

## **DUFFLE CASE STUDY** BY SUPERDEVs

# How to build an app for a highly restricted area?

### About Duffle

**Duffle is transforming airport shopping with its new all-in-one e-commerce app. Travelers can now purchase a variety of items, including food, drinks, and travel souvenirs (sweets, perfumes, or clothing) ahead of their flight and conveniently collect them at the airport before boarding.**

The mechanism is simple: place an order through the Duffle app, and DUFFLE runners will deliver it to your gate in a matter of minutes.

Heavy travelers are part of a stressful environment; synchronizing arrivals, departures, and connecting flights often takes away the needed time to get something to eat or buy souvenirs for loved ones. Therefore, the premise of the product was to create a simple app where, within just a few clicks, you can order goods from all the stores available at the airport, with delivery to your location.



## Challenge

**Duffle founders had a great idea and a clear plan for what they wanted to change in the market. All they lacked was the technical know-how and an experienced team that was ready to jump into the project right away. Superdevs was ready to bridge that gap.**

Recognizing the primary user needs to be answered by the app, Superdevs and the Duffle team determined two principal issues to be solved. The first challenge was to create a marketplace that respects all safety regulations in such a restrictive environment as airports.

The second challenge was to make the user experience as simple and smooth as possible, thus shortening the shopping process to a minimum and integrating all forms of payment, such as Google Pay and Apple Pay.

**In February 2022, we took up the challenge and began building Duffle.**

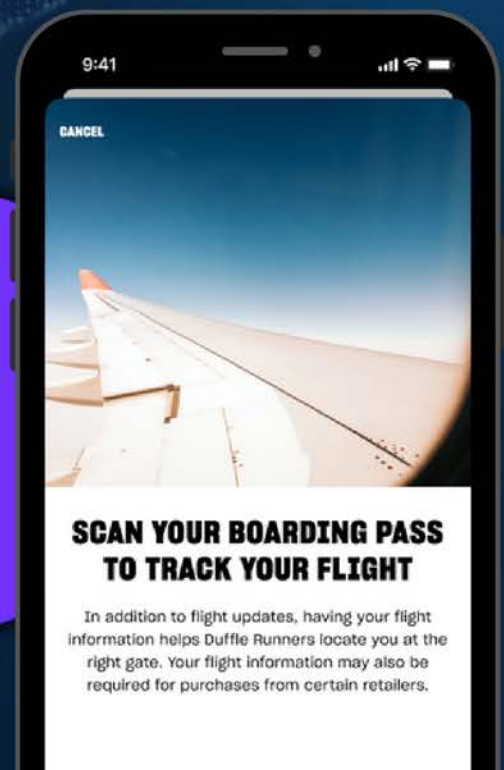


## Superdevs x Duffle

With Duffle's product idea and initial market research, Superdevs divided its preliminary efforts into two areas: design research and development of the first prototypes. Although work on the product began during the pandemic, we were able to conduct an extensive workshop with the client in a remote system.

During three days of intensive sessions, we mapped out all the problems to be solved and identified all the actors involved in the product (from the user to the back office). The next step was to design a fulfillment app for merchants and a runner-up mechanism for providers to take care of each element of the purchasing process.

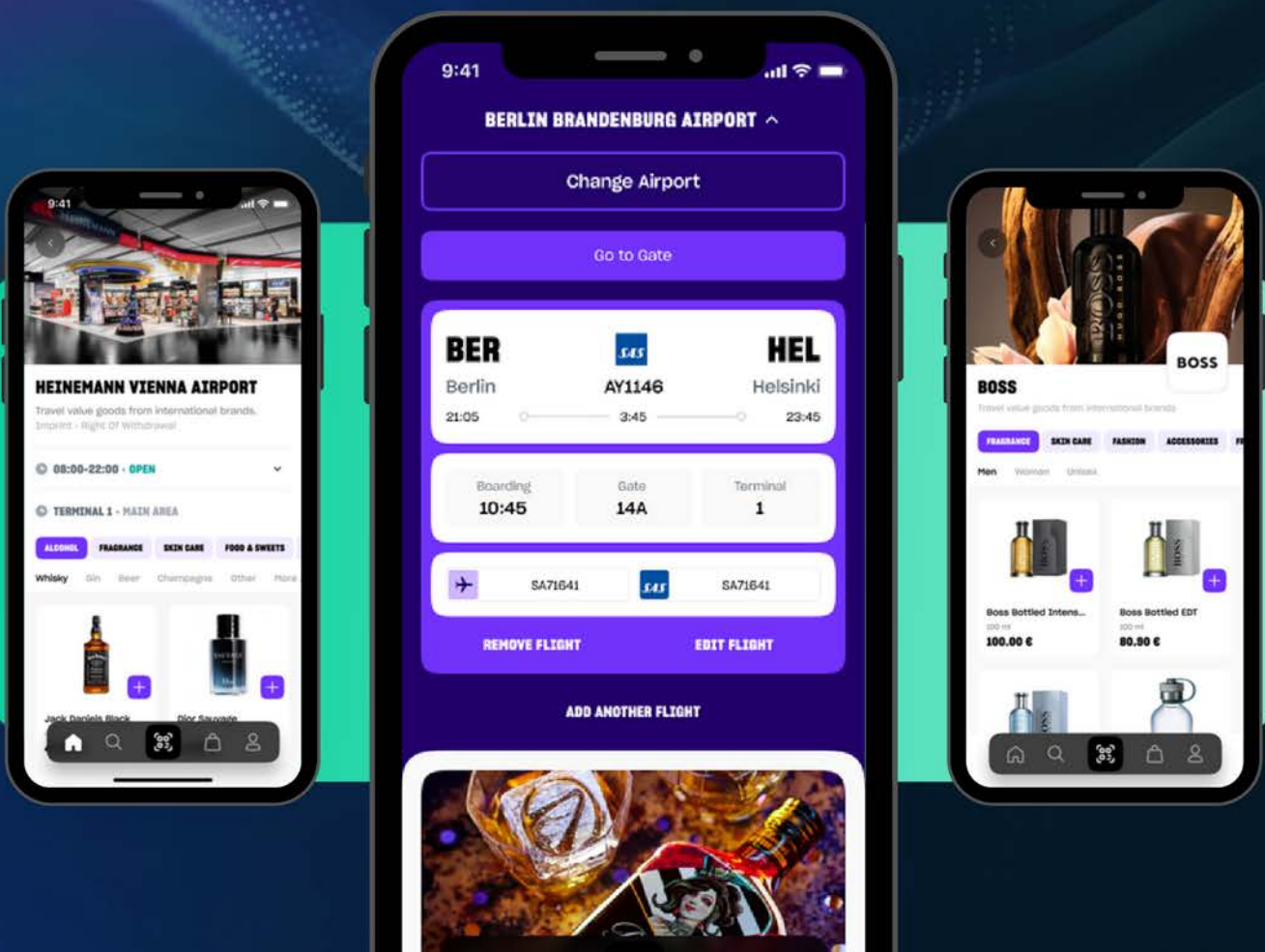
After creating a fully-clickable prototype, we involved a carefully selected target audience, which was the main source of feedback and allowed us to effectively iterate on the product design, making sure we actually solve real user problems. Then we were ready to develop the product software.



Fine-mapping the needs and solutions during the workshop allowed us to build a defined system architecture. Taking into account the budget afforded to startups at this stage of the company's development, we opted for hybrid solutions. Instead of developing two platforms natively, we settled on React Native and based the backend on technology provided by Spryker.

Stepping into the role of Product Owner, Superdevs secured all the professional support necessary for the final version of the application. We hired experienced developers and, working hand-in-hand with the client, took care of the full management of the product, which was launched in October 2023 in Copenhagen, and later in Berlin airport. Superdevs' role in the project has already shifted to maintenance and upkeep mode for all Duffle platforms. On top of that, in order to provide the client with full project independence, we plan to shift to Staff Augmentation solution and support the client in building a dedicated team.

**As of now, Duffle is one step away from entering new markets and making trips more enjoyable for travelers around the world.**



## Product Timeline



## What we delivered

- 1) React Native apps for both iOS and Android
- 2) Admin portal
- 3) Merchant portal
- 4) Product inventory portal
- 5) Runner App
- 6) Picker App
- 7) BI tools for reporting
- 8) UX/UI design
- 9) User testing
- 10) Team management
- 11) Website



## About Superdevs

**Superdevs connects top IT talent with leading companies, scale-ups, and startups globally. We offer staff augmentation, IT recruitment, and managed services to enhance technical capabilities and deliver cutting-edge products for our clients.**

We are a team of seasoned entrepreneurs with years of experience in ideating and nurturing projects from inception to successful exits.

At our core, we connect with Experts harnessing their expertise to drive mutual success and growth. If your team requires leadership in a critical aspect of your business, our 'Tech Co-Founder as a Service' offers an affordable and effective solution to add gravitas to your team.



## Tech Co-Founder as a Service

- Concept where a tech expert or a team offers their services to a startup or early-stage company to serve as the technical co-founder or CTO on a temporary basis.
- This includes assistance with technical strategy, product development, team building, and other critical aspects of launching and scaling a tech-centric business.
- The engagement can vary in terms of duration, scope, and compensation.

## Key Benefits

### EXPERTISE:

Gain assistance with technical strategy, product development, team building, and other critical aspects of launching and scaling a tech-centric business

### EQUITY PRESERVATION:

Avoid diluting equity early on, preserving the potential long-term value of your company.

### SPEED TO MARKET:

Accelerate product development and time-to-market, allowing you to gain a competitive edge more quickly.

### COST-EFFICIENCY:

Typically more cost-effective than hiring a full-time technical co-founder, as you pay for services rendered without equity or long-term commitments.

## Why Superdevs?

**Choose a team of seasoned entrepreneurs with years of experience in ideating and nurturing projects from inception to successful exits.**

- Free of charge discovery phase
- Expect a well-defined project roadmap by the end of a definition phase
- Instantly build a start-up team with **Superdevs Recruiting**
- Get a viable product for iteration as quickly as possible, easily adaptable to evolving requirements
- We offer the option to take over the existing project team

**Let's start now! →**

Get in touch, learn about the products we have launched and let's hit the market!

