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3E SOFTWARE SOLUTIONS

24, CMH Road, Indira Nagar II Stage, Bangalore
Karnataka - 560038, India

www.3esofttech.com

CASE STUDY – Mobile App for Location Based Services

Talent Recruitment Company in India

The Client is a Recruitment Services Company based in Bangalore, India

What were the Problems / Opportunities?

The Client is a Recruitment Services Company looking to expand their services to the mobile segment.

- *With ever increasing number of mobile users and users wanting to look for jobs near their location, the client saw an opportunity to develop an App that connects Employers and Job Seekers based on location, where job seekers can search for jobs near their preferred location based on their skill set.*

- *The timescale for the completion of the project was 4 months, which was a tight schedule considering their feature requirement and budget.*

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What did 3E do to enable the Client meet the objectives?

Understanding the Client's Business Requirements

- *Understanding the Client's Recruitment Business*
- *Understanding the gap in the Market that the client is trying to fill*

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What did 3E do to enable the Client meet the objectives?

Platform / Framework Evaluation

- *Identification of the right Mobile platform (Android Native)*
- *Material Design Framework for UI*
- *Yii Framework for Administration Content Management System*
- *Google Maps and Directions API*

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What did 3E do to enable the Client meet the objectives?

Minimum Viable Product Delivery

- *Implementation of a list based Job Search based on location*
- *Automatic Conversion of Addresses into Coordinates in the back end*
- *Integration of CMS with the App*
- *Material Design based UI implementation*

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What did 3E do to enable the Client meet the objectives?

Pilot with Google Maps Integration

- *Client feedback processing and required feature implementation*
- *Integration of Google Maps*
- *Implementation of Clustering to show multiple jobs in a single location*
- *Implementation of Advanced search functionalities to search for jobs requiring a particular skill set within a specified radius*
- *Search results based on job seekers' custom primary skill set and secondary skill sets*

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What did 3E do to enable the Client meet the objectives?

Final Release

- *Client Suggestion based final feature enhancements*
- *Beta Testing*
- *Backend Deployment*
- *Transition & Handover*

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And now…

- *The client was successfully able to expand their business in to the mobile segment.*
- *The customer base has been expanded to include Android users.*

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What were the Challenges?

The biggest challenge was completion of the project with all the required functionalities within the stipulated budget and timeline

Some of the major challenges include:

- *Integration of various Google APIs with the Native Android Application.*
- *Integration of a Spatial Database and development of custom algorithms for distance and radius calculations, identification of targets within a custom radius etc.*
- *Integration of Advanced search features for searching by job skills.*
- *Implementation of a CMS System for Administration*

THANKS!

Any questions?

Connect with us at

- hello@3esofttech.com
- www.3esofttech.com
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