

CASE STUDY: REEKOLECT

Aimprosoft builds a social media platform with AI integration and modern UX design

Client information:

Client: **Reekolect**

Company size: **1-50**

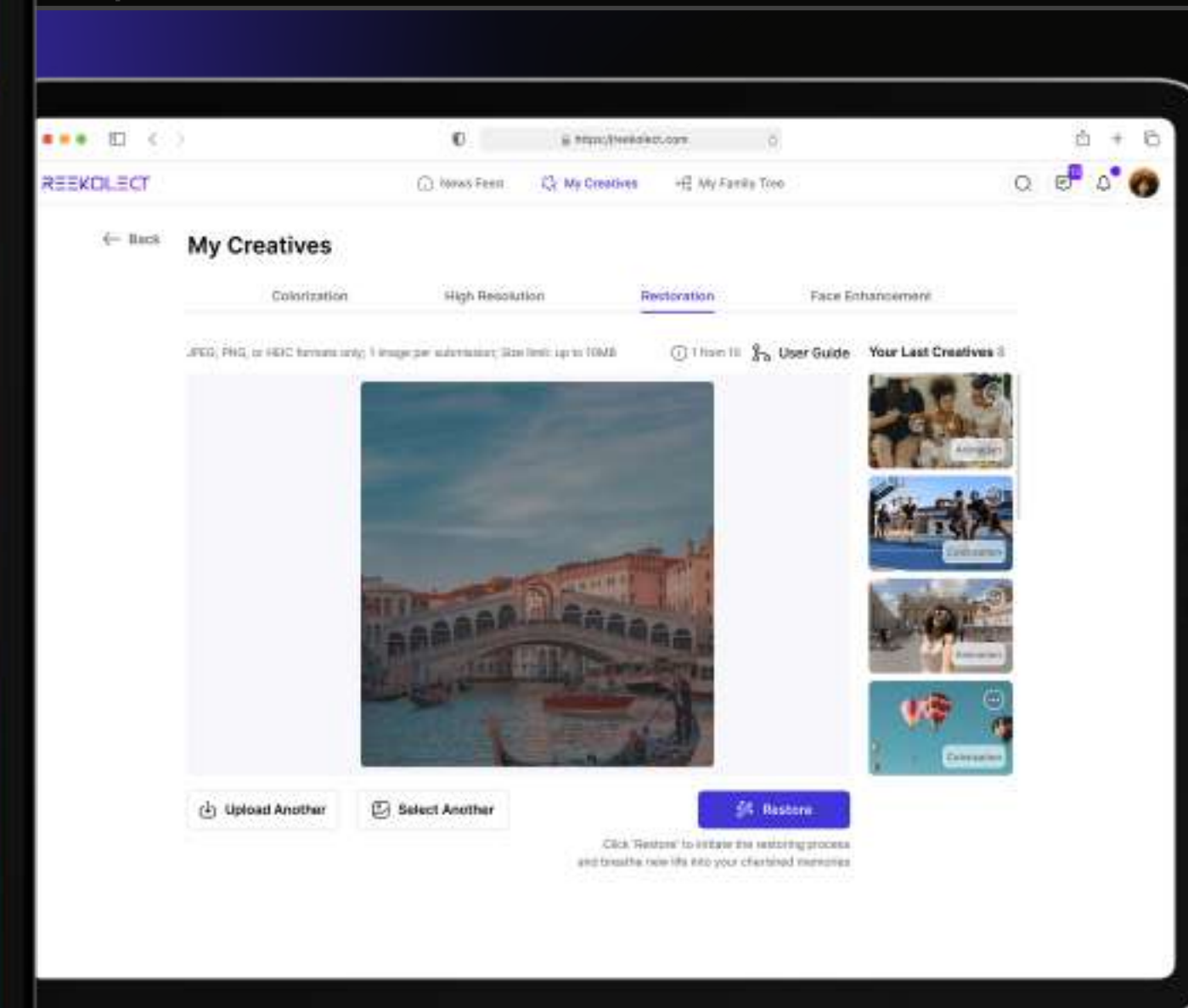
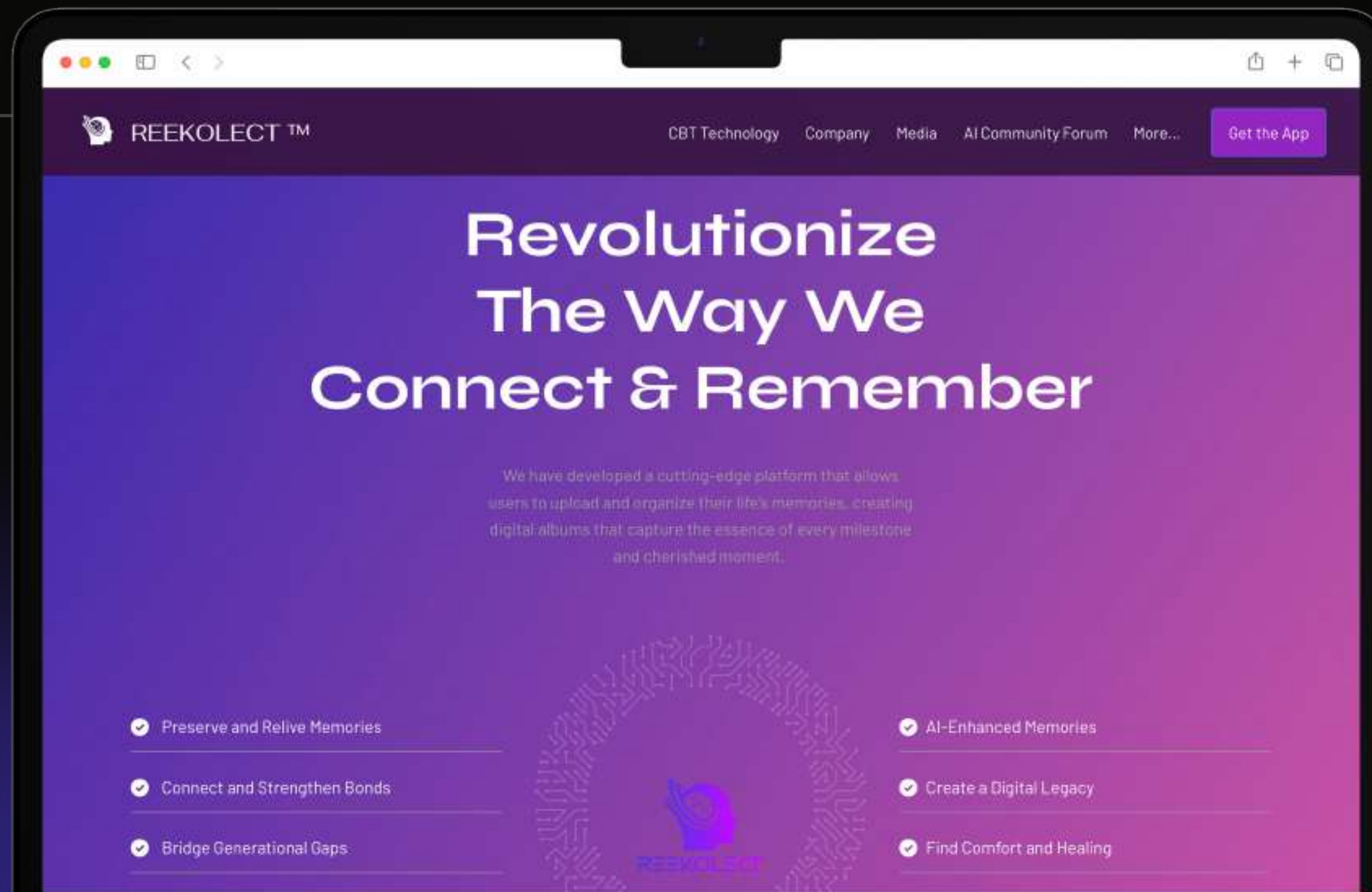
Headquarters: **USA**

Cooperation model: **IT outsourcing**

Team size:

Project manager: 1
Business analysts: 2
UI/UX designers: 2
Mobile developers: 3

Frontend developers: 3
Backend developers: 2
QA engineers: 2
Data scientist: 1
DevOps engineer: 1



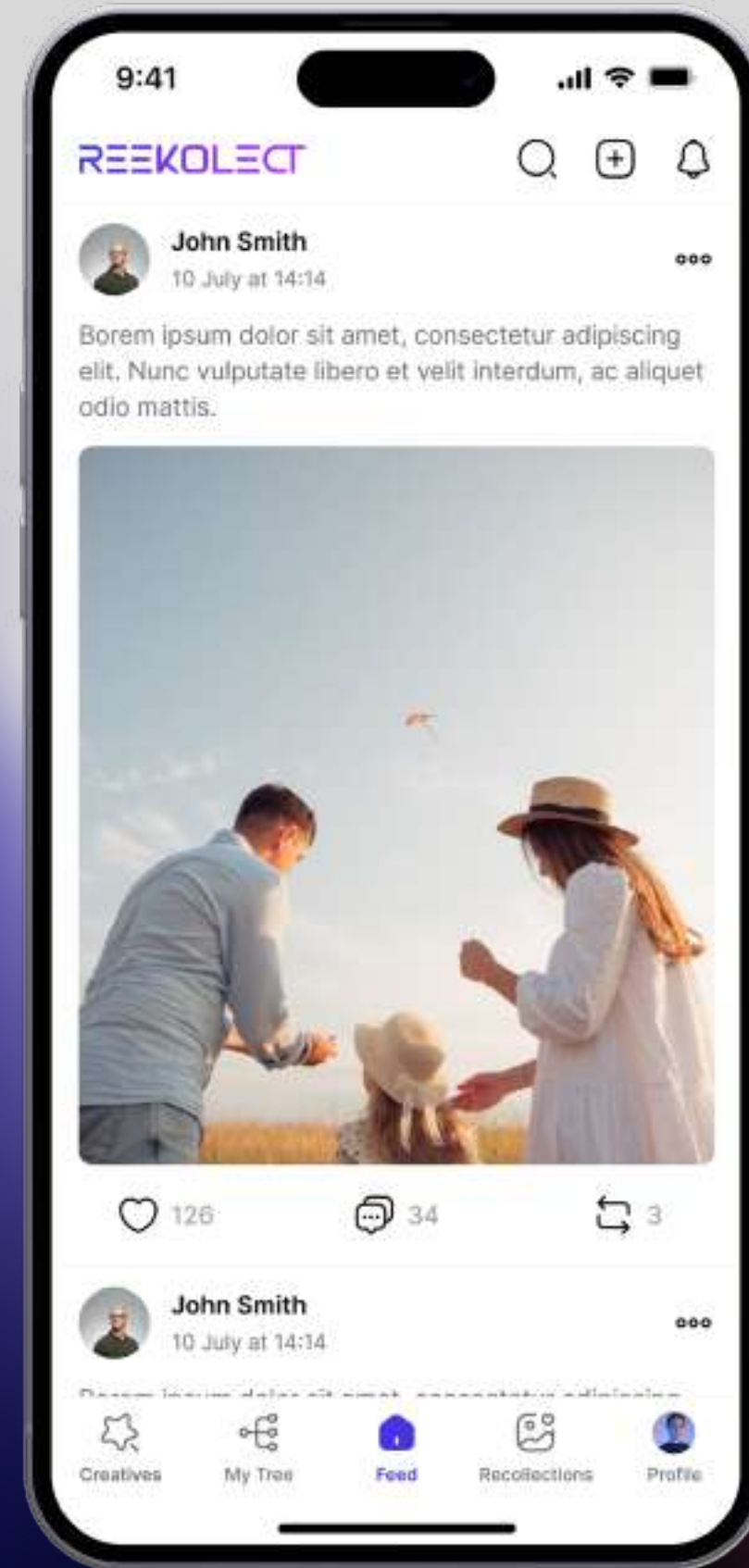
PROJECT OVERVIEW

Summary:

Reekolect started with the goal of creating a platform where cherished memories could be preserved and shared in a digital format. What began as a mere idea evolved into a feature-rich social network, blending modern technology with a timeless purpose — keeping important memories and milestones alive.

The project involved building a family-oriented social platform from scratch, combining features like AI-enhanced photo restoration, family tree creation, and memory preservation.

The client contacted Aimprosoft with a broad concept of blending past, present, and future with modern tech capabilities. Through a structured, collaborative approach, we transformed this idea into a fully functional MVP, delivering both web and mobile applications within a tight budget and timeline while ensuring scalability, performance, and an exceptional user experience.



Provided services:

- Mobile app development
- Web development
- Project management
- Business analysis
- QA & Software testing
- DevOps
- Data science
- UI/UX design

Technologies & tools:

- **Platform** - Angular 16, Nest.js
- **Database** - PostgreSQL
- **Frontend** - TypeScript, RxJS, SCSS, Storybook, Service Worker, Ngxs
- **Backend** - TypeORM, Typescript, Passport.js, Socket.IO
- **Mobile** - React Native, TypeScript, Redux Toolkit
- **DevOps** - Docker, AWS, CloudFront, GitLab CI/CD
- **QA technologies** - Manual Testing, Selenium
- **Third-party tools** - SendGrid, Google APIs, PubNub, Firebase

REQUIREMENTS & CHALLENGES

The client had no prior experience in software development, so they needed a partner who could transform their broad idea into a functional product, guiding them from concept to execution.

They approached Aimprosoft with the idea of creating a family-oriented social network from scratch. Initially inspired by existing social networks like Facebook, the client sought a solution that could adapt familiar features to their unique concept while maintaining a minimalist design and user-friendly interface.

The primary goal was to develop a platform that would allow users to create family trees, preserve and share memories, enhance old photos using AI, and build a network of contacts. Meanwhile, we should have also taken into account tight budget constraints and a limited deadline.

LIMITED BUDGET AND TIMEFRAMES

The project had to be delivered within a tight budget and a 9-month timeline, requiring efficient resource management and cost-effective solutions.

CROSS-PLATFORM MOBILE APP DEVELOPMENT

Ensuring high performance and consistency across both iOS and Android platforms while working within the constraints of a cross-platform tech stack.

PRIORITIZATION OF THE FEATURE SCOPE

Managing client expectations while balancing the need for innovative features like AI, family tree creation, and a modern UI with available IT resources.

EFFICIENT MEDIA HANDLING

Optimizing image load times and managing large files within the platform's performance limits, specifically during bulk uploads and processing.

COMPLEX AI INTEGRATION

Implementing AI-driven features like photo restoration and colorization, especially after inheriting poorly executed work from a third-party company and having to fix it within short timelines.

INFRASTRUCTURE SETUP AND AUTOMATION

Building a robust cloud infrastructure from scratch with automated CI/CD pipelines to support scalable and secure development and deployment.

HOW WE WORK

COLLABORATION APPROACH & PROCESS

From the very beginning, we took the time to **clarify the client's needs**, even though some ideas were in the conceptual stage. Through close communication, we refined their vision, proposed strategic solutions, and adjusted our approach as the project evolved.

Our **collaboration was aimed at building a partnership rather than simply delivering a service**, which meant consistently offering guidance, explaining complex technical details, and suggesting cost-effective alternatives. Such an approach paid off, as we have managed to avoid a 30% budget overrun through **careful planning and proactive decision-making**.

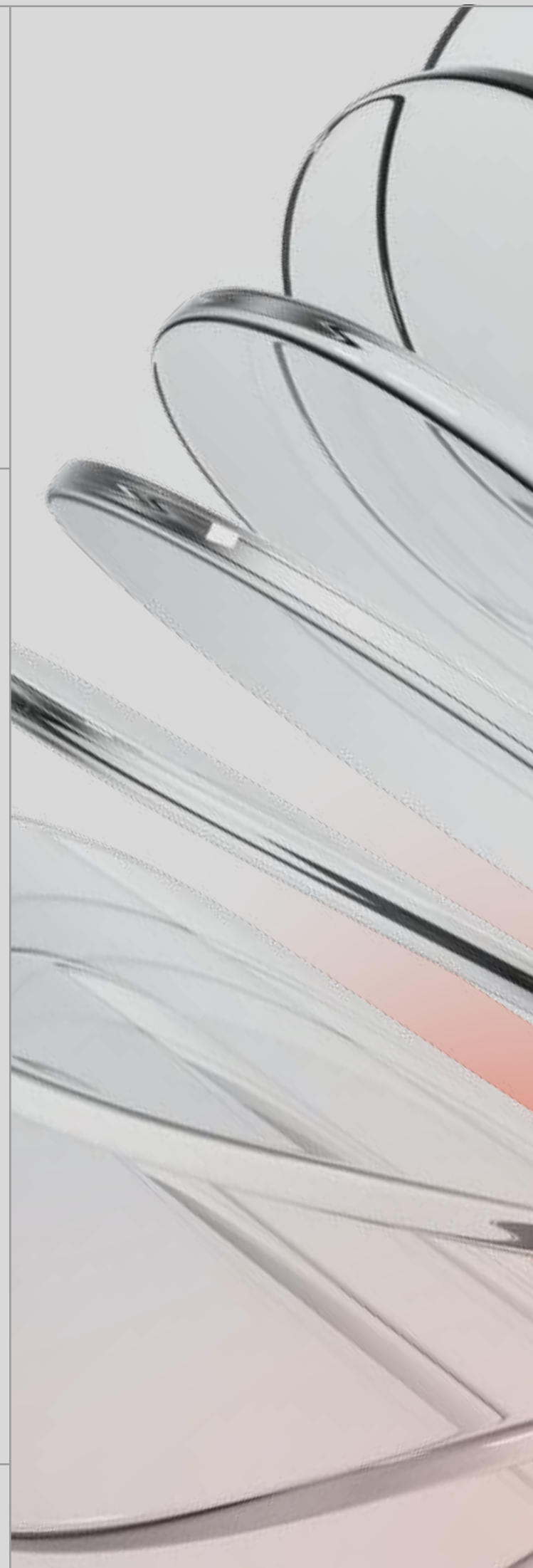
Our structured process played a key role in **keeping the project on track despite evolving requirements**. We followed an Agile methodology with daily stand-ups, clear milestones, and sprint planning. By **working hand-in-hand with the client and remaining flexible**, we were able to anticipate challenges and offer timely solutions, ensuring **smooth progress without compromising quality**. We took ownership of the project's success by **prioritizing the client's business goals** at every step. This dedicated mindset resulted in a solution ready for future growth and not only meeting but exceeding the client's expectations.

CLIENT TESTIMONIAL:

We found Aimprosoft through an online search and eventually opted for their services since they came up with proposals and ideas that we had not even thought of from the very first steps of our cooperation.

Aimprosoft led regular meetings to manage expectations and ensure a transparent workflow. The organized team always took the time to explain everything to us and delivered work on time. They were flexible, receptive to feedback, supportive, and creative. They formed a whole with us and ensured that everything was delivered on time and what was needed was immediately adjusted or added.

Executive, Reekolect



STEP-BY-STEP PROJECT FLOW



Stage 1: Concept refinement & Discovery

We conducted profound research to clarify the client's vision. After that, we defined project requirements and created a roadmap for a feature-rich MVP with realistic goals and a solid value proposition.



Stage 2: UI/UX design

Our design team created a modern, user-centric design with intuitive navigation, focusing on simplicity and ease of use, and optimized it for both web and mobile platforms.



Stage 3: Architecture & Process setup

Aimprosoft software engineers proposed a scalable monolithic architecture and modern tech stack, ensuring that our client could get a solid foundation for seamless feature integration and rapid development.



Stage 4: DevOps & infrastructure

We set up a secure, scalable cloud environment with automated CI/CD pipelines, creating a reliable infrastructure supporting smooth development and deployment processes while optimizing performance and costs.

STEP-BY-STEP PROJECT FLOW



Stage 5: Mobile development

The client was provided with a full-fledged cross-platform mobile app, which enables simultaneous support for iOS and Android while maintaining high performance.



Stage 6: Backend & Frontend development

We provided our client with a fully functional platform capable of handling complex features like AI and dynamic media content.



Stage 7: AI integration

Our data scientist implemented seamless, high-quality photo enhancement features to elevate the user experience.



Stage 8: Quality assurance

The QA engineers conducted extensive testing across the product's functionality, ensuring our client could obtain a stable, bug-free product with optimized performance that was ready for launch.

DELIVERED FUNCTIONALITY

PROFILE CREATION & CUSTOMIZATION

Allows users to build detailed profiles with personalized life stories, highlighting key milestones. Users have extensive customization options, including hobbies, bios, and detailed life categories.

AI PHOTO PROCESSING

Offers restoration, colorization, and enhancement of photos with background processing and notifications.

CONNECTIONS & LIVE CHAT

Users can connect and communicate with family, friends, and other contacts, using real-time messaging powered by PubNub with an integrated backend.

FAMILY TREE CREATION

Scalable family tree feature with options to add, edit, and search for relatives, synchronized across web and mobile.

NEWSFEED

Minimalist feed for posting updates, tagging people, attaching media, and interacting with content.

ADMIN PANEL

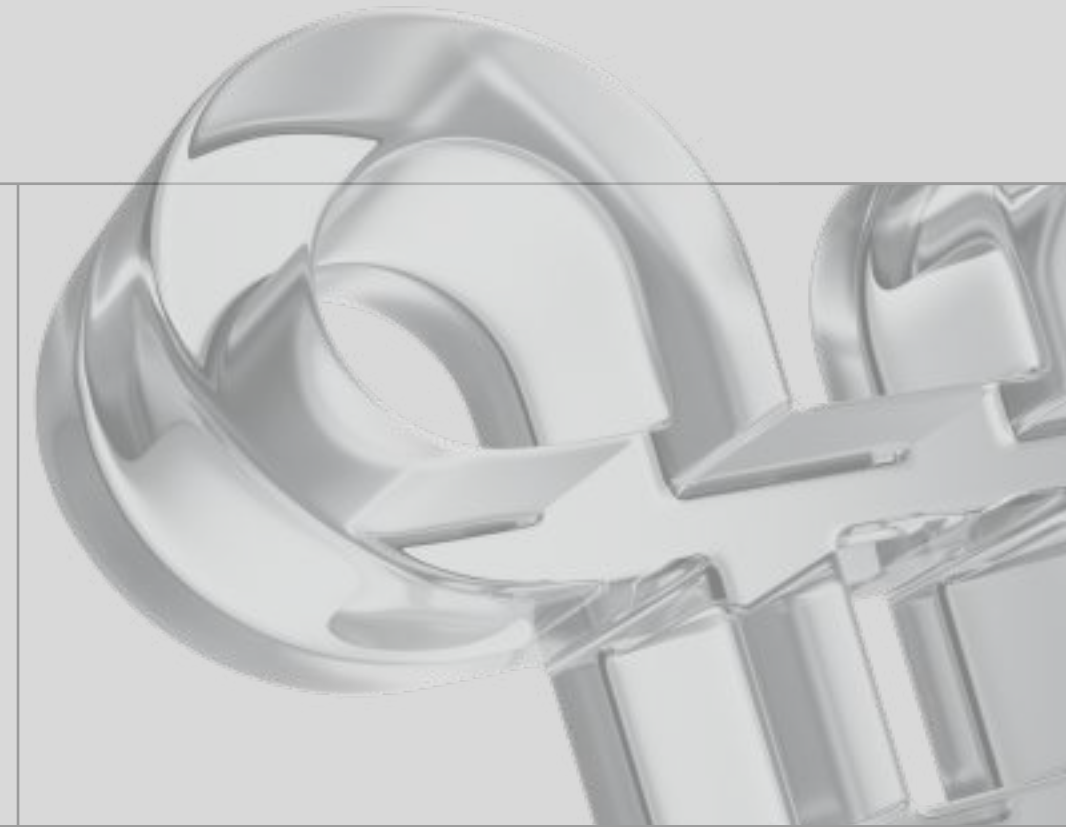
Separate platform for content moderation, user management, and other administrative functions. It provides the ability to monitor user activity, and tools for managing content submissions, ensuring efficient moderation and oversight.

PROJECT IN NUMBERS

As the project progressed, that initial vision was transformed into a fully realized digital platform, now ready to connect people, preserve their heritage, and ensure that cherished memories remain vivid for generations to come. The project's development involved clear planning, practical solutions, and teamwork, leading to the following key outcomes:

Up to 40%

Reduction in total cost of development



30%

Performance optimized

3x

Times faster development

100%

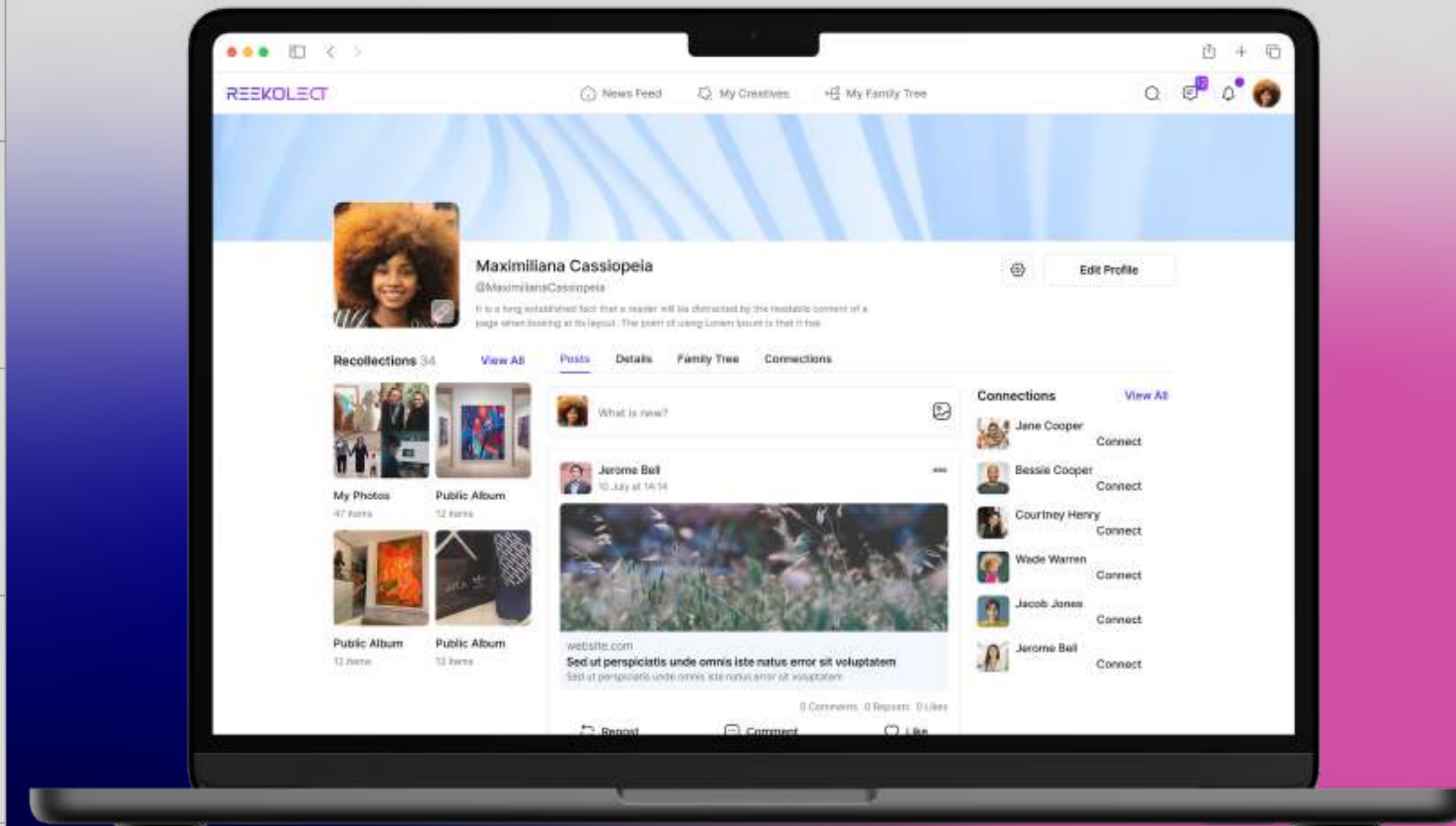
Test coverage

30%

Cost overrun prevented

PROJECT OUTCOMES

- **From concept to MVP:** The Aimprosoft team transformed an idea into a functional, market-ready platform focused on memory preservation and AI enhancement.
- **Advanced AI integration:** We successfully implemented AI-driven photo restoration, fixing poorly implemented functionality done by a third-party provider and enhancing user experience.
- **70% faster media load times:** Optimized image load speeds with AWS, avoiding potential user dissatisfaction caused by long waiting times.
- **Cost-efficient development:** We delivered both web and mobile apps within budget using cost-efficient yet high-performing cross-platform technologies. Additionally, the IT infrastructure was designed with growth and flawless performance in mind.
- **Proactive budget management:** Leveraged our technical expertise and proactive problem-solving to optimize resources, saving the client significant costs by suggesting efficient solutions over custom development.
- **Long-term scalability:** Laid a strong foundation for future expansion, allowing the platform to scale and evolve with minimal technical debt, ensuring sustained growth potential.



HQ Griva Digeni, 81-83 Jacovides Tower,
1st floor, 1090, Nicosia, Cyprus

UK Coming soon

Ukraine 67 Halytska Str. Ivano-Frankivsk,
76019

General + 1 408 844 44 47

UK + 44 020 8144 4696

UA + 38 057 771 40 20

E info@aimprosoft.com

W aimprosoft.com

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