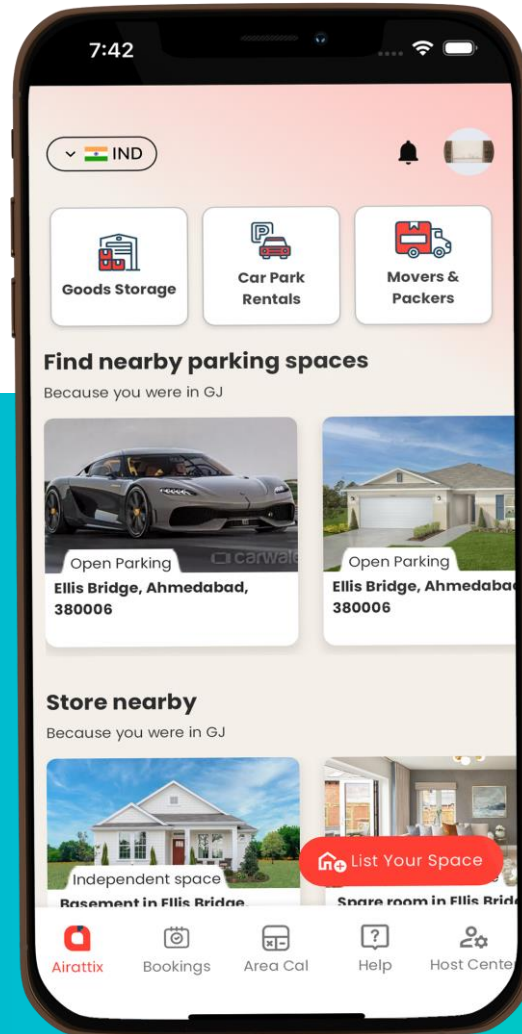
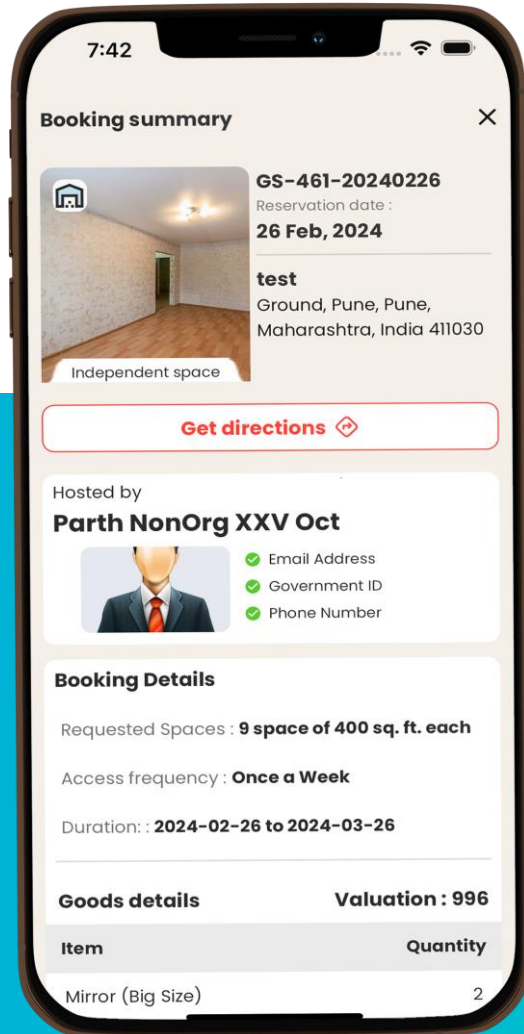
Check all operational days

<input type="checkbox"/> Sunday	<input type="checkbox"/> Monday	<input type="checkbox"/> Tuesday	<input type="checkbox"/> Wednesday
10:00 06:00	10:00 06:00	10:00 06:00	10:00 06:00
<input type="checkbox"/> Thursday	<input type="checkbox"/> Friday	<input type="checkbox"/> Saturday	
10:00 06:00	10:00 06:00	10:00 06:00	

Previous Save & Next

TechnoMark Pages Links Member of

SCREENSHOTS - MOBILE



A hand is shown reaching out from the bottom center towards a glowing blue circular interface. The interface has a futuristic, digital appearance with concentric rings and a grid pattern. The background is a dark, blue-toned space with a grid of light points and lines, suggesting a digital or data environment. The overall aesthetic is high-tech and futuristic.

**THANK
YOU**