Delivering Cost-Effective Solutions, Leveraging Specialized Skills, Ensuring Scalability, and Accelerating Time-to-Market

Helpling is an online platform that connects customers with professional cleaners, offering a wide range of home cleaning services. Customers can easily book services, choose their preferred date and time, and enjoy transparent pricing with no hidden fees. Helpling aims to provide stress-free home cleaning solutions for individuals and households.

INDUSTRY	HEADQUARTERS	TECH STACK
Marketplace	Berlin, Germany	Rails 7
		Ruby 3
		PostgreSQL
		Redis
		AWS
		Heroku
		Semaphore
		Docker
		React
		Apollo
		GraphQL

Project Description

In this project, our primary objective was to enable multiple partners to utilize the Helpling customer app with their unique branding. However, we encountered several challenges, including the absence of a design system, redundancy, inconsistent design, and legacy elements. Here's how we addressed these challenges:

Design Iteration: We initiated a comprehensive design iteration process, meticulously refining various design components and app pages. This effort involved identifying and rectifying redundant elements and design inconsistencies.

Consolidation: To combat redundancy and inconsistency, we strategically eliminated duplicate components and adopted a unified style for each category. This streamlined the app's overall design, enhancing its visual coherence.

Design Tokens: To maintain design consistency and efficiency, we implemented design tokens, such as "theme.button.primary.dark." These tokens played a crucial role in ensuring that design elements, like buttons, adhered to the chosen styles consistently.

Backend Development: On the backend, our team focused on developing admin forms and implementing intricate business logic. This backend work was pivotal in enabling partners to use the app with their branding, encompassing user management, permissions, and customization options.

Tracking Migration: We executed a seamless migration from Google Analytics 4 (GA4) to Server-Side Tracking (SST). This transition not only enhanced data accuracy and security but also preserved tracking capabilities, ensuring reliable insights.

Frontend Components: As a final touch, we introduced a set of streamlined frontend components. These components were strategically integrated to support partner branding features and enhance various aspects of the app's user interface.

Challenges

- Expanding the Talent Pool: The client required a significant augmentation of their in-house team with skilled developers. This involved not just expanding the team size but ensuring the addition of high-caliber talent.

- Infusing Expertise and Innovation: The new team members needed to bring more than just additional hands; they had to infuse the project with deep technical expertise and innovative solutions, characteristics typical of seasoned tech professionals.

- Seamless Team Integration: The developers had to integrate seamlessly into the existing team, requiring not just technical alignment but also compatibility in terms of work culture and project vision.

Approach & Results

Our task involved introducing new methodologies to expedite marketplace development. Additionally, we facilitated the inclusion of multiple Ruby developers within the team.

In response to the client's needs, we extended their team with the necessary complement of Ruby developers. Additionally, we implemented new methodologies to positively influence the project's processes, fostering efficiency and productivity. Our dedicated efforts also encompassed the development and maintenance of key product features, resulting in improved project performance and overall success.

Client's opinion:

I've been impressed that The Codest can deliver high-quality developers within a reasonable amount of time. The Codest communicates well. However, once the developers are integrated into our team, I don't have to talk to them as much. Our development teams follow sprint methodologies and we have weekly check-ins to discuss progress.

JORDI PIQUERAS BRUNET
CTO, Helpling