

ITREX
GROUP

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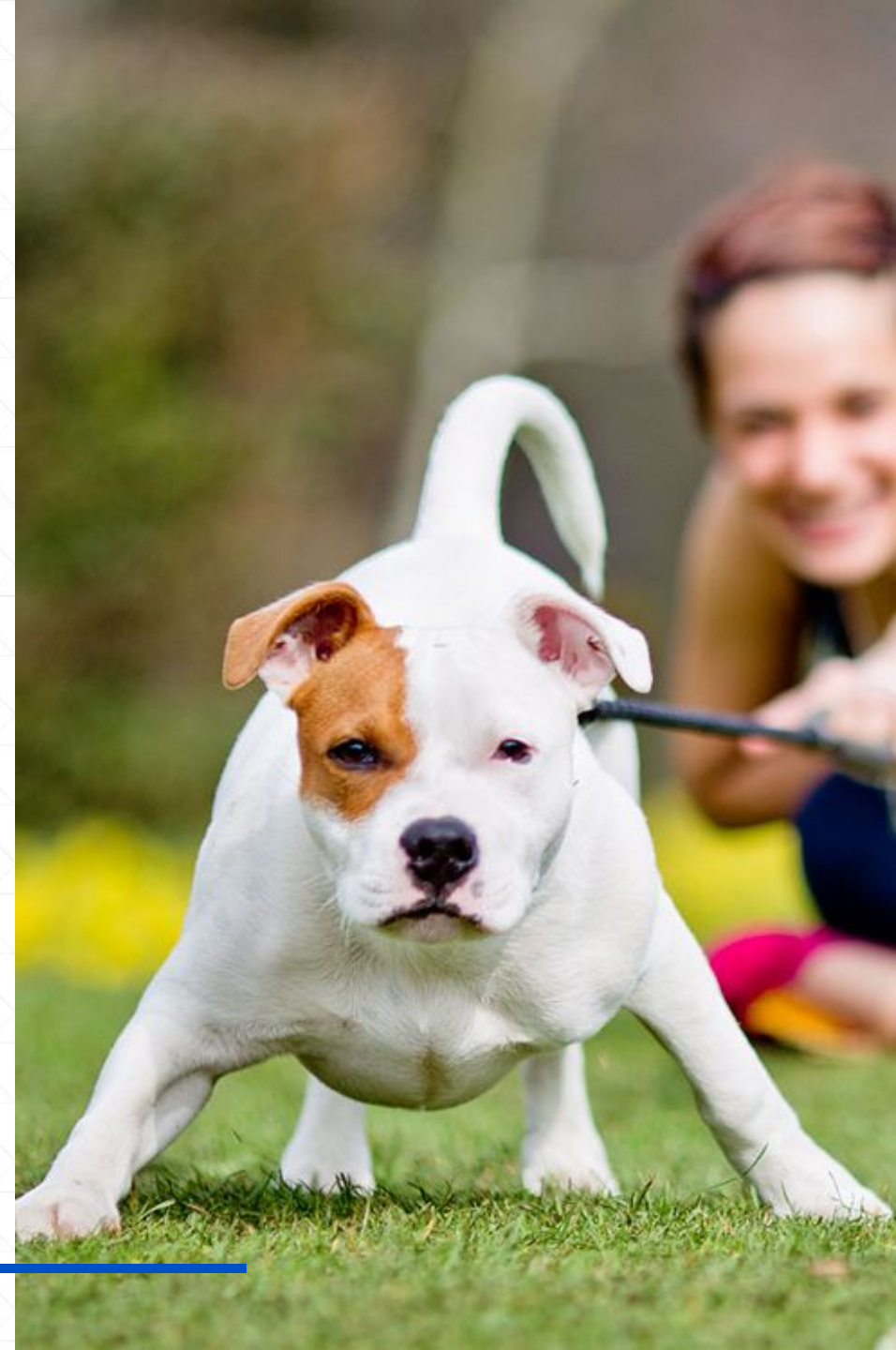
HOW **DOGVACAY** ANSWERED THE NEEDS OF THEIR USERS WITH AN ANDROID APP



4.6 rating with close to **50,000** downloads

Solutions: **Mobile | Android | Web**

Industry: **Consumer | Marketplace**



DOGVACAY



 Santa Monica, California

 dogvacay.com 

DogVacay is a marketplace to connect pet sitters and pet owners for boarding and walking services.

The DogVacay app was created for dog people, it's an online community which connects dog owners and pet parents with more than 60,000 dog sitters who have five-star ratings and are part of our community across the U.S. and Canada. It's a safe, convenient and affordable way to make sure your bestfriend is in a loving home while you're away.

All reservations include pet insurance, 24/7 customer support, and daily photo updates of your pooch enjoying a "vacay" of his own. With thousands of 5-star reviews and prices that average half the local kennel, you can finally travel with peace of mind.

WHY ITREX GROUP?

DogVacay was searching high and low for Android developers that could develop an Android app that their users were demanding. ITREX was able to build the top-rated app from scratch in record time, catch up to the iOS version and keep pace with new features being added.

CHALLENGE **pt.1**

DogVacay already had a mature product on iOS that was complex and feature rich. However, there was increasing demand from DogVacay's web users for an Android version. They had a hard time finding a developer and eventually had to look for a team that could catch up and keep pace with all the new features being added on iOS.

Android app had to have quite a few functions including connecting pet owners with pet sitters, managing bookings, processing payments and refunds, a full feature chat functionality, video updates and more.



CHALLENGE pt.2



Rich custom interface



Features like Airbnb app



Tight timelines

SOLUTION pt.1

Well established **communication** was a key part of solution. ITrex's developers communicated directly with product manager, designer and ios-developers.

1. SCRUM methodology has been selected and used on a project .
2. ITrex provided time overlap with LA team for quick communication via Skype / Slack.
3. Account Manager visited the client's office regularly to check status and resolve any issues.
4. Continuous Integration (based on Jenkins) was setup, which allows to maintain high quality standards and deliver releases in short time frames.

Later, DogVacay was so happy with ITrex's services that they hired additional front-end and backend developers to work on their platform and website. Backend developer spent more than **3 months** working **onsite** in LA office.

3

months

First Lunch

15

months

Duration

3

person/month

Efforts

SOLUTION pt.2

“We worked with a few of the developers from ITReX Group to get the Android app out. They worked with our designers and our back-end developers to make sure that we had a solid, bug-free app. We wanted to create a great user experience. When we first launched, we worked with three developers until our first app release was out. Once the app release was out, we just had 1 developer who worked with us full time. He was also doing some work on the back-end on the web, but later he's focusing completely on the Android app.”

Nicole Ellis, Mobile Product Manager, DogVacay

Technologies:



Butter Knife

Retrofit 2

Dagger 2

ITREX TEAM

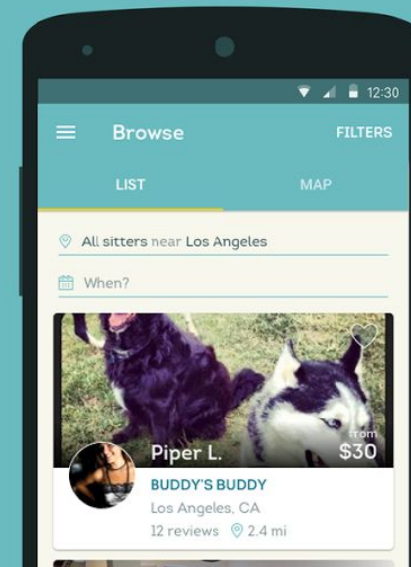
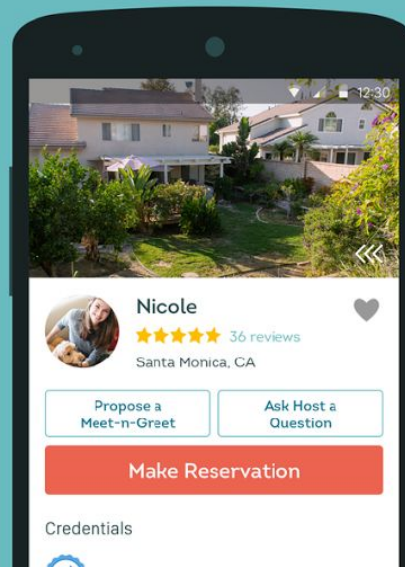
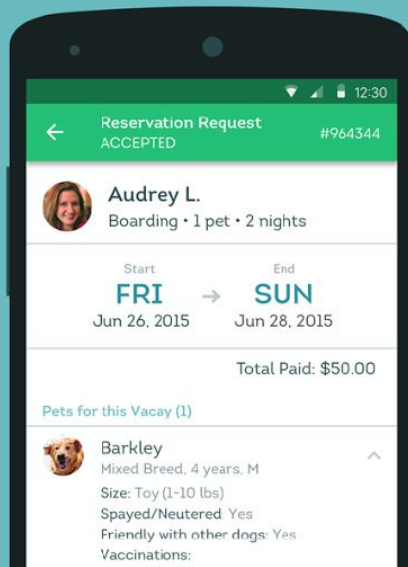


“On my opinion we made great Android-application, in spite we had difficult tasks, we did it! How? We had regular feedback from client. In fact, we worked together very closely. If we had issues and questions I could asked not only product manager, but to iOS-developer or designer of client. It was high-level management. Product manager pretty well knew what they wanted and was providing idea to us much clearly. Weekly sprints and every day calling let us move pretty fast. We never did what was not needed later. And due to Jenkins (software), the client could collect the build himself at any suitable time. We had a plan for updating the application, but at the same time there was no pressure on their part. It was very nice and useful workflow.”

Yury Myshevich, Developer, ITREX Group

RESULTS AND ACHIEVEMENTS pt.1

The app has been featured in the Google Play store, boasts a 99.7 crash-free rate, and has garnered a 4.7 review average for its straightforward, usable design. ITREx Group's tight project management kept the app aligned with style standards, and their enthusiasm led to great creative insights.



RESULTS AND ACHIEVEMENTS pt.2



Award winning featured app

DogVacay was able to meet the demands of their users with a fully functional Android app that had feature parity with the mature iOS version. The app retains a high rating of 4.6 and was featured by Google Play, beating their competition in this category.

Furthermore DogVacay was able to scale their tech in other departments by employing ITrex engineers.

Main Features:

1. geo-location function
 2. messaging module
 3. integration with payment system: credit cards, android pay
 4. integration with few analytics systems
 5. in app camera with possibility to add stickers, text to image
 6. beautiful custom calendar
-

RESULTS AND ACHIEVEMENTS pt.3



money saved





in the first 90 days after
launching version 1



on Google Play

TESTIMONIAL



 See full review on [Clutch](#) 

“The ITRex Group made a solid app, which has great ratings in the Google Play store. Out of 5 stars, we have a 4.7 ranking in Google Play for our app. We've had multiple features in Google Play, including the main store home page. Many apps are less than 80 percent, and we're at 99.7 percent crash-free. That's an extremely high, powerful number.

We've worked with a couple developers now from ITRex Group, and every one of them has been professional. They wanted to create the best product. If they have ideas for us, we're readily open to that. Many times, they have features that they're excited about. That's great to see as it shows the team in the best light as well. Everyone we've worked with has done a great job and made solid products.”

Nicole Ellis, Mobile product manager, DogVacay

LET'S BUILD SOMETHING GREAT TOGETHER. IT'S SIMPLE!

1

Tell us your idea or need using the contact form.

2

We will contact you shortly and discuss.

3

We will share our experience and prepare a proposal (free estimates).

Call us **+424-353-7917** or email: **hello@itrexgroup.com**

Want more case studies? Follow to **www.itrexgroup.com**

WHY ITREX GROUP?

WE ARE TALENTED AND DEDICATED TEAM OF IT PROFESSIONALS.

We are a group of professional software development/maintenance engineers with more than 9 years of experience in delivering superior products and custom solutions.

**Clients say
we deliver on**

Clutch



11 reviews



5 stars

**We are
nominated for**

PATRICK SOON-SHIONG
INNOVATION AWARDS



**Incredible
status on**

Upwork



68k hours



>100 projects



5 stars

WE CAN HELP YOU. GET A QUOTE FOR FREE!



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