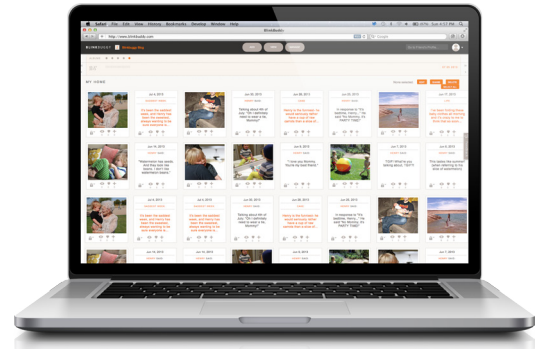


Pivotal Labs Case Study



INDUSTRY
Lifestyle

HEADQUARTERS
New York, NY

AREAS OF FOCUS

- Long-term maintainability of existing codebase
- Integrate with an external print service to help introduce revenue
- Reliability of code surrounding third party integrations
- Improve performance
- Achieve organic growth and identify UX improvements
- Introduce metrics to provide insight into the current usages/ customers of the site

SOLUTION

- Allow users to purchase printed albums
- Increase test coverage around key areas of the site including third-party APIs
- Implement performance improvements and a security audit
- Implement proper metrics and analytics to help achieve organic growth and pinpoint important UX improvements that could be acted upon
- Viral/social redesign and new feature development to increase engagement
- iOS support for an existing app

BLINKBUGGY

Reinventing the “baby book” for today’s parents

Blinkbuggy makes it easy to capture and store all your memories in one place and create meaningful stories. Through simple and flexible privacy controls only you decide what to share and with whom to share it.

BACKGROUND

Blinkbuggy was introduced as a free service for parents to capture and share memories (beyond just photos) about their lives as a growing family in a fun and accessible digital format.

Having recently launched its public beta, the company wanted to improve the user experience on the site, monetize their service and generate ROI. Blinkbuggy came to Pivotal Labs looking for help to reach these goals.

FOCUS AREAS

The Blinkbuggy website relies heavily on third party APIs (Instagram, Google+, Facebook) for user data import. The private nature of children’s photos and data puts security considerations front and center for Blinkbuggy and their users. They wanted us to ensure there was a reliable test suite backing the API calls being made and appropriate security mechanisms were in place.

Blinkbuggy had developed a large number of complex features related to the social connections on the site. This rapid development led to a common symptom of technical debt in the code base. This debt meant new feature development was time-consuming and impacted performance.

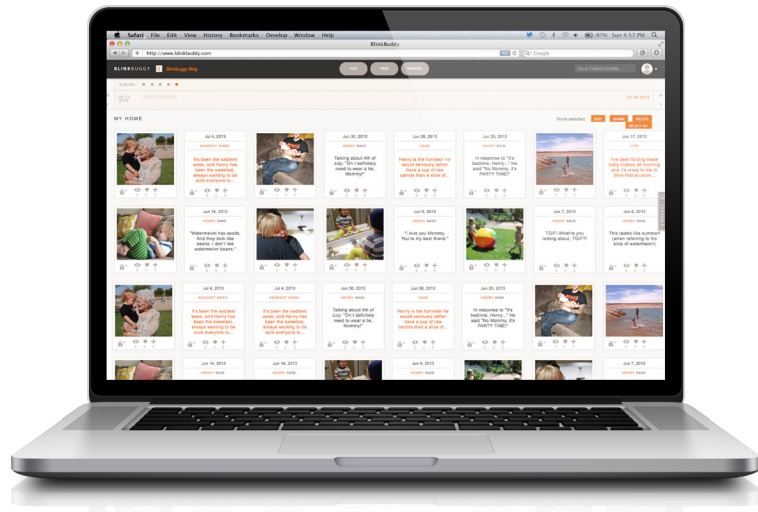
THE SOLUTION

To monetize their service and generate ROI, Pivotal Labs implemented an API which allows a printing service to gather memories to create a photo book.

To improve the code base around the API dependencies, we redesigned the endpoints from a test driven approach, minimizing complexity, removing duplication and improving performance.

In order to prepare the code for long-term maintainability, we focused first on the performance of key pages where the main process was waiting on external dependencies. By using performance monitoring tools and analysing the hotspots of the app, Pivotal Labs was able to first identify areas to improve before test driving out code redesign. After redesigning, the monitoring tools confirmed the improvements.

Pivotal Labs Case Study



PLATFORMS

iOS, Website
(IE9+, Chrome, Firefox, Safari)

WHAT REVIEWERS ARE SAYING



“What makes Blinkbuggy compelling is that it’s more than just an album of memories. The startup provides a super easy way to organize all the massive content that we have on our children. By uploading and then tagging these memories, you can easily find them when you search the site.”

- Leena Rao
Author,
Blinkbuggy Wants To Reinvent The “Baby Book” For Parents To Capture Memories Online
TechCrunch

SERVICES

Agile Development
Product Management
Training
Design

THE SOLUTION (continued)

Blinkbuggy identified their registration flow as being a critical feature that needed a refresh in addition to being able to quickly enable virality during signup. Our UI/UX designer enabled Blinkbuggy to simplify the home page. Through testing the key needs of the audience we were able to validate changes to increase the conversion of visitors to the site.

As part of a security audit, we identified and implemented security standards, including SSL encryption and updating the codebase. We further reinforced the security of Blinkbuggy’s cloud storage.

Finally, by implementing proper metrics and analytics, we enabled Blinkbuggy to gain greater insight into their audience and to use data to inform future feature decisions.

iOS APP

During our engagement, Blinkbuggy was actively working on an iOS app. Pivotal Labs helped identify and triage potential security issue, validated the app was ready, and helped to have it available in the App store.

BUSINESS BENEFITS

As a result of our engagement, Blinkbuggy has a means of generating revenue from their printing option, and are set up to continue their feature growth with confidence in their existing codebase.

We also decreased their dependency on outside firms by helping with hiring a developer, and enabled him to maintain the website through pair programming with our staff.