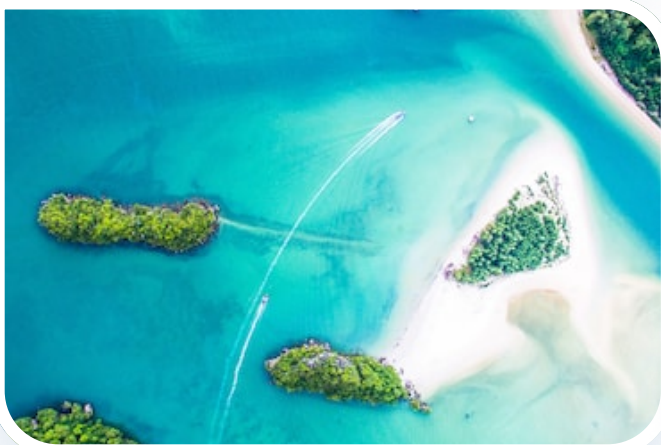


CASE STUDY

Developed an All-in-One Outdoor
Camp Planning Platform to Improve
the Camping Experience





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AT A GLANCE

Challenges

The client partnered with InfoStride to build a solution that makes it easy and fun to connect and engage with other camping enthusiasts for the ultimate camping experience.

Benefits

- 50% reduction in development cost
- Improved customer experience
- 50% faster time to market



“InfoStride provided resources in a flexible pricing model for unanticipated needs elected after the project conception. InfoStride's flexibility and partnership very reassuring.”

THE CHALLENGE

The client wanted to build a platform that can take trip planning to preparation and packing with the tap of a button.

The ultimate goal was to improve the camping experience for campers and make camping more fun and less stressful by providing a platform that handles everything: to easily connect with friends and family to plan when & where to go, coordinate packing lists with the travel group and never forget a thing with shareable and organized packing list.

To adopt a cross-platform mobile app development strategy for the solution, the client sought InfoStride's help.

OUR APPROACH

InfoStride led the engagement with a product discovery workshop so that both the execution team and the client gain a clear shared understanding of the product vision and goals.

- InfoStride business analysts and the technical team worked intimately with the client to comprehend technical and business implications, and to come up with an actionable product roadmap to build the application as per the client's specific requirements.
- Set up the offshore extension of the design, development, and quality assurance team in the EST & PST time zone to support the client.
- Phased manner implementation approach: InfoStride execution team developed the application in three phases.
- Agile methodology for project management, and transparent reporting practices were employed for effectual communication between the client in the USA and InfoStride offshore team in India, and to deliver a superior quality solution at an accelerated speed.

OUR SOLUTION



InfoStride's expertise helped the client to launch a powerful full-fledged platform that augments its brand recognition with a modern, improved experience delivered to its customers.

Thanks to our expertise in cross-platform mobile applications and the ability to rapidly staff the project with subject matter experts, InfoStride was able to help the client meet all its requirements and goals.

- Engineered the full-fledged application that augments the camping experience for campers.
- Delivered the solution in three phases: Plan, Trip & Pack
- Intuitive, unique, and dynamic UI
- Built a complex widget to perfectly match the client's requirements.
- Built exclusive features: Gear Shed (to keep all gear organized digitally to build the perfect packing list in minutes) & Trip Leader (the camping evangelist who streamlines planning & setup surveys).

THE TECHNOLOGY STACK



Development Stack

- **Programming Language:** Dart, Node.js
- **Mobile App Development Framework:** Flutter
- **Database:** Firebase
- **Cloud:** AWS
- **Tools:** Azure Boards
- **Project Management Approach:** Agile

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