Case Study

airattix

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 poised a significant challenge for sustainable growth for the client.
- Boost user experience and enhance the platform to increase the engagement, retention, and conversion rate.

airattix

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

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!

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

airattix

"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..."

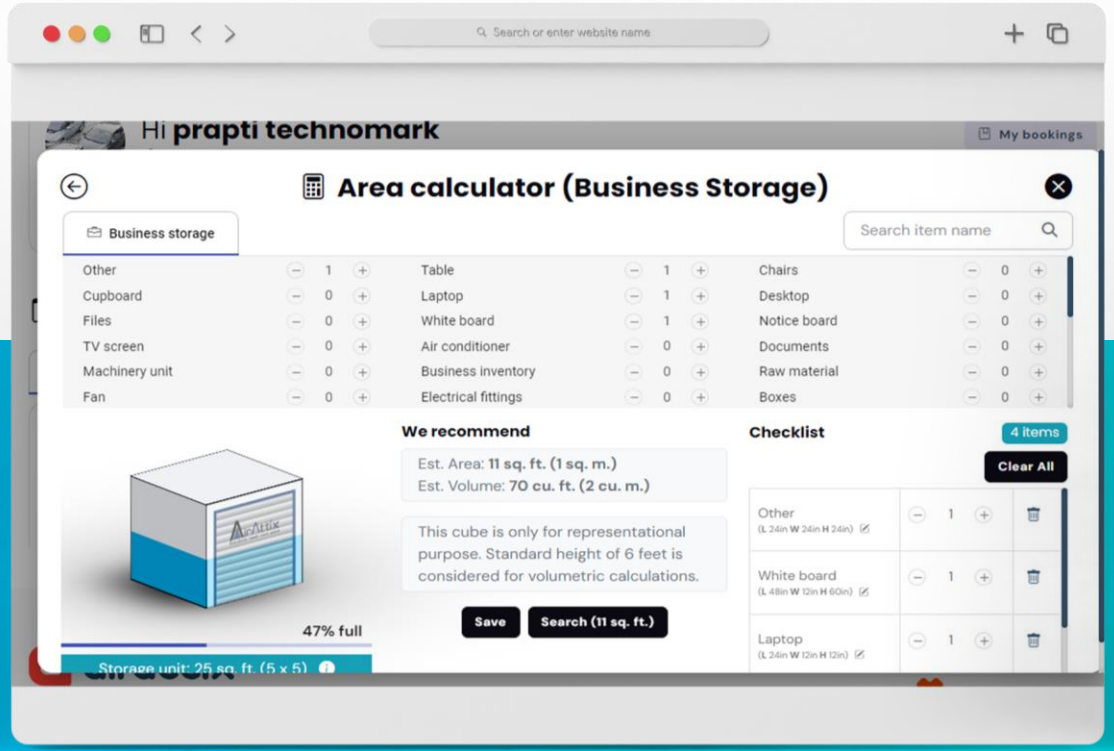
Aditya Kale

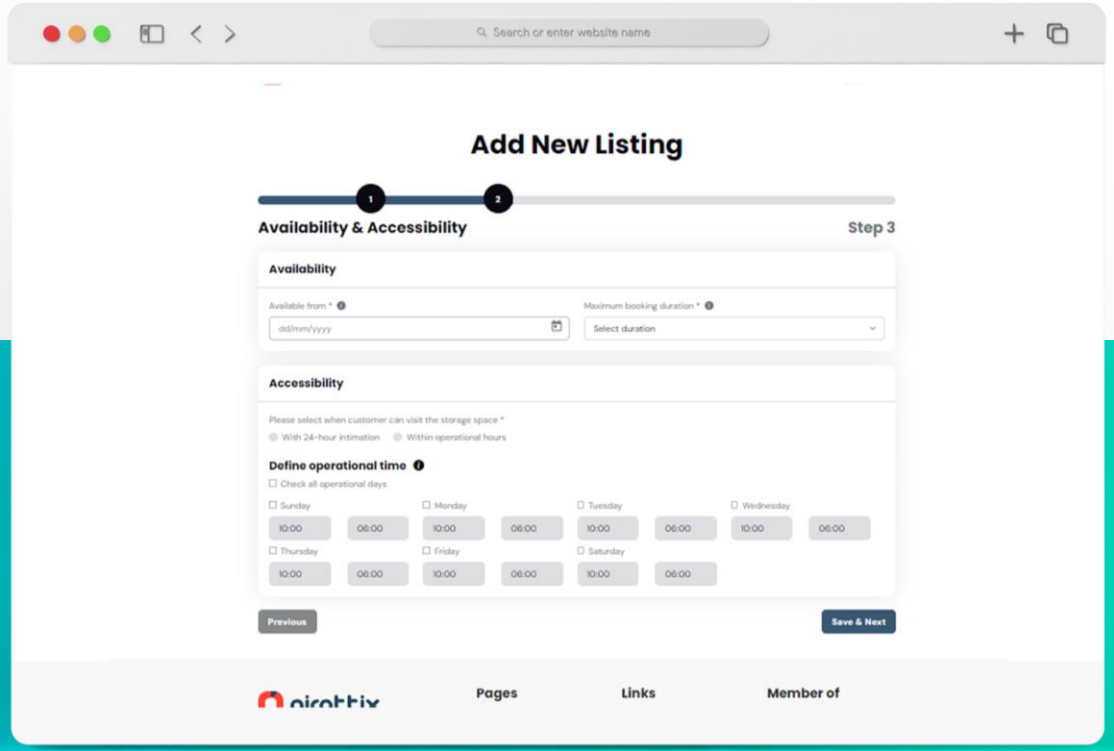
Airattix - Founder

Maharashtra, India

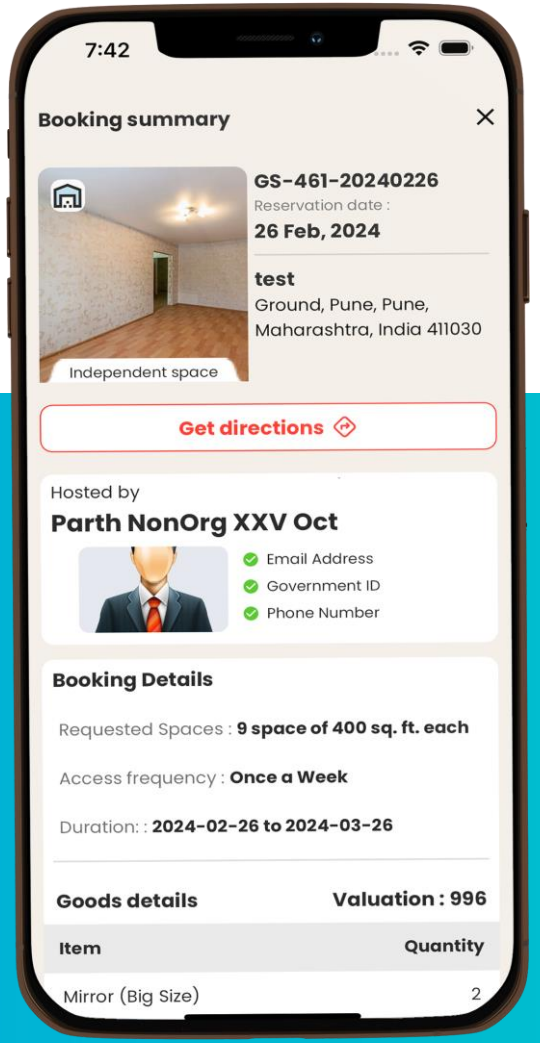
★★★★★

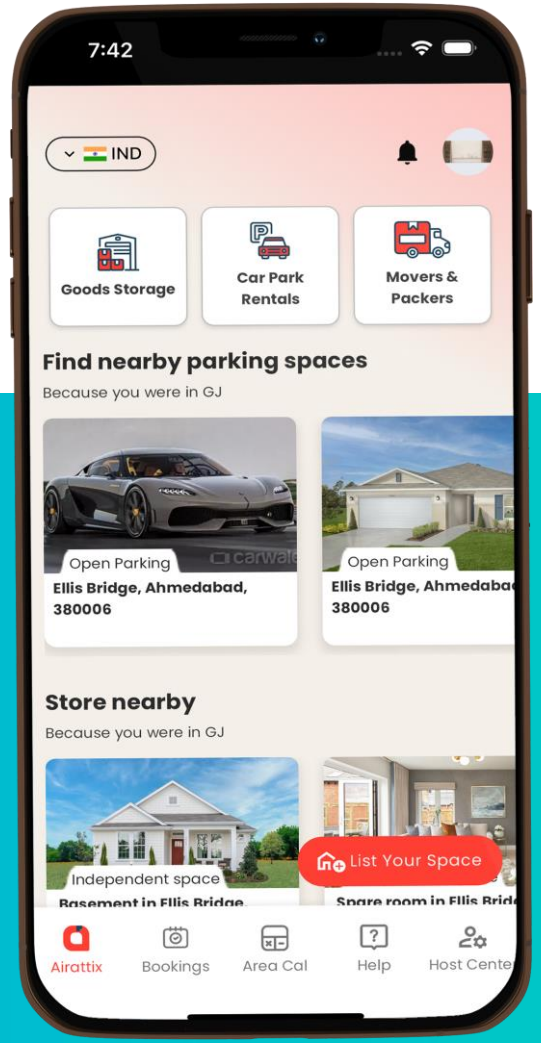
SCREENSHOTS – WEB

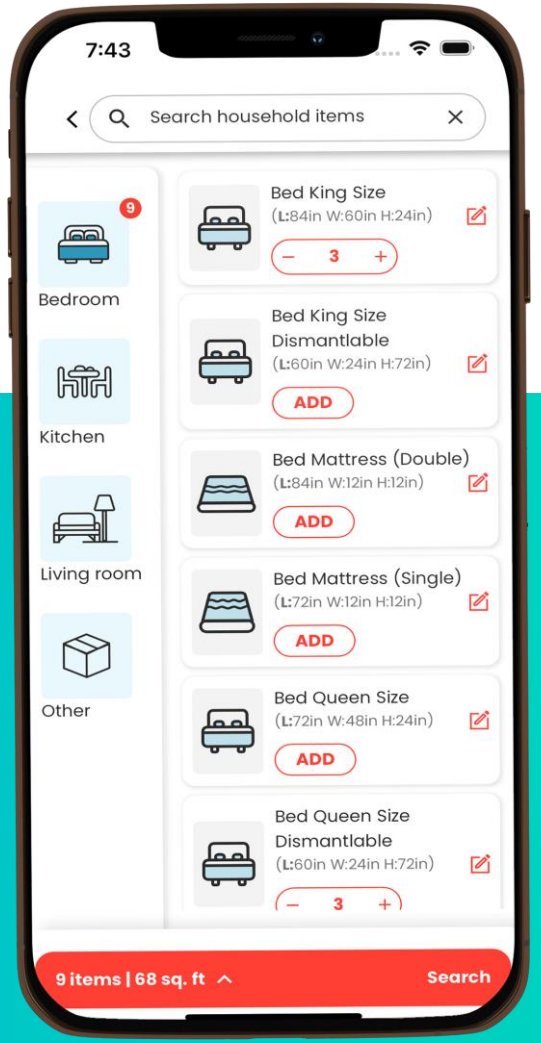




SCREENSHOTS - MOBILE







THANK
YOU