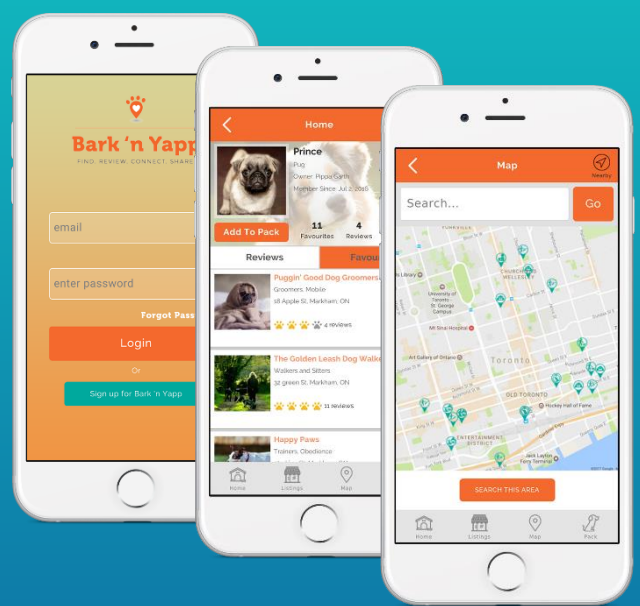


# umajin

## Case Study – Social app featuring Location Services

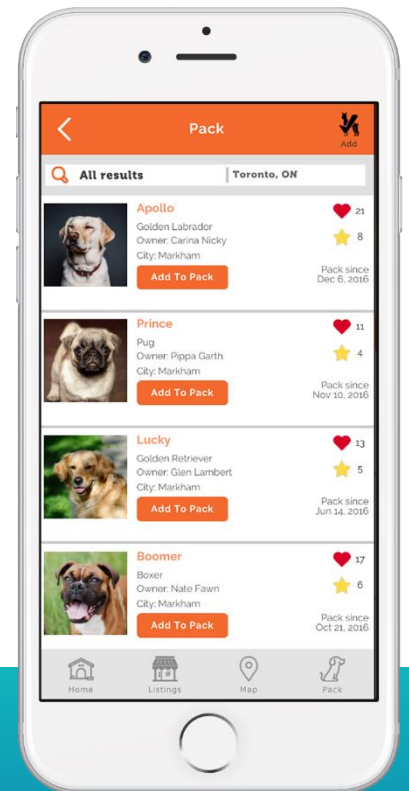
Bark 'n Yapp



### Situation

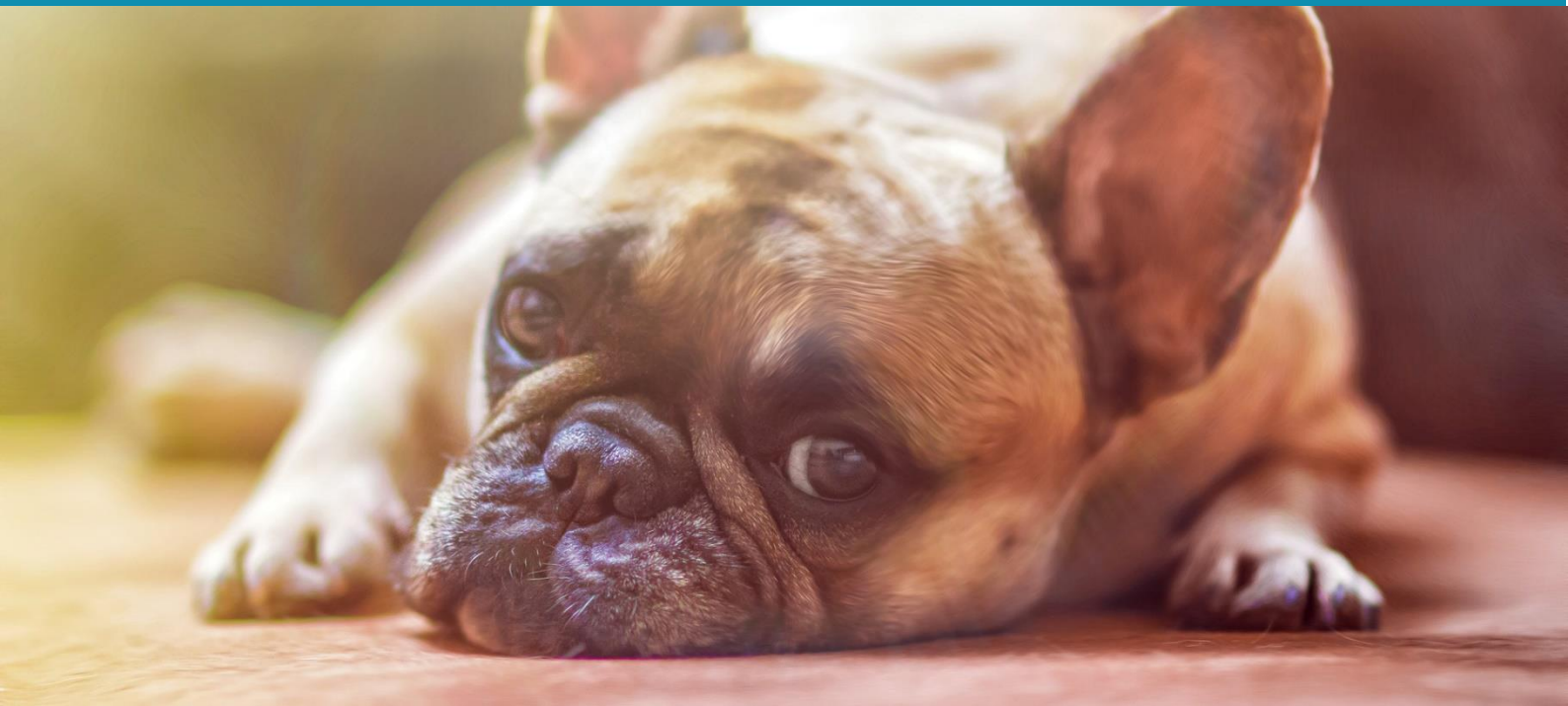
Bark 'n Yapp have a goal of building the world's largest virtual dog park. They have developed a web application that brings together dog owners, information, and resources to create a highly engaged community, based on trust and peer reviewed content. The one place where dog owners can quickly and easily meet, connect, research, review and locate products, services and resources to enhance their dog's life... making Bark 'n Yapp the ultimate trusted resource for dog owners.

Bark 'n Yapp were looking to supplement their website with a native mobile app. As a small business they were looking for a platform that would allow them to complete the development themselves and minimize external costs.



“As a startup we were very limited on what resources we had available.”

*Galen Udell, CEO and Founder*



## Solution

Bark 'n Yapp selected the Umajin App Creator to develop their native mobile app. The team took advantage of Umajin's cross platform capability to build for iOS and android at the same time, in a single project file.

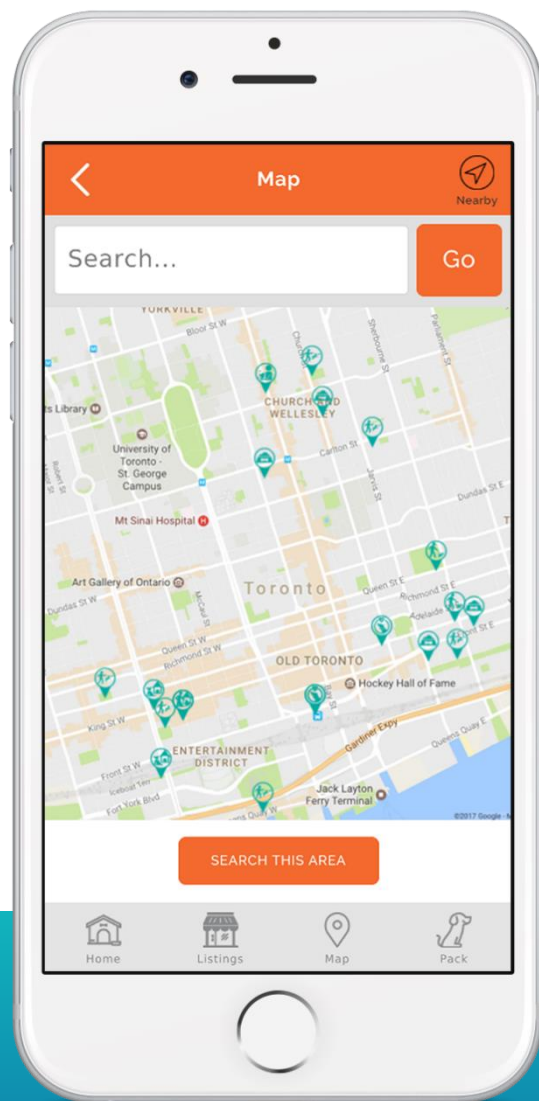
Umajin's highly visual editor and pre-built component library also meant that the Bark n' Yapp team didn't need to learn a whole heap of mobile specific knowledge. They were able to focus on the visual design and creating the best user experience. The app connects to their existing website, pushing and pulling data through the RESTful services architecture supported by Umajin.

"Umajin made our iOS app development 3x faster and at the same time opened a 40% new market of android users. We did not expect to be available on android for another year."

*Galen Udell, CEO and Founder*

## Highlights

- Locate and display a users current position on a map
- Filter and display search results located on a map with customizable map pins
- User login linked to customizable user profile
- Make friend groups and message other users on the system
- Take and upload photos
- Submit reviews and ratings of public resources and dog retailers



"Umajin gives us the agility to add new features to our application every 3-4 weeks."

*Galen Udell, CEO and Founder*



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