



NoVA Ascend Dynamics  
TRANSFORMING VISIONS. IGNITING GROWTH.

Capabilities

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# MEAN/MERN Stack


# About Us

## Overview

 **4000+**  
Employees

 **10**  
Global Offices

 **9**  
Development  
Centers

 **1,00,000+** Sq.ft.  
Office Space

Great  
Place  
To  
Work.  
Certified  
INDIA

**25+**  
YEARS OF  
EXCELLENCE


 **CMMI DEV/5**

## Clientele

 **1500+**  
Clients


 **50+**  
Countries

 **85%**  
Clients Retention

 **22+**  
Industry Verticals

## Achievements

 **2000+**  
Products Engineered

 **1500+**  
Applications  
Developed

 **12+**  
Awards

**< / > 20+**  
Million Development  
Hours

## Partners



**Microsoft**

 **Google Cloud**

 **Magento**



# Certified To Deliver Quality

Great  
Place  
To  
Work<sup>®</sup>

Certified

OCT 2024–OCT 2025

INDIA



This is to affirm that

**NOVA ASCEND DYNAMICS**

**Organizational Unit: Software Development Unit**

has been appraised at

**Maturity Level 5**

of the Capability Maturity Model Integration for Development,

Version 3.0



**CMMIDEV / 5**<sup>SM</sup>

CMMI © V 3.0 / Exp. 2027-08-17 / Appraisal #72520

**ISO**

9001:2015

Quality Management

**ISO**

27001:2013

Information Security

**ISO**

20000-1:2011

IT Management

**ISO**

22301:2012

Business Continuity  
Management

# MEAN/MERN Capabilities

## Application Development

Cross-Platform Development

Full-Stack Development

Database Performance Tuning

Code Optimization

## Testing & Quality Assurance

Automated Testing

Manual Testing

Performance Testing

Security Testing

## Customization & Extensibility

Custom Component Development

Middleware Development

Theme and UI Customization

Localization and Internationalization

## Maintenance & Support

Performance Monitoring

Continuous Improvement

Bug Fixing and Updates

Platform Updates and Compatibility

## Web Development

Responsive Design

SEO Optimization

Progressive Web Apps (PWAs)

## Consulting Services

Code Review and Best Practices

Performance Assessment

Architecture Design

## AI & AR/VR Integration

Natural Language Processing (NLP)

AI-driven Personalization

Augmented AR/VR Applications

# How we help

## Team Augmentation

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A team of 4000+ Battle Tested engineers across 100+ Different Stacks.

We are your Digital Factory, dedicated teams to supercharge your development throughput.

0 Operational Overheads.

Agile & On Demand.

## Fixed Scope

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We offer meticulously crafted project specifications and timelines for cutting-edge development, seamless integrations and feature-rich solutions.

The Nova Ascend Dynamics approach ensures your projects are delivered with precision and excellence.

## Managed Services

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Our IMS services helps enterprises to run Business as usual.

With strong SLA driven services, 24x7 Support, Governance and Technology expertise, we help to optimize processes and costs.

# Capabilities

## Inhouse Talent Pool

### MEAN/MERN



750+  
Engineers

### DevOPS



450+  
Engineers

### Mobility



500+  
Engineers

### UX/UI



250+  
Engineers

### Testing/ Quality



300+  
Engineers

### Other Technologies



2000+  
Engineers

## Talent Access

### Partner Network

10,000+ People Bench access

### Recruitment Team

100+ Inhouse Headhunters

### CoE

50+ Center of Excellence Team

### 9+ Offices

100,000+ Sq M of office space



# MEAN/MERN Development Services

01.

## Consulting

Leverage our team of experienced MEAN/MERN professionals to strategize and optimize your development journey. From initial project planning to detailed architecture design, we provide personalized guidance to ensure your MEAN/MERN projects are primed for success.

02.

## Customization

Customize your MEAN/MERN applications to fit your specific business needs and user requirements. Whether you need UI/UX improvements or custom feature development, our team offers flexible and scalable solutions that align with your brand and goals.

03.

## Integration

Integrate MEAN/MERN applications seamlessly with your existing systems and third-party services. Our expertise covers various domains, including cloud services, APIs, and backend systems, ensuring a unified and interconnected digital ecosystem.

04.

## Implementation

Transition smoothly to MEAN/MERN with our comprehensive implementation services. From project inception to deployment, our skilled team manages every aspect of the process, ensuring an efficient and successful adoption of MEAN/MERN technologies within your organization.

05.

## Support

Rely on our dedicated support team to keep your MEAN/MERN applications running smoothly and efficiently. We provide proactive support, from troubleshooting and issue resolution to updates and enhancements, ensuring optimal performance and user satisfaction.

06.

## App Development

Harness the full potential of the MEAN/MERN stack with our expert app development services. Whether you need to build a new app from the ground up or revamp an existing one, our team designs and develops high-quality MEAN/MERN applications that offer seamless user experiences and drive business success.

# Experience across SDLC



JavaScript and TypeScript



DevOps and Infrastructure  
Management



Third-Party Libraries



RESTful and GraphQL APIs



CI/CD Pipelines



Testing Frameworks



WebSockets and Real-time  
Communication



State Management Solutions



Cloud Integration Services

# Industries Served



Banking & Finance



E-Commerce & Retail



Education & E-Learning



Government/ Semi Government



Healthcare



Insurance



IT & Consulting



Manufacturing



Media & Entertainment



News & Publication



Supply Chain & Logistics



Telecom

Delivered

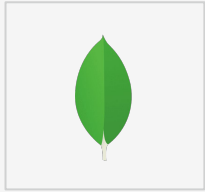
**6500+ Projects**

Worldwide Across

**22+ Industries**

# Technology Stack

## MEAN



MongoDB



ExpressJS



Angular



NodeJS

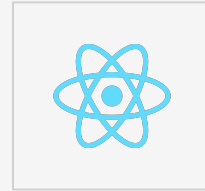
## MERN



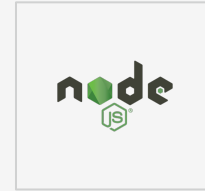
MongoDB



ExpressJS



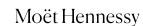
React



NodeJS



# Selected Clientele



# Differentiated Offerings



Taking captive offshoring to the next level, we have built a growth engine for your business. NeoNucleus – is your exclusive dedicated software development center, which delivers value beyond traditional efficiencies.

[Read More >](#)



NeoNXT is our next generation of graduate engineers, programmers & problem-solvers that strengthens and future-proofs your agile teams, helping organizations to tackle talent attrition and dearth of quality programmers.

[Read More >](#)

# Case Studies

An abstract graphic consisting of numerous thin, light blue lines that originate from the bottom left and curve upwards and to the right, creating a sense of motion and depth against a solid black background.



MEAN



# The Largest Mall in Kuwait

Developed a wayfinding application providing quick and easy navigational information to customers.

Product Engineering

Geolocation

Data Analytics

CX

## Outcomes

### 60% Elevation in CX

- Location tracking and enabling shoppers to navigate themselves to the stores helped in elevating user experience.

### 5x Enhanced Visibility

- Data visualization led to improved real-time insights and captured data on traffic movements, search histories, campaign ROI, etc.

### 40% Increase in Sales

- Improved CX clubbed with data transparency helped client to focus and devise action plans that boosted the footfall and sales.

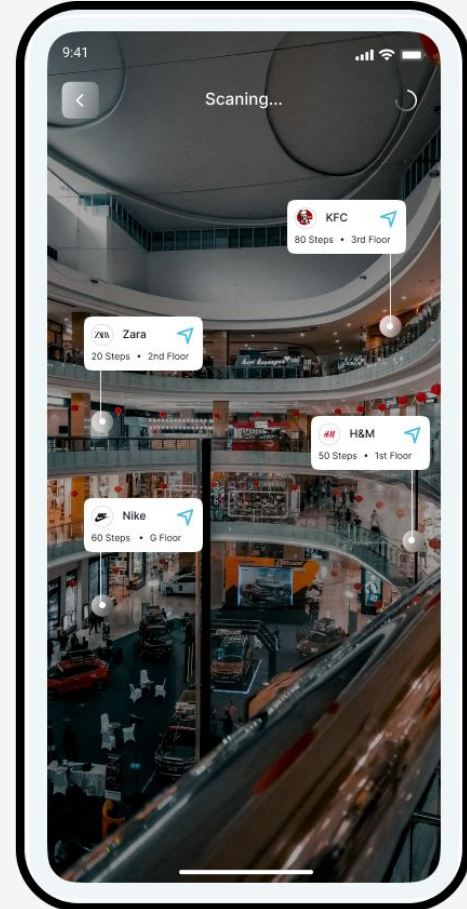
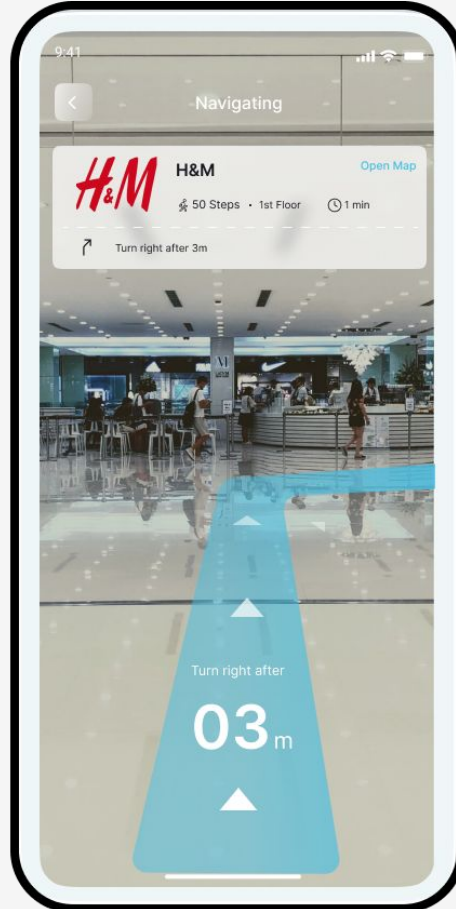
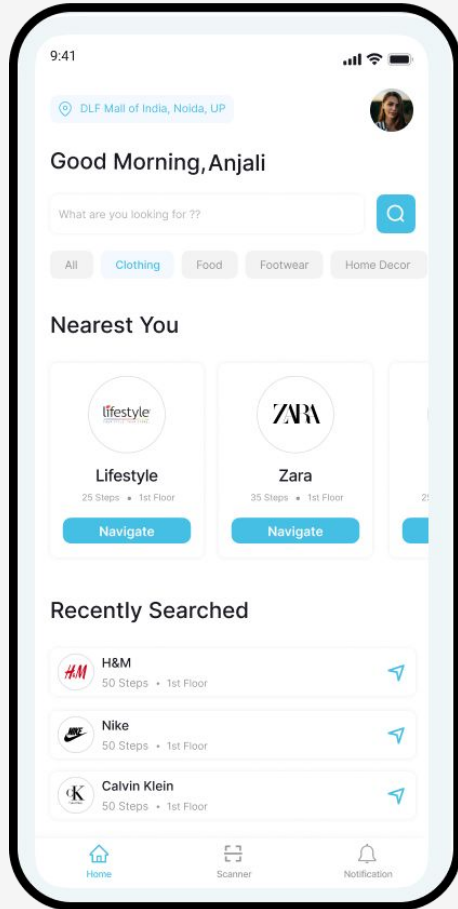
# Solutioning

## Challenges

- Ensuring accurate and real-time location tracking within large malls is challenging, especially with multiple floors and densely packed areas with constant foot traffic.
- Keeping the mobile application updated with the latest mall layout changes, shop openings/closures, and other dynamic information.
- Maintaining high performance and responsiveness, especially during peak times with high user traffic.

## Solution Highlight

- Leveraged Google Maps API for accurate location data and real-time updates, ensuring constant accuracy in location tracking for users.
- Ensured seamless synchronization between MongoDB, PostgreSQL, and SQLite to maintain consistent data across all platforms.
- Used asynchronous programming in Node.js and .NET Core to handle multiple requests efficiently, along with Webpack to optimize the frontend codebase, reducing load times and improving the overall user experience.



# The World's Most Feature-Rich Online Events Platform

Built a cutting-edge platform with an admin panel, advanced analytics, and a funnel page builder.

Microservices Architecture

API integration

Advanced Analytics

## Outcomes

### 3x More Efficient Data Transfer

- Efficiently integrated Zapier, enhancing data transfer and workflow automation within the platform.

### Microservices-Based Architecture

- Implemented scalable Microservices architecture using PHP Laravel, Angular, Node, Kafka, AWS SQS, and other technologies for efficient development and distinct user roles.

### 40% Increase in Sales

- Integrated advanced analytics, providing comprehensive insights into webinar statistics and attendee engagement for informed decision-making.



# Solutioning

## Challenges

- Managing high traffic dynamically and ensuring the platform remains responsive and available during peak usage times is a significant challenge.
- Achieving seamless integration with various third-party CRMs, such as MailChimp, Aweber, and Infusionsoft, as well as tools like Zapier, is a complex task.
- Creating a dynamic and customizable funnel page builder with various interactive elements can be technically demanding and resource-intensive.

## Solution Highlight

- Used AWS Lambda to handle compute needs dynamically without the need to manage servers manually.
- Developed robust API integration modules in Node.js and PHP to ensure smooth connectivity with third-party services.
- Leveraged Angular Material for UI components, SASS for styling to create a responsive and dynamic funnel page builder, and Node.js to handle dynamic content generation and storage effectively.

[FEATURES](#)[PRICING](#)[CUSTOMERS](#)[COMPARE](#)[MASTERCLASSES](#)[BLOG](#)[LOGIN](#)[GET A LIVE DEMO](#)

# The World's Most Feature-Rich Online Events Platform

Craft high-converting end-to-end sales funnels with live and automated webinars.  
Host product demos, paid masterclasses, big corporate events, and training sessions.

[Watch demo](#)[Start Now For Free](#)

Market, Sell & Onboard Customers



Made For All Business Types



End To End Corporate Training

<https://easywebinar.com>



# A Tech-driven Logistics Company Offering End-to-End Freight Solutions

Built an integrated Digital Freight Forwarding System facilitating instant booking and real-time tracking.

Microservices Architecture

API Integration

Containerization

Real-time Tracking

## Outcomes

### 4x Improved Efficiency

- Streamlined freight forwarding, cargo bookings, and automation processes, enhancing logistics efficiency and reducing operational overhead.

### 82% Better Real-time Tracking

- Enhanced shipment visibility, enabling real-time status tracking and updates, thus increasing customer satisfaction.

### 55% Seamless API Integration

- Facilitated smooth data exchange and enhanced the logistics tracking ecosystem's functionality.

# Solutioning

## Challenges

- Ensuring real-time tracking of shipments and containers via API integration or web scraping methodologies can be complex and require continuous updates.
- Automating various shipping processes such as booking creation, document submission, and data extraction can be technically challenging and resource-intensive.
- Managing complex routing logic to ingest and distribute large amounts of data efficiently to the requesting services.

## Solution Highlight

- Implemented a scheduler in Node.js to periodically invoke tracking services for real-time updates.
- Created a user-friendly interface with Angular 12 and developed the automation logic in Node.js, ensuring seamless workflows.
- Utilized RabbitMQ for queuing messages and distributing data to the appropriate services, ensuring smooth and orderly processing.

## BOOKING

Navi Mumbai- Felixstowe

FCL

ETA -

Container not Loaded

1023

My Masters Private Limited

Status Consignee/Exporter Vessel Details Container Details Documents <sup>+</sup> Other

Type	Title	Status	Created On	Actions
Booking Confirmation	SI	Pending Upload	Mar 28, 2019 1:07 PM	<a href="#">Upload</a> <a href="#">Delete</a>
First Print	Revised	Pending Review	Mar 22, 2019 2:58 PM	<a href="#">Download</a> <a href="#">Review</a>
Shipping Instructions	SI	Complete	Mar 18, 2019 11:58 AM	<a href="#">Download</a>
Prints 1	Revised	Pending Review	Mar 16, 2019 4:38 PM	<a href="#">Download</a> <a href="#">Review</a>

Upload Documents

Create SI

Assigned To -

Robert Smith

Coordinate By -

David Smith, Sarah Simpers

[Share current status](#)

## YOUR DELIVERY ORDER STATUS

	Gate Open	<a href="#">Share</a>
	2 November 2019 at 11:30 am	
	Gate Close	<a href="#">Share</a>
	2 November 2019 at 6:30 pm	
	Vessel Departed	<a href="#">Share</a>
	3 November 2019 at 4:00 am	
	Cut off Date and time : 5 November 2019 at 9:00 pm	
	Last s location : 4 November at jkl port at 3:17 am	
	Arrived XYZ Port	<a href="#">Share</a>
	Departed from ABC Port	<a href="#">Share</a>
	Arrived Destination	<a href="#">Share</a>
	Container Pickup	<a href="#">Share</a>
	Container Returned	<a href="#">Share</a>

# Global Leader in Precision Fastening and Assembly Solutions

Built a smart automation tool to streamline the gas-pipes welding process.

Product Engineering

Automation

CMS

Sensors

## Outcomes

### 5x Improved Visibility

- Simple yet intuitive UI that provides real-time status on the automated and remotely monitored welding activity and helps identifying abnormalities.

### 99% Quality Outcomes

- Automation of welding gas pipes using advanced technologies yielded precision and superior outcomes.

### 55% Seamless API Integration

- Elimination of the traditional manual welding process boosted productivity and overcame the risk of human casualties.

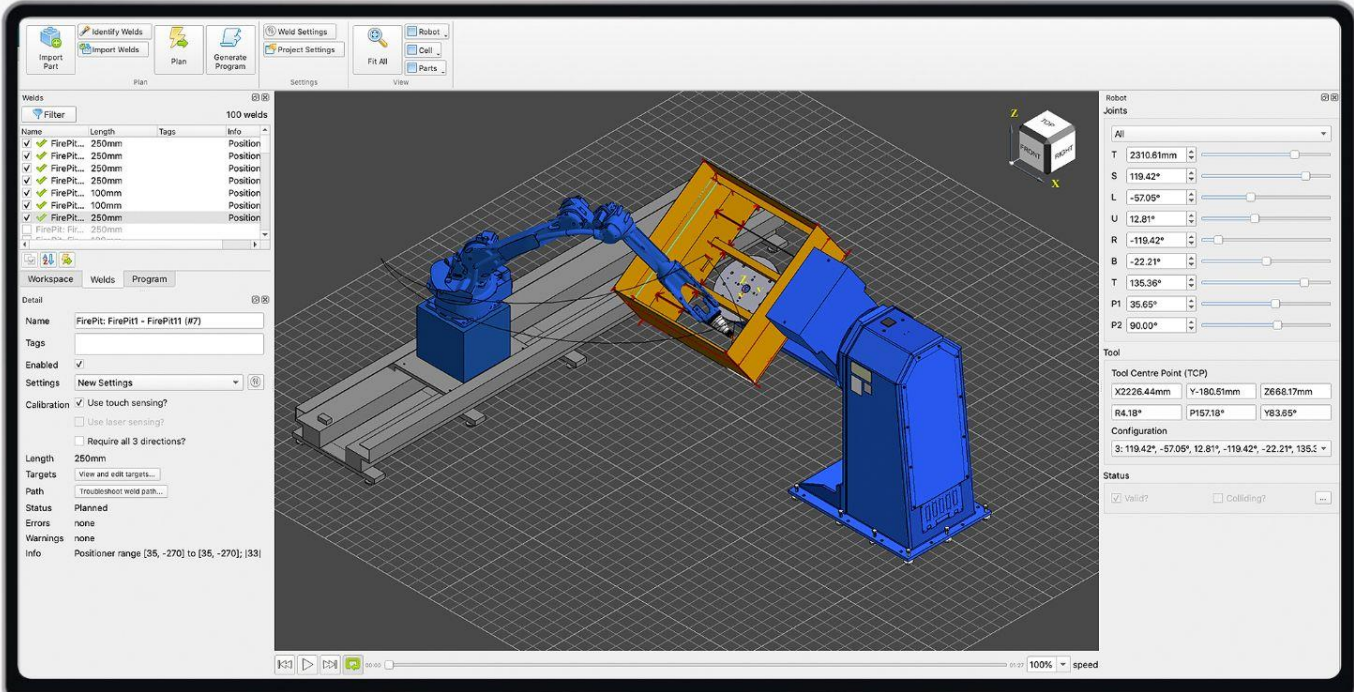
# Solutioning

## Challenges

- Creating a user interface that is both simple and intuitive while providing real-time status updates on automated and remotely monitored welding activities, including identifying abnormalities.
- Ensuring reliable communication between hardware devices and software systems in an industrial IoT framework is challenging but essential.
- Managing and storing the large amounts of data generated by IoT devices during the welding process.

## Solution Highlight

- Utilized AngularJS to build a responsive and user-friendly interface that allows for real-time data visualization and status updates.
- Utilized WebSockets and Express framework for reliable, low-latency communication between IoT devices and the backend system.
- Used MongoDB for its flexibility and scalability to store and manage large volumes of sensor data.



Import Part    Import Welds    Plan    Generate Program    Weld Settings    Project Settings    Robot    Cell    Parts

Welds 100 welds

Filter

Name	Length	Tags	Info
✓ FirePit... 250mm	250mm		Position
✓ FirePit... 250mm	250mm		Position
✓ FirePit... 250mm	250mm		Position
✓ FirePit... 100mm	100mm		Position
✓ FirePit... 100mm	100mm		Position
✓ FirePit... 250mm	250mm		Position
FirePit: Fir... 250mm	250mm		

Workspace    Welds    Program

Detail

Name: FirePit: FirePit1 - FirePit11 (#7)

Tags: [ ]

Enabled:

Settings: New Settings

Calibration:  Use touch sensing?  
 Use laser sensing?  
 Require all 3 directions?

Length: 250mm

Targets: View and edit targets...

Path: Troubleshoot weld path...

Status: Planned

Errors: none

Warnings: none

Info: Positioner range [35, -270] to [35, -270]; [33]



Robot Joints

All

T: 2310.61mm

S: 119.42°

L: -57.05°

U: 12.81°

R: -119.42°

B: -22.21°

T: 135.36°

P1: 35.65°

P2: 90.09°

Tool

Tool Centre Point (TCP)

X2226.44mm	Y-180.51mm	Z668.17mm
R4.18°	P157.18°	Y83.85°

Configuration

3: 119.42°, -57.05°, 12.81°, -119.42°, -22.21°, 135.36°

Status

Valid?     Colliding?    ...

0:37 100% speed



# A Reputed Chain Of Hospitals

Designed an EMR system to administer patient's medical records & procedures.

EMR System

Data Interaction

Automation

ERP

## Outcomes

### 4x Increased Accessibility

- Once the patient had been uploaded into the database, several doctors could access the data over time to see past medical records and prescriptions.

### 100% Optimized Workflows

- EMR helps optimize workflows, keep track of patients and manage patients who visit the medical facility.

### 65% Improved Management

- Fewer errors were produced as a result of an automated paperless method, which improved overall management operations.

# Solutioning

## Challenges

- Creating and managing comprehensive database schemas to store detailed patient information, including medical history, vitals, allergies, and family history.
- Displaying real-time data, such as vitals charts and changes in patient vitals over time, based on previous appointment details, which requires dynamic and interactive visualizations.
- Customizing family history modules based on the doctor's specialty and the specific medical history of patients.

## Solution Highlight

- Leveraged MongoDB to create flexible and scalable database schemas, enabling easy manipulation and querying of medical records.
- Optimized data fetching mechanisms in Node.js and Express to retrieve historical data efficiently for real-time chart updates.
- Implemented dynamic form fields in Angular 4 that can be customized based on the doctor's specialty and the patient's medical history.

# Overview

Search

**Prescott MacCaffery**  
Male 24

Social History  
Alcohol, Tobacco

Care Plan  
ED care plan

Advanced directive  
Do not resuscitate

Allergies  
Penicillin, IV contrast dye

- Overview
- Notes
- Documents
- Labs
- Imaginos
- Vital Signs
- Communication

## Patient History

Visits • Hospitalizations • Procedures • Medication • Labs • Imaging •

Physician • Diagnosis •



## Diagnosis History

2020  
2019

2018  
2017  
2016  
2015  
2014

# visits •

All Systems  
Vasculumtary  
**Muscular**  
Skeletal  
Lymphatic  
Circulatory  
Nervous

## Vital Signs



# A Pioneering Mexican Company Revolutionizing the Pre-owned Car Market

Created a streamlined online platform, integrating backend services and incorporating several functionalities.



## Outcomes

### 52% Improved Data Management

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- Enabled efficient storage and retrieval of user data, car listings, and transaction records, resulting in improved scalability and performance of the platform.

### 100% Platform Security

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- Enhanced platform security, safeguarding user data and transactions, thus building trust and credibility among users.

### 2x Better Admin Control

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- Empowered administrators to efficiently manage user activities, payments, and platform priorities, thereby optimizing operational efficiency and flexibility.

# Solutioning

## Challenges

- Efficiently managing a centralized service that constantly handles large amounts of data and arranges it accurately based on status or calendar events.
- Implementing a monorepo architecture to share dependencies, code, and configurations across multiple projects while handling a large number of merge requests and pull requests.
- Developing a clean component-based structure in Angular to handle complex functionalities is challenging, especially when dealing with a large codebase and ensuring reusability.

## Solution Highlight

- Developed a centralized data service using Node.js and Express to handle all data operations and interactions with the database.
- Implemented automated CI/CD pipelines to handle the large volume of merge and pull requests, ensuring smooth workflows.
- Used a modular design pattern in Angular, breaking down the application into reusable components, services, and modules.

About us

## Our company

Kavak is a disruptive brand looking to change how pre-owned cars are bought and sold in the auto industry.

We want to empower people by helping them solve everything related to one of their most important assets: their car.

Driven by data, technology and innovation, we formalize the pre-owned cars industry, offering a wide catalog of guaranteed and certified cars.

We drive our mission through our e-commerce platform, app complements, and stores around the world, while also providing after sales services and financing options for our customers.



Story

## Our ride

In 2014, KAVAK was born with the idea of committing to solve the inefficiencies of the fragmented used-cars market. By 2016, KAVAK opened its doors in Mexico City.

2020 was a crucial year for KAVAK's growth and expansion, we not only launched our first store in Mexico City, but also expanded to 65 other cities.

The image features two overlapping, curved, blue shapes on a black background. The shapes have a gradient from light blue to dark blue, giving them a three-dimensional, glossy appearance. The word "MERN" is written in white, uppercase letters, centered between the two shapes.

MERN

# Indian Platform offering Online Coding Classes for Kids

Designed a dynamic online platform for live coding, math, and music classes.

Cross-Platform Development

UI/UX

Cloud Scalability

Data Management

## Outcomes

### 35% Increased Participation

- An interactive and comprehensive curriculum facilitated engaging learning experiences, increasing student participation.

### 45% Improved Literacy

- Mastery of diverse technologies empowered students to develop foundational tech literacy skills.

### 2x Faster Load Times

- Integration of MongoDB and Redis-cache optimized data storage and retrieval, resulting in a significant reduction in resource load times and enhancing overall app efficiency.



# Solutioning

## Challenges

- Managing complex state across the application, especially with constant and dynamic data updates and student-teacher interactions in real-time classes.
- Creating engaging and interactive experiences (magic moments) within the application to keep children motivated and interested during learning sessions.
- Efficiently managing real-time data and ensuring quick access to frequently requested information.

## Solution Highlight

- Designed a clear component structure in React Native to keep the state logic organized and maintainable.
- Used React Native's animation libraries and interactive components to create engaging and responsive UI elements that captivate attention.
- Designed a scalable backend architecture using Node.js and AWS EC2 to handle high traffic and real-time interactions.



# Interactive online coding classes for at - home learning

Learn to code, design and more all at your home. Enhance essential technical abilities,

Try it free for 7 days, then \$25 a month

Join Now



# A Cutting-Edge Crypto Investment Platform

Created a secure and user-friendly platform with blockchain innovation.

Database Management

API Integration

Blockchain Integration

Smart Contracts

## Outcomes

### 4x Streamlined Transactions

- Established stringent KYC processes and secure MetaMask transactions, fostering increased user trust, while streamlining transaction processes fourfold.

### 45% Improved Accessibility

- Enhanced accessibility and user experience, resulting in a threefold acceleration of token transactions through a responsive web design and optimized backend.

### 7x Increased Efficiency

- Integrated the Braintree payment gateway for seamless transactions, resulting in a fourfold improvement in payment processing efficiency.

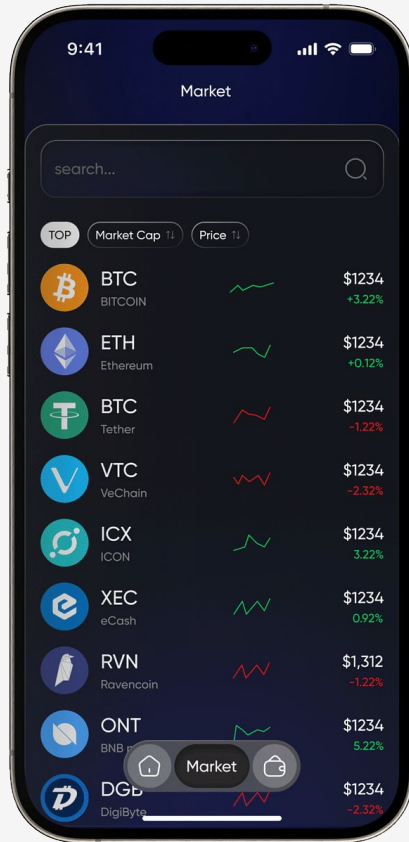
# Solutioning

## Challenges

- Managing multiple access levels (Master-Admin, Admin-User, Web-User), requires a well-structured approach to ensure that only authorized users can access specific functions.
- Ensuring a secure and seamless integration with MetaMask and manage cryptocurrency within their wallets poses significant technical and security challenges.
- Providing real-time updates on transactions and the total amount invested in tokens is essential for transparency and user trust but requires robust data handling and processing capabilities.

## Solution Highlight

- Implemented RBAC with NestJS to define and manage roles and permissions, such that each role has clearly defined access levels.
- Used Web3.js to interact with the Ethereum blockchain and MetaMask, enabling users to conduct transactions directly from their wallets.
- Implemented data visualization tools in React.js to display real-time statistics and optimized data fetching and processing using Node.js and MongoDB.



# A Workspace Revolutionary Offering Flexible Solutions for Individuals and Businesses

Introduced digital transformation in coworking spaces.

Data-Driven Insights

Scalability

Customer Experience

Market Trends

## Outcomes

### 50% Enhanced Operational Efficiency

- Digitization enabled coworking spaces to streamline processes, automate tasks, and improve overall operational efficiency.

### 3x Improved Customer Experience

- By offering seamless digital experiences, coworking spaces enhanced customer satisfaction and loyalty.

### 100% Data-Driven Decision Making

- Access to data on space utilization, member preferences, and operational performance facilitated informed decision-making and strategic planning.

# Solutioning

## Challenges

- With an inventory containing over 1,000 properties at any given time, ensuring efficient and fast property search performance is a significant challenge.
- Creating a new microservice to calculate live property and seller scores using complex mathematical formulas involves substantial computational and data handling challenges.
- Implementing internationalization to translate requests and responses into multiple languages, such as English and Arabic, can be challenging.

## Solution Highlight

- Integrated Elasticsearch to handle the indexing and searching of property data, significantly improving search performance.
- Developed a dedicated microservice using Node.js and TypeScript that handles the scoring logic, optimized for performance and scalability.
- Used internationalization libraries like i18next in combination with React.js and Node.js to manage translations.

The exclusive AI powered platform in  
Saudi for Verified properties

Residential

Commercial

New

Buy

Enter desired city or district

Search



Property Listings  
Verified listings by REGA



Artificial Intelligence  
Data driven insights and price trends



Interactive Maps  
Quick navigation between districts & cities



# A UK-Based Mentor Matching Education Platform

Created a feature-rich app for seamless learner-coach interactions.

Payment Integration

Database Management

Security

Geolocation

## Outcomes

### 57% Increased User Engagement

- Achieved a month-over-month increase in user engagement through dynamic post interactions and video sessions.

### 3x Reduced Cancellations

- Implemented automatic session cancellation, leading to a reduction in no-shows and improving overall scheduling efficiency.

### 40% Reduced Payment Processing Time

- Achieved a significant reduction in payment processing time with the integration of the Stripe payment gateway.

# Solutioning

## Challenges

- Designing a well-structured REST API that minimizes response time and supports parallel request execution is essential for performance and user experience.
- Developing and maintaining a consistent user experience across various different platforms (iOS, Android, web) while ensuring consistent high quality performance.
- Ensuring real-time updates and notifications for various events (e.g., new posts, comments, video session updates) to enhance user engagement.

## Solution Highlight

- Used Express Framework to structure REST APIs with clear endpoint definitions and logical separation of concerns.
- Utilized React Native for developing the mobile applications, ensuring code reusability across iOS and Android.
- Implemented Firebase Realtime Database for real-time data updates and synchronization, and Google Cloud Messaging (GCM) for push notifications.



### Filter

What Are You Looking For In This Mentorship?

#### SKILLS

- Graphic Design
- UI Design
- Ux Design
- Communication
- Coding
- User Research

#### CAREER

- Leadership
- Freelance



### John Smith

Lead Experience Designer  
@ DUCK Design

Hello! I had a 10-year experience working as a freelance designer. Would love to share with you my tips surviving as a freelance designer.

#### SKILLS

- UI/UX Design
- Visual Communication
- Communication
- Agile Development

#### CAREER

- Freelance
- Leadership
- Change Industry

Invite



### Emily Knight

Service Design  
@ Lunar Global

I studied computer science in college, pivoted into service design my senior year. Now I am leading a service design team at Lunar Design team.

#### SKILLS

- Service Design
- Design Research
- Workshop Design

#### CAREER

- Career Change
- Leadership

Invite



### Adam Wells

Design Research  
@ Monkey Pie

Hello! Nice to meet you! I transformed my skills in Anthropology into investigating user needs and demands in design research. Talk to me if you are

#### SKILLS

- Design Research
- Usability Testing
- Survey Design

#### CAREER

- Career Change
- Academia

Invite

# A Personalized and Nutritional Food and Recipe Platform

Developed a comprehensive platform providing customized meal plans and nutritional information.

Personalization

Smart Recommendations

API Integration

UI/UX

## Outcomes

### 65% Better Nutritional Awareness

- The Nutrimeter and detailed nutritional breakdowns increased users' awareness of their dietary intake and health goals.

### 50% Enhanced User Engagement

- Integrated social media APIs and real-time communication features increased user engagement, fostering a more interactive experience.

### 4x Improved User Experience

- Utilizing React.js and Redux for state management provided a smooth, responsive, and intuitive user interface across devices.

# Solutioning

## Challenges

- Developing a platform capable of efficiently managing increased user traffic and expanding data volumes without compromising performance or user experience.
- Integrating diverse data sources and APIs into the platform while maintaining consistency, reliability, and accuracy of data across different systems and services.
- Improving application speed, responsiveness, and efficiency through strategic caching, database optimization, and streamlined code architecture.

## Solution Highlight

- Utilized MongoDB for flexible schema design and scalability, and used React.js with Redux for efficient state management.
- Used Express.js with LoopBack for backend development, integrating multiple data sources and APIs, providing a unified platform.
- Employed caching strategies with Redis, optimized database queries with MongoDB indexes, and utilized React.js for efficient rendering, improving application performance, reducing latency, and enhancing responsiveness.



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Breakfast



Dessert



Lunch



Veg



Soup



Condiment



Dinner



Non Veg



Snack



Starter



Vegan



Eggetarian

# Food Trails

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