CASE STUDY: SPITFIRE DEFINES A VIABLE PRODUCT FOR TRAVEL INDUSTRY STARTUP

CLIENT BACKGROUND

The company, a startup in the intelligence, mapping and travel industries, provides destination intelligence tools for individuals and businesses that help mitigate the risks associated with international travel. The client hired The Spitfire Group to bring the mobile-enabled product to life.

CHALLENGE

In order to secure buy-in and funding from potential investors, the company needed to develop a minimum viable product (MVP) to bring to market. The client had a vision on how to solve a need in the marketplace and investors were interested in supporting the proof of concept, however, the deadline was very tight and the product requirements were loosely defined - which is why Spitfire was brought in.

SOLUTION

The experienced technology consultants of The Spitfire Group lead the development of the project strategy, provided the development expertise for the first release as well as oversaw the efficient management of the project's resources, including an offshore development team. Recognizing the time and budget constraints, the Spitfire team used Agile methodologies to quickly prioritize the product features based on technical dependencies and business needs. With that information in hand, Spitfire then identified the features that would have the highest impact and value in the shortest time and established an implementable plan to deliver an MVP with those features.

> **SUMMARY**
> - **Created MVP for startup**
> - **Streamlined efficiencies**
> - **Full integration of technologies**

RESULTS

The Spitfire Group helped define the "wow" factors for potential investors and the market, which ultimately resulted in the successful launch of the product. By developing the product on an extensible platform, Spitfire enabled a simplified approach for future expansion of the product. Specifically, Spitfire integrated systems that provide:

- A mobile platform;
- The ability for code to be written once but deployed to both iOS and Android using the Ionic framework;
- Tight integration with Google Translate;
- Integration with Mapbox for real-time mapping;
- Full localization support for two languages with extensibility for an unlimited number of languages;
- Social networking capabilities to manage contact groups, similar to Skype;
- Integration with FlippingBook for dissemination of safety analyst reports; and
- Authentication and authorization integration with Drupal backend.

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