CASE STUDY: KASHKICK

aimprosoft

Aimprosoft builds an online rewards platform with PayPal integration

Client information:

Client: **Kashkick**
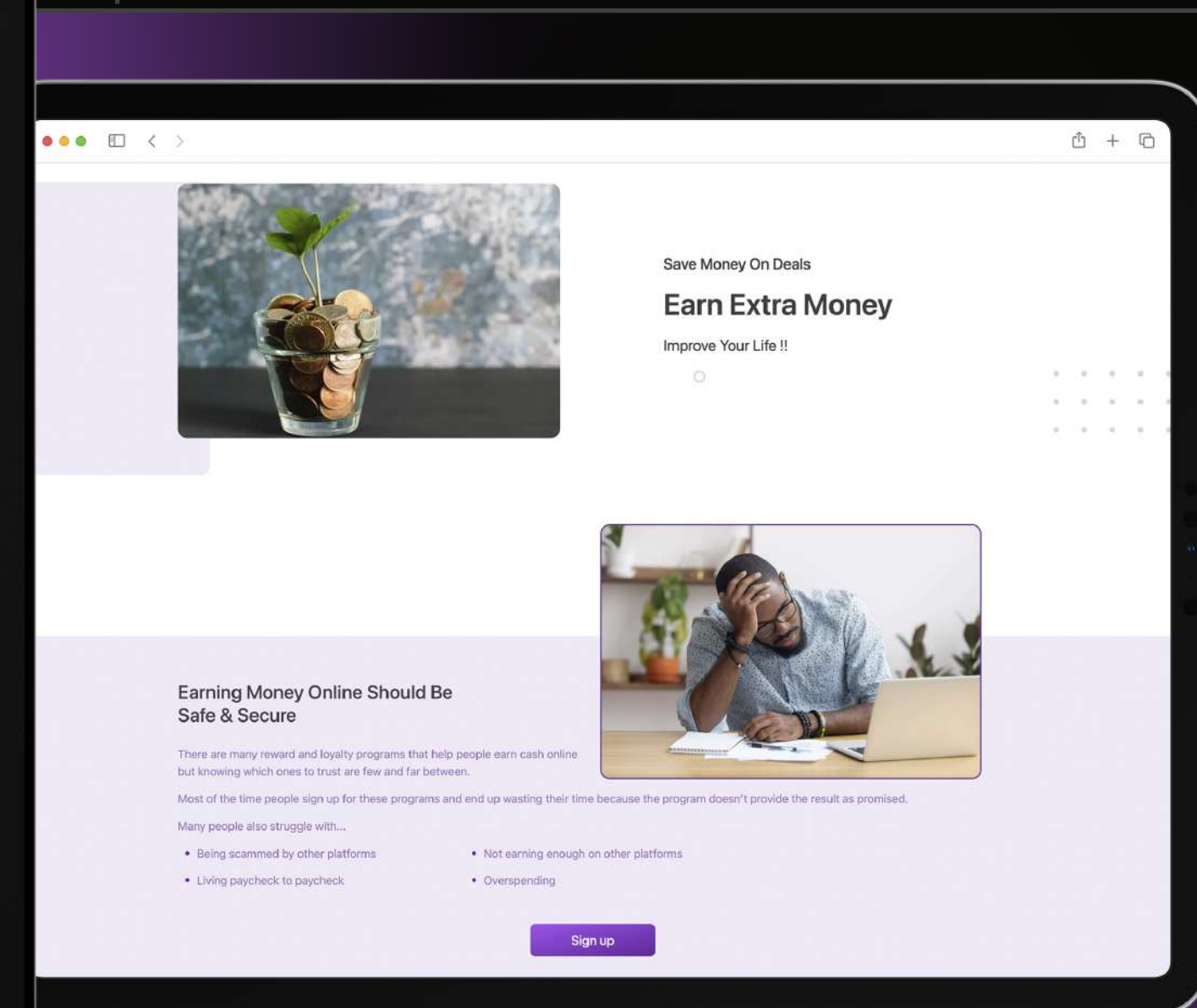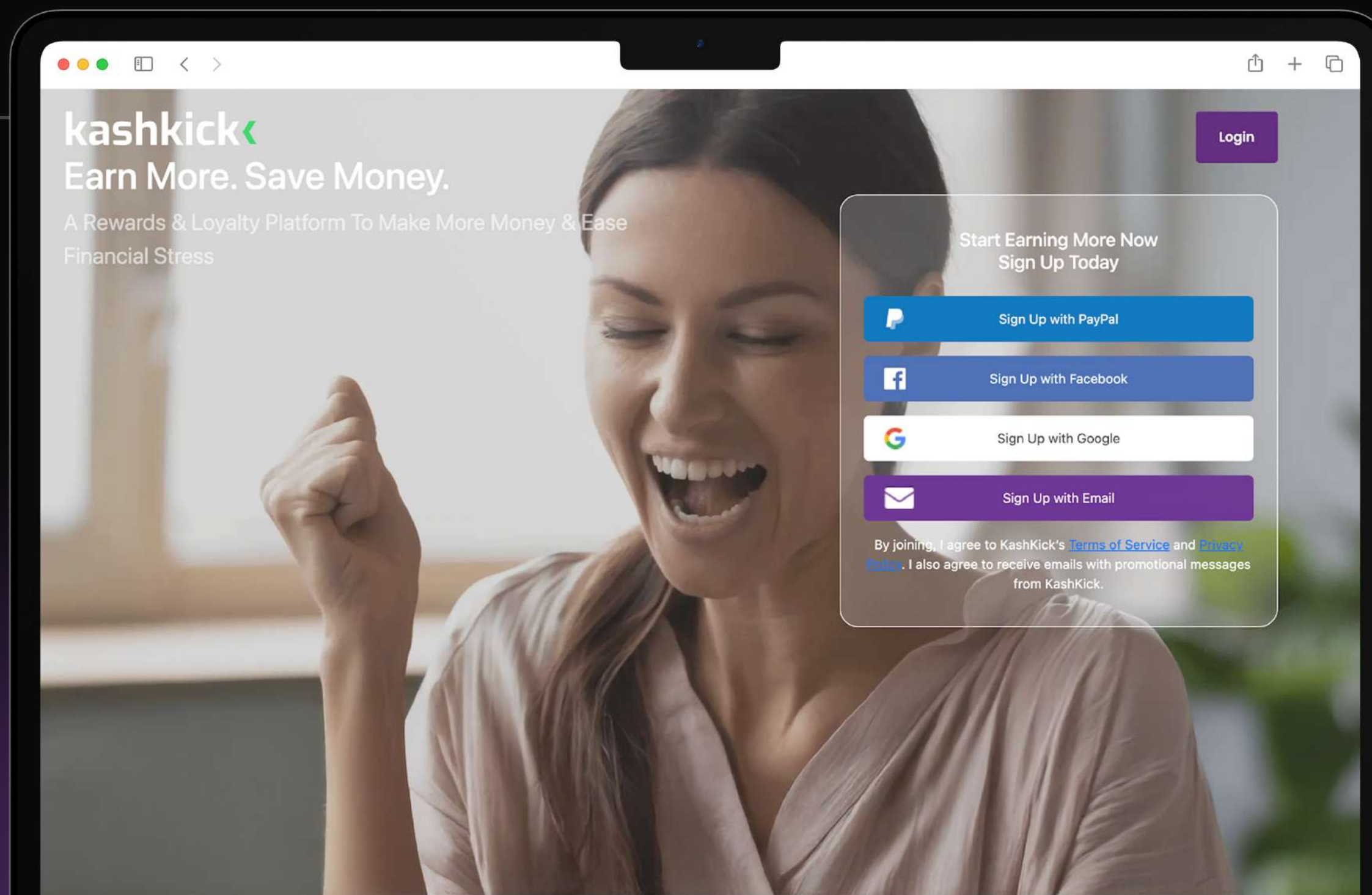
Company size: **11-50**

Headquarters: **USA**

Cooperation model: **Outstaffing**

Team size:

Project manager: 1
Full-stack developers: 6
Frontend developers: 3

Business analyst: 1
QA engineers: 3
DevOps engineers: 2
UI/UX designer: 1

PROJECT OVERVIEW

Summary:

Kashkick aimed to change how users earn extra money online by making the process fun, transparent, and accessible. They approached Aimprosoft to modernize the existing platform, initially built with outdated technologies. The primary focus was to ensure the scalability and stability of the system while enhancing the user experience.

As the project progressed, we aimed at improving app performance and user engagement while fueling the company's market growth.
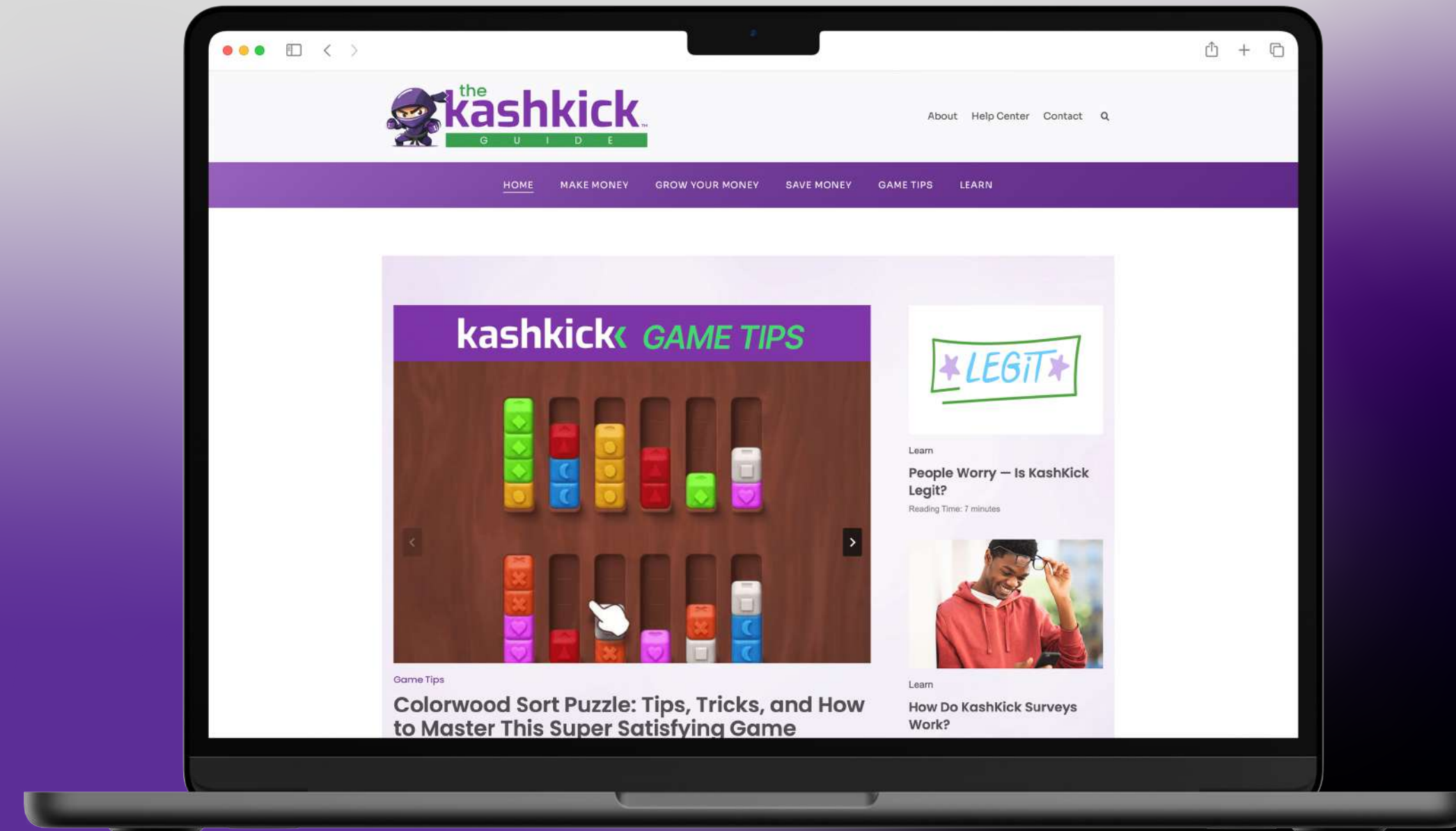
Provided services:

- Web development
- Project management
- QA & software testing
- Business analysis
- UI/UX design services
- DevOps services

Technologies & tools:

- **Frontend:** Vue.js, HTML/CSS
- **Backend:** PHP, Laravel, WordPress, MySQL, Redis
- **DevOps:** Linode, AWS, New Relic, Cloudflare
- **Third-party tools:** Postmark, Sendgrid, Google services, PayPal, Social networks, Fraud prevention services
- **Additional tools:** Git, Cypress, Docker

REQUIREMENTS & CHALLENGES

Kashkick turned to Aimprosoft to transform their MVP into a robust, full-fledged platform. The latter was initially built using outdated technologies and struggled to meet the needs of a growing user base.

The client's requirements included high performance, scalability, and zero downtime during rapid growth. Plus, they wanted to enhance user engagement through intuitive design and a seamless user experience. Finally, the platform needed to be prepared for continuous feature integration.

The project also required effective coordination across distributed teams in multiple time zones, demanding efficient communication and collaboration to ensure smooth development and rapid feature releases.

LEGACY CODE REFACTORING

The outdated codebase, which used old functional styles, had to be rewritten to modern standards to improve readability and maintainability and set a strong foundation for future scalability.

FREQUENT DESIGN CHANGES

Design updates happened frequently since there were A/B tests to identify the most effective design elements, ensuring a consistent user experience. Meanwhile, the team had to keep both new and legacy versions up and running.

THIRD-PARTY INTEGRATIONS

The platform included numerous integrations with third-party services, so we had to ensure they were seamlessly integrated to maintain system stability and security.

SCALING AND STABILITY

Rapid user growth required a scalable infrastructure to manage the increased load while ensuring minimal downtime. This challenge required improving the monolithic server setup by isolating new features as separate services to achieve better load balancing and efficient resource management.

DISTRIBUTED TEAM COORDINATION

Since team members were spread across various countries, they required thorough alignment to ensure timely and smooth communication despite different time zones.

HOW WE WORK

COLLABORATION APPROACH & PROCESS

From the outset, our team worked closely with Kashkick to establish **clear and effective management** and development workflows. We followed the Agile project management framework with two-week sprints, which guaranteed **efficient response to the evolving nature of the platform.** The workflow was optimized by setting up planning, retrospectives, and prioritization processes to handle the rapid development of new features and maintain overall stability.

Our collaboration included frequent and open communication between our developers, project managers, and Kashkick stakeholders. Meanwhile, our development team's proactive engagement allowed us to implement client ideas swiftly.

Ultimately, the strong alignment between our teams, **transparent management processes,** and the ability of all project members to adapt quickly to changing needs allowed Kashkick to turn into a successful and scalable platform, meeting both business and user expectations.

CLIENT TESTIMONIAL:

We are very fortunate to have found a loyal and dedicated partner in Aimprosoft. Every person we have engaged with through Aimprosoft has been not only a great value for the money but also has high hard and soft skills.

We like the way you have taken on the responsibility for the timely delivery of projects, documentation, data systematization and structure. Thanks to Aimprosoft, our team has become more productive, proficient and effective.

Vishal Mahtani, CEO
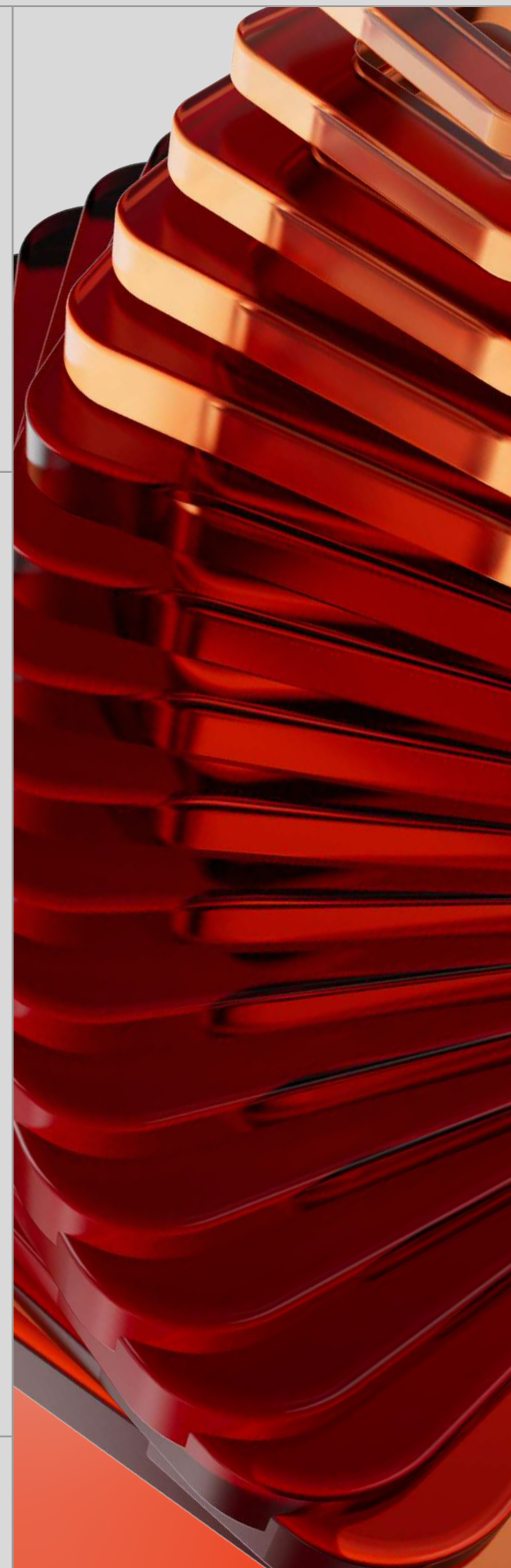
STEP-BY-STEP PROJECT FLOW

Stage 1:
Concept Refinement & Requirements Gathering

When we began working with Kashkick, the platform was an MVP built on outdated technologies. We collaborated with stakeholders to understand their vision, while our business analyst assessed existing processes, identified weaknesses, and developed a redevelopment roadmap to align with project objectives.

Stage 2:
Architecture Design & Process Setup

Our software engineers designed a scalable architecture, gradually isolating new features as separate services while keeping the initial monolithic setup intact. We focused on modernizing the tech stack and ensuring the platform could grow with increasing user demands, laying a solid foundation for feature expansion and seamless integrations.

Stage 3:
Development Environment & DevOps Implementation

We established a reliable cloud infrastructure, moving from a monolithic server to distributed smaller servers and integrating Redis for session management. CI/CD pipelines were configured, and blue-green deployments were implemented to ensure reliable updates and continuous stability for the end users.

Stage 4:
Development & Quality Assurance

We refactored the outdated codebase and enhanced both backend and frontend functionality, prioritizing scalability, user-centric design, and seamless payment gateway integration with services like PayPal. Comprehensive quality assurance processes, including manual, regression, and automated testing with Cypress, ensured platform stability and reliability before every release.

Stage 5:
Release & Post-Release Optimization

Once development and testing were complete, we proceeded with regular releases. Our post-release activities included monitoring platform performance, implementing auto-scaling strategies during peak user activity periods, and constantly optimizing for cost efficiency. As Kashkick continued its rapid user growth, we adjusted platform performance to meet client expectations.

DELIVERED FUNCTIONALITY
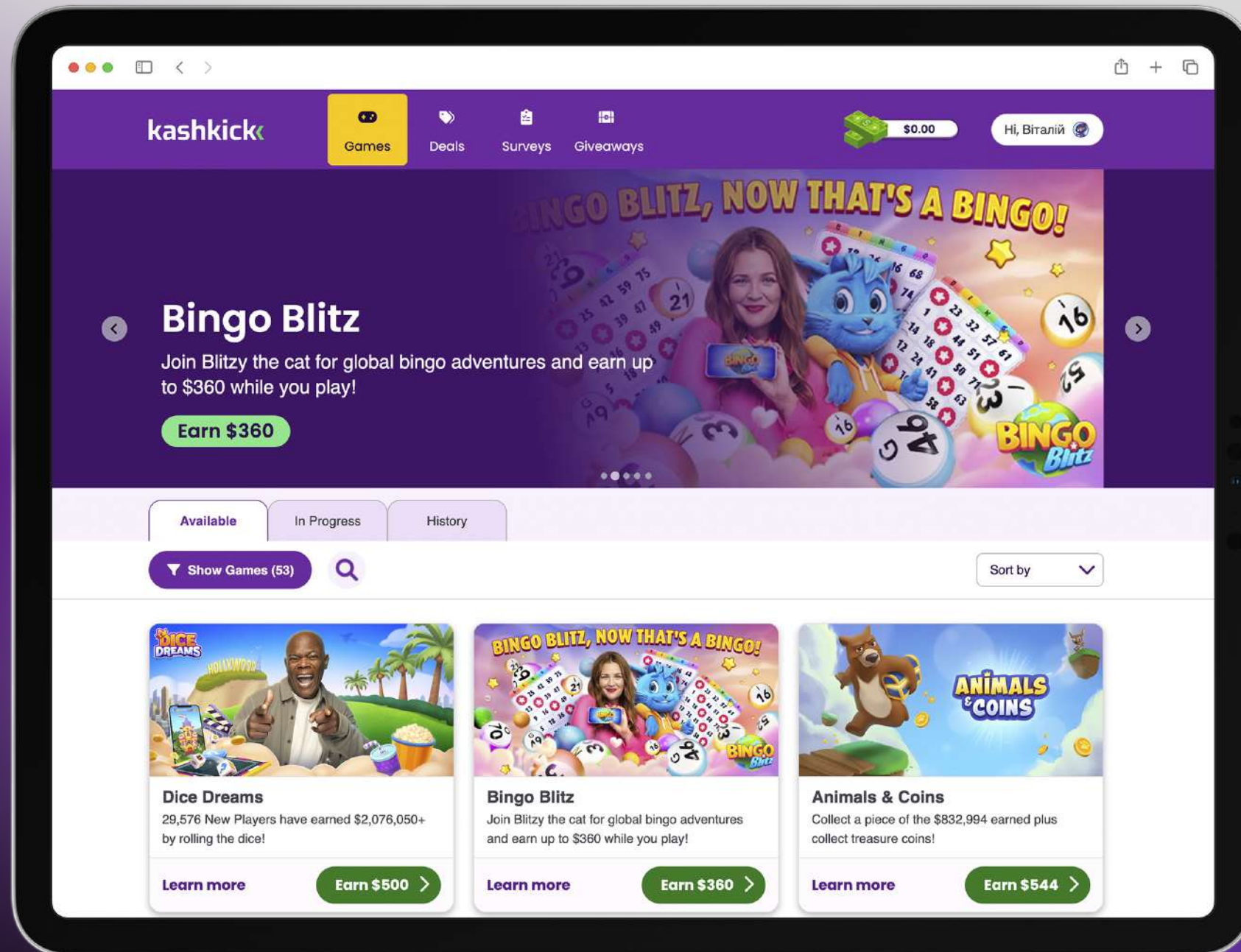
Admin panel for managers: The admin panel provides comprehensive tools for managing users, payments, and content. It also features dashboards and reporting capabilities, allowing managers to monitor platform performance and user activities effectively.

Kashkick's web guide: An informational site built on WordPress that provides users with detailed information on how to use Kashkick, from basic user onboarding tutorials and game tips to guidelines on growing the income and withdrawing the rewards.

User-friendly earning journey and activity cards: Kashkick provides a seamless earning experience through activity cards, including surveys, games, and app installations. Each card displays potential earnings to boost engagement, while personalized notifications remind users of new high-earning opportunities based on their tracked activities.

Secure payment integration: Integration with PayPal allows users to withdraw their earnings seamlessly. This straightforward and trusted payment method makes the platform accessible while ensuring a smooth cash-out process for users.

Fraud prevention mechanisms: We implemented fraud detection systems by integrating third-party verification services. These integrations help maintain the integrity of the platform by verifying user actions and traffic sources.

Personal dashboard and notifications: Each user has a personal dashboard to manage their activities and track their progress. The platform also sends notifications to inform users about new earning opportunities and account updates.

PROJECT OUTCOMES

TRANSFORMATION FROM MVP TO A FULL-FLEDGED PLATFORM

We successfully transformed Kashkick from an MVP with limited functionality and poor performance into a full-fledged platform. This involved complete refactoring, optimization, and integration of new features, significantly enhancing the overall quality and reliability of the platform.

STABLE PLATFORM PERFORMANCE DURING PEAK LOADS

Implementing an auto-scaling system and optimizing server infrastructure substantially improved the platform's performance. As a result, Kashkick could support an increased number of users, growing by approximately three to four times, ensuring stable and seamless operation even during marketing campaigns.

REVENUE GROWTH ENABLEMENT

Optimization of infrastructure and platform stability led to a significant increase in user engagement, directly impacting Kashkick's revenue growth. Our technical improvements enabled the platform to monetize user interactions and drive higher profitability effectively.

STREAMLINED DEVELOPMENT PROCESSES WITH AGILE

Our implementation of Agile methodology optimized the development workflow, improved cross-team collaboration, and ensured task prioritization efficiency. Two-week sprints, retrospectives, code freezes, and transparent reporting empowered better project management and increased overall productivity.

MAXIMUM USER SECURITY AND FRAUD PREVENTION

We considered current trends and the growing need for personal data and money safety. As a result, we integrated third-party services to significantly reduce the risk of fraudulent activity, maintain platform integrity, and ensure a trustworthy user environment.

COST REDUCTION THROUGH INFRASTRUCTURE OPTIMIZATION

Transitioning from a monolithic server to a distributed infrastructure with smaller, optimized servers reduced memory usage by roughly threefold, significantly lowering hosting costs and boosting system efficiency.

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IT outsourcing redefined