



SOFT BISTRO

cuplife



CASE STUDY

CUPLIFE

Cuplife is a social network for communication and content sharing that connects users with new acquaintances according to their interests

"I had the idea of creating CupLife but it was Soft Bistro's team that helped me to visualize, architect and develop it's most important features"

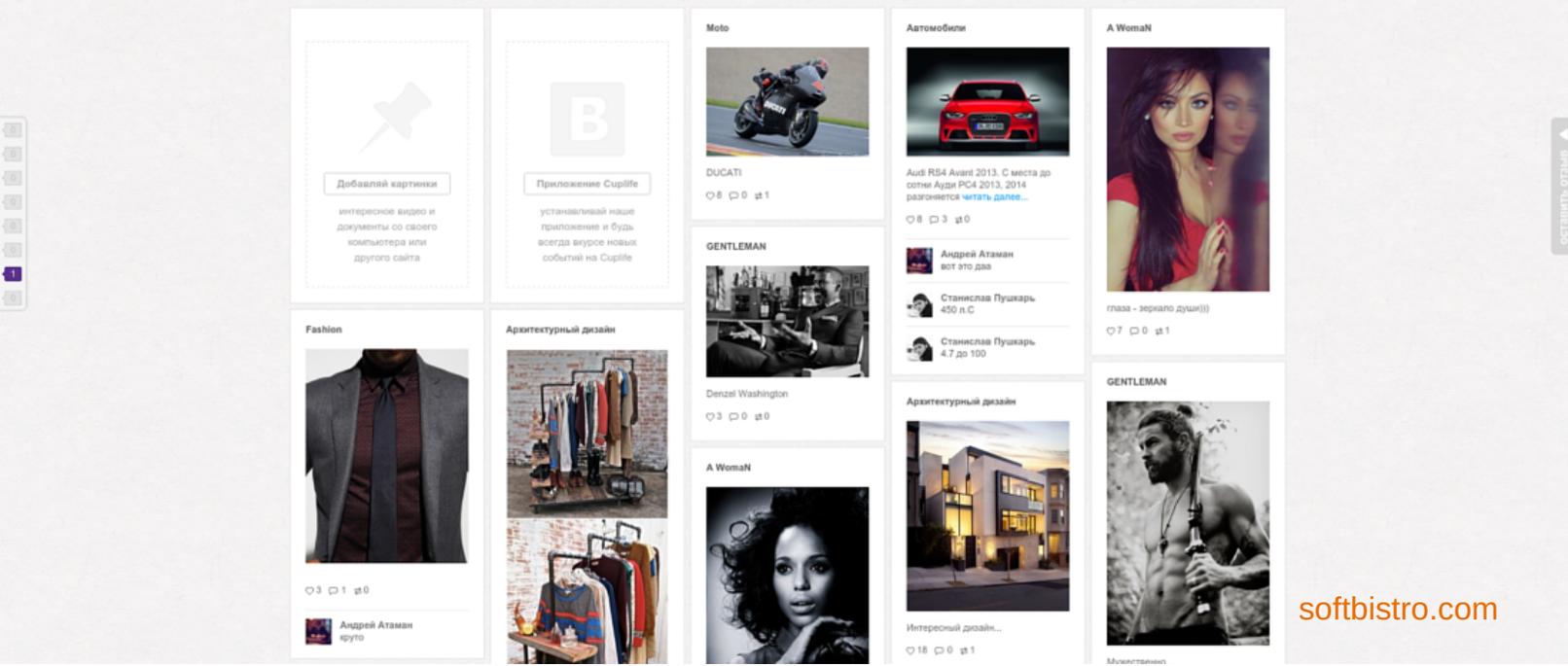
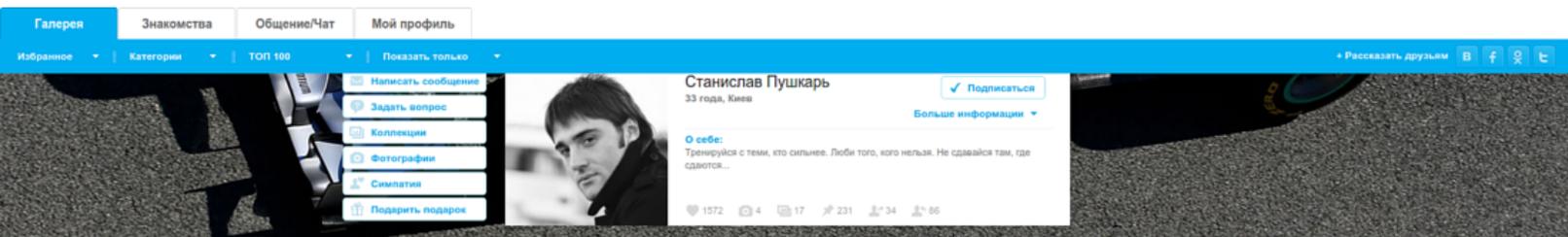
Zakhar Chumak
Co-Founder



Goal

Our goal was to create a unique communication platform that would enhance other social media networks combining the most important features as photo sharing, communication, and others in one place - CupLife.

Cuplife should have three sections: timeline, Q&A, acquaintance. Every section should include popular features such as likes, shares and galleries to distribute the visual content to a timeline and facilitate different ways of communication.



Challenge

Facilitate subscription and completion of profile information

We had to define and implement the best way to register an account on CupLife while creating a feature to import profile information from other social networks

Define and suggest valuable content to users

Find the best ways to define users' interests to pool targeted information to their timeline.

Channels of communication and engagement

Include unique channels of users' communication and engagement than other existing networks.

Monetization services

Tasked to set up numerous paid service as well as setting up a payment system from scratch.

Ensuring usability

Define the best and fastest way to share and import external content from other sources to CupLife's user profiles.



Solution

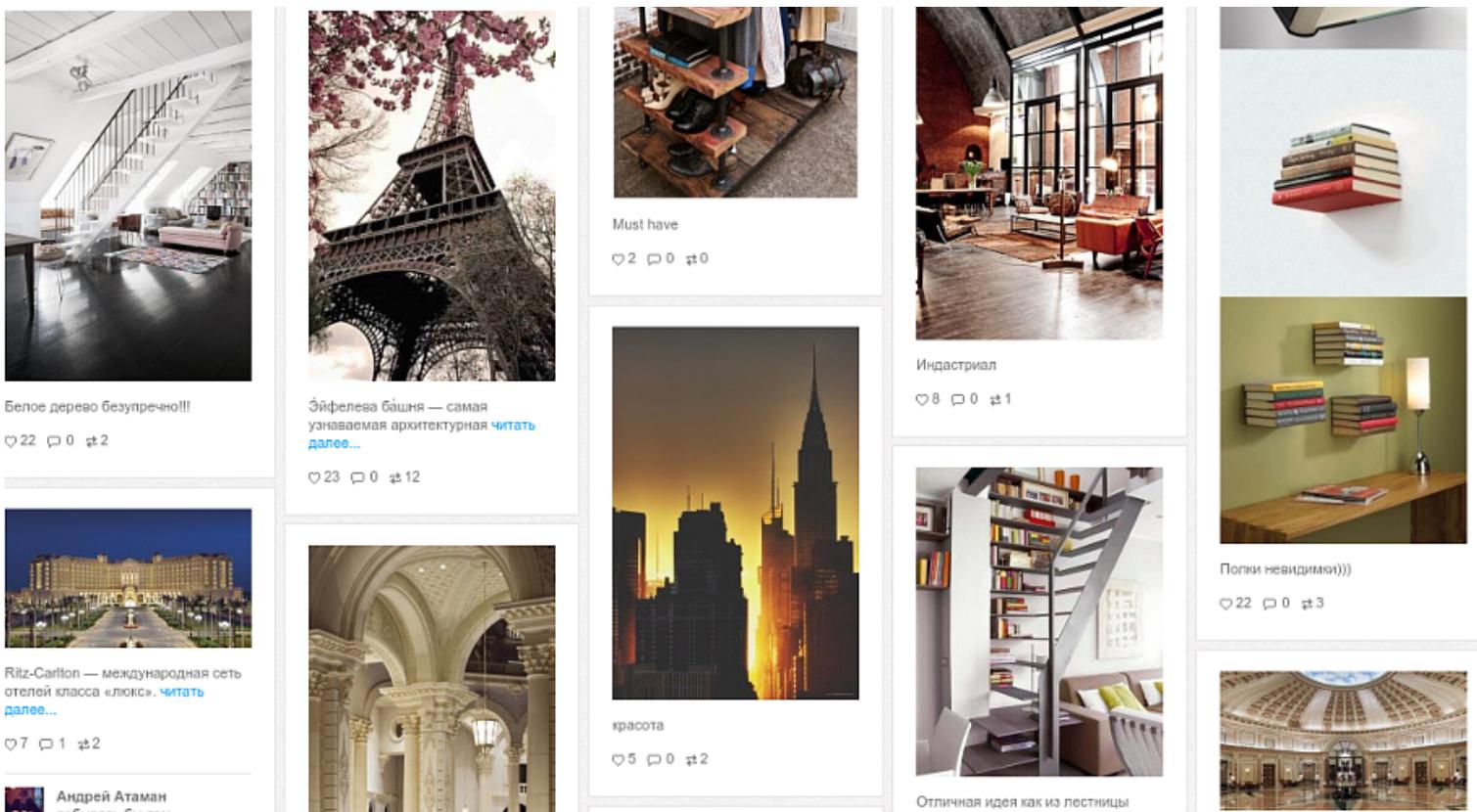
To create a quick and convenient registration process, we developed an API that allowed users to sign up manually via email or profiles from other social networks. Considering time spent filling out redundant profile info, we developed an application that integrated into other networks to import all this data.

To suggest the most suitable information to a user in their timeline, we developed a unique algorithm that analyzed their activity from first sign in.

Except standard engagement features like fav's, likes, comments and pins, we also developed an enhanced timeline and a chat feature with the possibility to stay anonymous.

A monetary exchange was developed and implemented a system of gifts, paid features. All paid services could be purchased with "Coins" – an internal currency. A user could exchange money for Coins through regular transactions via different payment systems.

Increasing the usability, we developed a script that parsed pages and collected engaging content from other social networks and websites. With one click, the user was able to "Pin button" share or upload content to the CupLife account.





Result

Enthusiastically working on the development of CupLife, the team created a unique, engaging and user-friendly niche network that brought together 10 million users.

Combining engaging and unique features, CupLife became a tool connecting new people according to their interests using various ways of communication. Through algorithms and data analysis, CupLife has brought each user specialized and engaging content.

Technology

- PHP
- HTML
- JS
- JQuery
- CSS
- UI/UX

ABOUT SOFTBISTRO

SoftBistro is a boutique software development studio of 100+ software engineers specializing in Java, RoR, PHP, iOS, Android, DevOps, BI/DE, and IT services.

Our goal is to help companies disrupt markets and revolutionize industries by serving innovators of different sizes: from start-ups in Silicon Valley to publicly traded Shutterstock, Chegg and Freelancer; from large educational institutions like California State University to governmental and nonprofit organizations.

We're based in Silicon Valley, NYC, and Seattle with two development centers in Lviv and Khmelnytskyi "K-city" Ukraine

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