



Media & Marketing Applications Portfolio

2018

About

LaSoft was founded in a mid of 2014 by two software development professionals. At the moment, our team consists of 7 highly productive, co-located teams. In total, we employ 55 multi-talented and experienced professionals including software engineers, UI/UX designers, project managers and quality assurance specialists. There are many things which make us stand out among other software vendors.

EXTENSIVE EXPERIENCE IN CREATION OF SAAS APPLICATIONS AND DASHBOARDS

Every year we deliver 4-5 complex SaaS applications in real estate, e-commerce, marketplaces, law compliance, social networks, human resource management and healthcare domains. Our teammates worked for such well-known companies as Compuzz, HP, Pearson, Adidas, and others.

PROMISING AND VERY FAST GROWING LOCATION

We are located in a very fast-growing region very close to Poland and West Europe. Over 192 IT companies decided to open offices here and currently employ more than 15000 IT professionals. Local universities graduate more than 4100 students in IT field each year. It is believed that Lviv is a center of IT industry of Ukraine.

ALL-ENCOMPASSING COMPETENCE

We take care of all aspects of software development including UI/UX design, product design, and architecture, development, testing, deployment, maintenance and support.



About

FOCUS ON YOUR BUSINESS SUCCESS

We focus not only on a technical part of a web solution but the overall business success of our customers and partners. We try to understand every detail of how potential users will find you on the web, how they will register, how they will share any information about your company, how they will pay for your service. Sales, online marketing, and search engine optimization are a part of our internal expertise. We try to understand your business, and this makes us stand out among other similar software companies who know just a technical part.

QUALITY ASSURANCE SERVICE

Every user expects reliable and bug-free software. Poor quality or design of an application are among

the main reasons why users sign up but never come back. We believe that resources invested in an application quality are always paid out. LaSoft testing team can address the most required types of testing: functional, automation, performance, web and mobile.

IN-HOUSE UI/UX AND WEB DESIGN EXPERTIZE

To make a new design or to buy a template? This dilemma is often faced by customers when they decide to build a web page. And the answer is simple; if you want fast and cheap, you should buy a design. This option is suitable for testing your ideas, and for customers to whom online presence and reputation are not critical. In case you would like to create a unique design which will describe a personality of your brand. Our very talented and creative team of Web Designers at your disposal.



The Spoke



DECEMBER 2016 - ONGOING

SERVICES

- Project Management
- Web Development
- UI/UX Design

FRONT-END

- React
- Node.js

BACK-END

- Python
- Django
- Rest Framework API

HOSTING

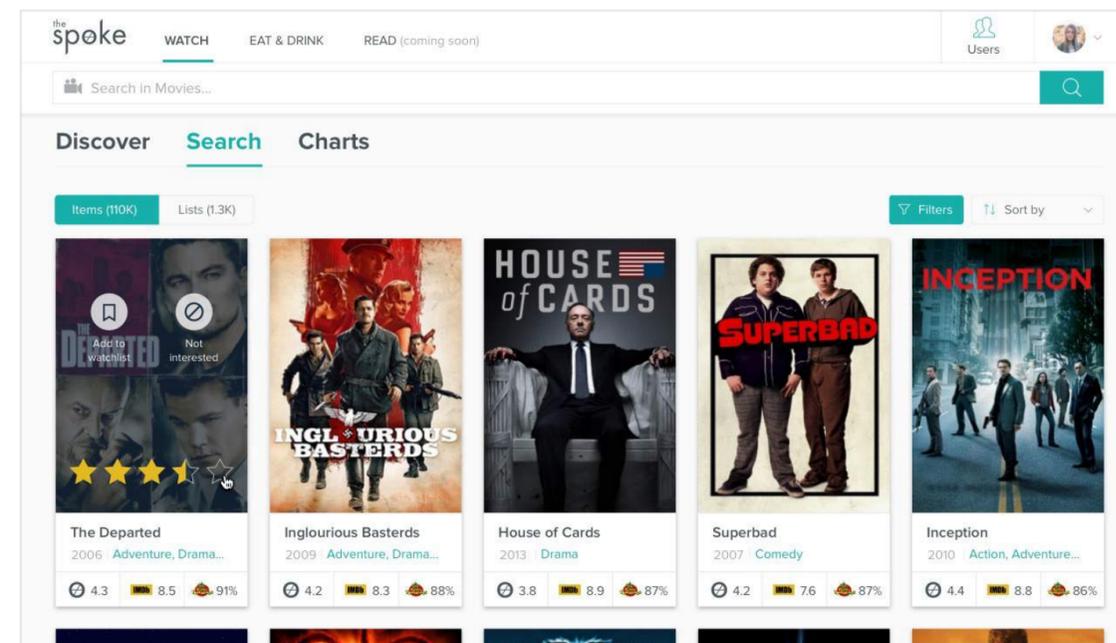
- AWS

UI/UX DESIGN

- Sketch
- Invision
- Zeplin

PROJECT DESCRIPTION

The Spoke is a massive user portal with personal lists of movies, dishes, festivals, fun & games and other entertainment topics, which users can keep in a safe place and share with their friends. The Spoke's method of building a search engine is focused on allowing searchers to access personalized content from the people users trust the most.



The Spoke works like Spotify, where users can create or follow any list. However, instead of lists of songs, they can follow lists of movies, restaurants, books and more. After following their friends, their search results for them will be based on their friends' favorites, and they can watch a movie or reserve a table with one click.

DEVELOPER'S INSIGHT

“Our main objective as a front-end team was to create highly interactive, fast and reliable user interface. To accomplish this, we use React for displaying and updating data and MobX for application state management. In addition to rendering performance benefits, these libraries allowed us to considerably improve loading time and reduce app bundle size by splitting it into route-based reusable components.”

Maryana Shevchuk, UI/UX Designer

RESULTS

As a result, The Spoke raised **\$500,000** to continue development.

Viral Tag



DECEMBER 2016 - JUNE 2017

SERVICES

- Web Development

FRONT-END

- HTML
- CSS
- Backbone.js
- Marionette.js

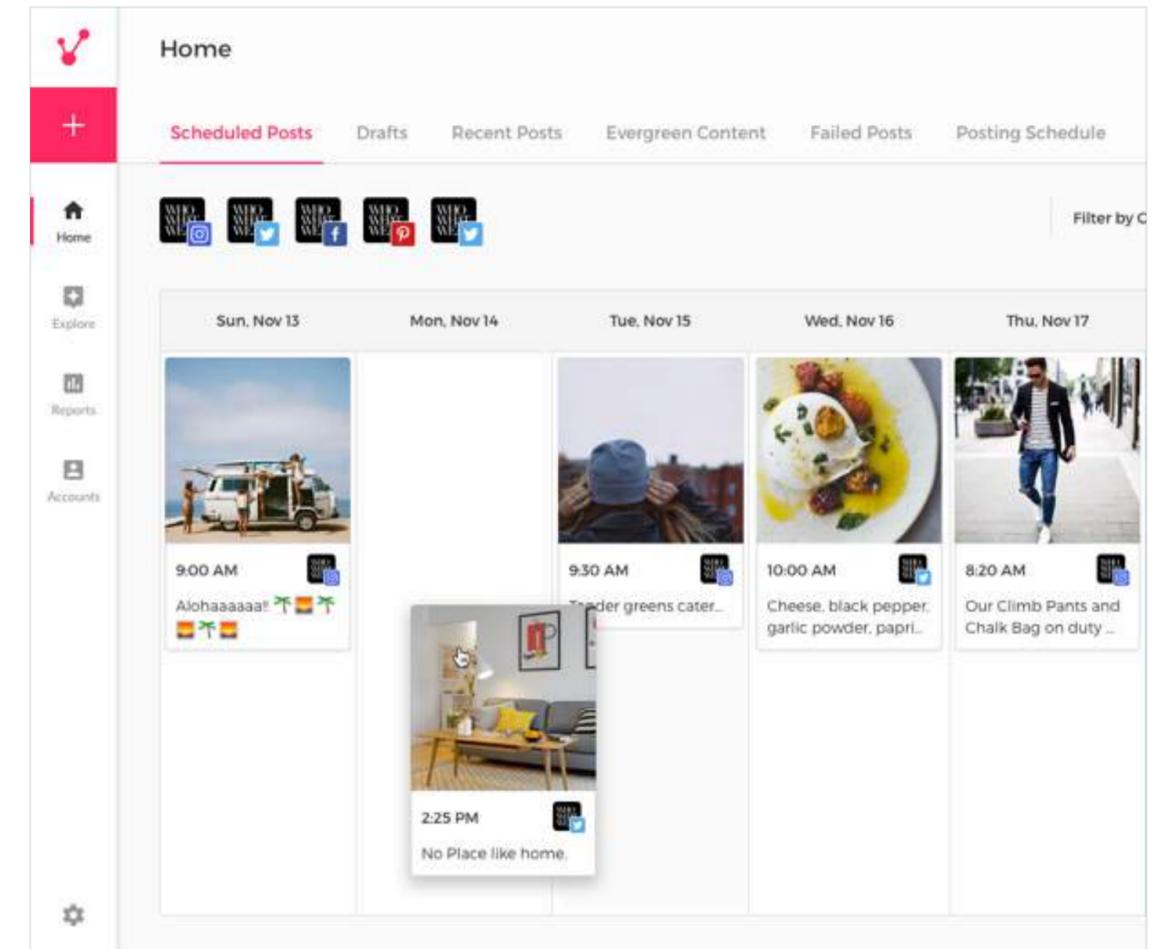
BACK-END

- Laravel

PROJECT DESCRIPTION

Viraltag is Social Media Marketing & ROI tool which helps Brands and Bloggers to market their visual content effectively. It helps brands to manage their discover visual content, optimize their images, publish to multiple networks and provide analytics to understand what works. Users can manage multiple social networks, schedule unlimited posts, recycle evergreen content, collaborate with their team, and analyze performance - all from a single dashboard.

Viraltag supports all major social networks including Instagram, Pinterest, Facebook, Twitter, Tumblr & LinkedIn. Viraltag also connects directly to your Google Drive & Dropbox accounts to pull content in bulk. Viraltag automatically recycles a top performing evergreen content to get more out of each post.



EuroNavigator



MARCH 2017 - OCTOBER 2017

SERVICES

- Project Management
- Web Development
- UI/UX Design

FRONT-END

- HTML
- CSS
- JavaScript

BACK-END

- Ruby on Rails

DATABASE

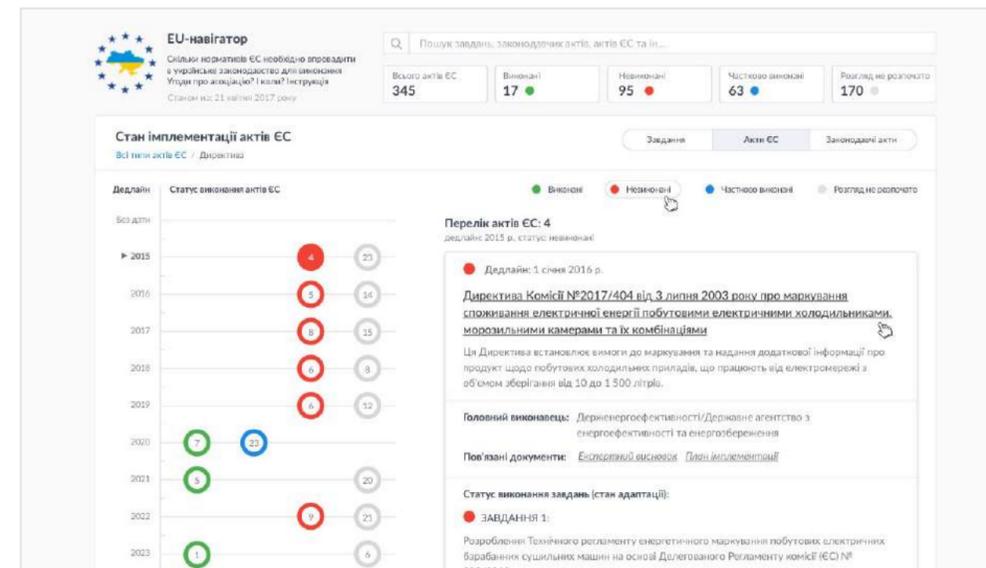
- PostgreSQL

HOSTING

- Digital Ocean

PROJECT DESCRIPTION

Euronavigator is a dashboard system that tracks the implementation process of the EU-Ukraine Association Agreement. Ukrainian Centre for European Policy (UCEP) is an independent think-tank and advocacy group. LaSoft offered UCEP a custom dashboard solution which automates the process of data collection and representation. Today our solution is saving time and efforts of UCEP employees, but also it provides 100% of visibility to anyone with access to the internet.



DEVELOPER'S INSIGHT

“Working with a significant amount of data with a lot of relations was quite challenging. We faced performance issues, which were resolved by query optimizations of the database and caching. By using Elasticsearch, we have provided our clients with excellent experience of easy searching. Capybara library helped us to create the bot which automated the process of a data monitoring and analyzing.”

Taras Haiduchyk, Back-End Developer

“In terms of design, we faced a challenge of visualizing very complex data in the simplest possible way. Our target audience is very busy people who are overloaded with information. So our goal was to provide them with entirely useful information available at first glance. In our design process, we used Sketch for visualization, Zeplin for collaboration with developers and Marvel for prototyping.”

Maryana Shevchuk, UI/UX Designer

Age Friendly



FEBRUARY 2016 - ONGOING

SERVICES

- Project Management
- Web Development
- UI/UX Design

FRONT-END

- HTML
- CSS
- JavaScript
- jQuery
- Sass

BACK-END

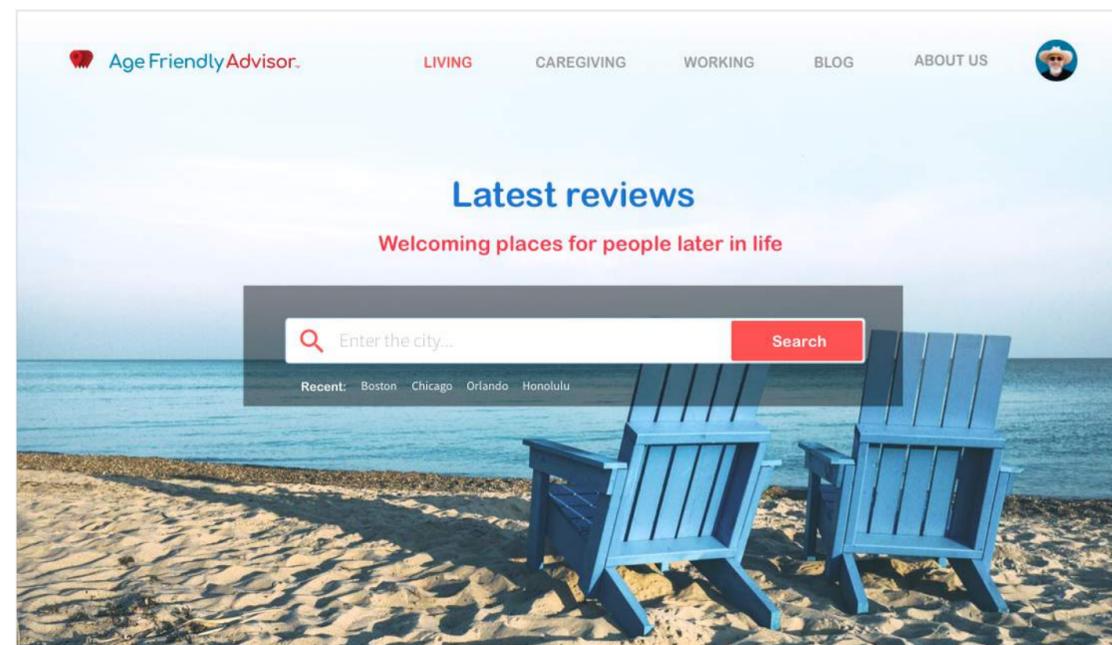
- Ruby on Rails
- Google Custom Search

DATABASE

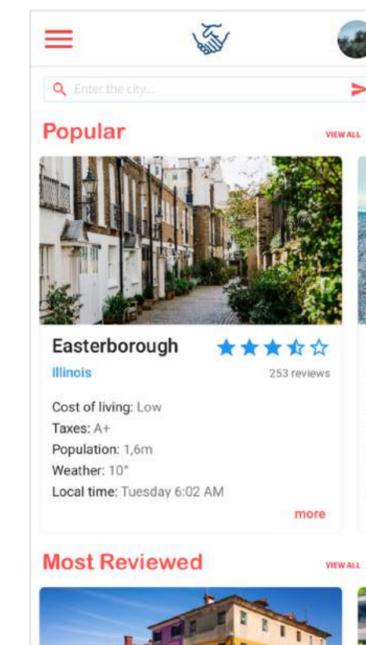
- PostgreSQL

PROJECT DESCRIPTION

Age Friendly is a massive user portal that helps seniors find places that are free of ageism and are forward-thinking with regard to giving practical answers to problems faced by older adults. Age Friendly is intended to be an open-sourced set of solutions to an aging society's challenges.



General Livability: housing, cost of living, crime, weather;
Care: hospitals, senior living, caregiving
Working: part-time jobs available
Education: colleges, community colleges
Transportation: trains, buses, subways
Community Engagement: volunteer opps



Servant



APRIL 2016 - ONGOING

SERVICES

- Project Management
- Web Development
- UI/UX Design

FRONT-END

- HTML
- CSS
- Backbone.js
- Marionette.js

BACK-END

- Ruby on Rails

UI/UX DESIGN

- Adobe Illustrator
- Adobe Photoshop

PROJECT DESCRIPTION

Servant.pro is a social network for employees and employers. The service is developed for people who are able and love to work with their hands. Our primary focus is Agriculture, Construction, Home Services and Repair, Production and Auto transportation employees. The web application allows you to create a job post, apply to a job post, create your profile, connect with and communicate with other users of the social network.



DEVELOPER'S INSIGHT

“An exciting experience for me was to work on the implementation of SEO on the project. We have a single Page application, so content is building dynamically on the browser side. At first step, it was necessary to determine whether the request is coming from a client or an Internet bot. Depending on the result, we decide which page we have to return - a static, generated on the server side or dynamic, which is made on the front-end side. At second, we worked on a dynamic generation of sitemap for the vacancies created by users. It gave us a possibility to index all the jobs created in our service and to accelerate job search directly in the network. Also, we have realized a smart search for vacancies and users defined by filtering, sorting and searching by keywords. For the managing all the data we have connected Rails Admin.”

Sophia Nabyvanets, Back-End Developer

RESULTS

1132 employees and 369 employers have registered profiles on Servant.

Glowreous



APRIL 2016 - ONGOING

SERVICES

- Project Management
- Web Development
- UI/UX Design
- Testing

FRONT-END

- HTML
- CSS
- JavaScript

FRAMEWORKS

- Ionic
- Angular

BACK-END

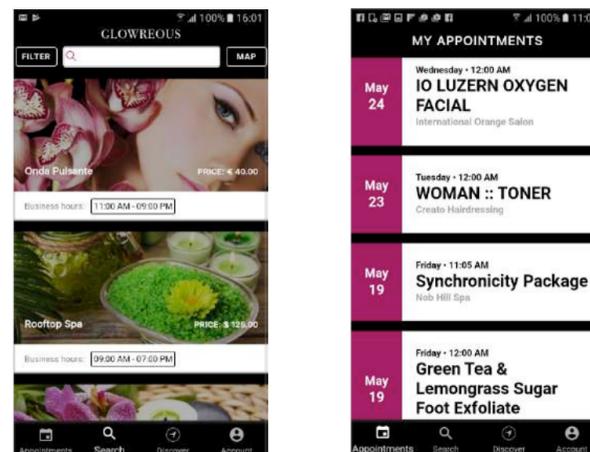
- PHP

DATABASE

- Firebase
- MySQL

PROJECT DESCRIPTION

Glowreous, Inc. is a premium comprehensive beauty services platform, a website/online reservation system designed to connect service providers in the wellness and beauty services industries with their clients. The marketplace platform allows a potential customer to identify service providers that meet their needs, then book services and products directly online. Bookings possibilities include spa treatments, beauty packages and five-star hotels, and selected premium travel options, available only on Glowreous. Customers can browse for spa appointments, beauty packages and the best hotels available only on Glowreous.



DEVELOPER'S INSIGHT

“Based on CMS Wordpress, there were developed the system of salon catalogs, search, registration, online booking and messaging system. This system allows to automate the process of services’ booking and buying, choosing personnel with which the customer wants to deal with, the date and available timeslot. The division on “Customers” and “Providers” also was implemented in the system, each of those groups has their settings and opportunities. The system also has API for customers which gives them an opportunity to work with the mobile application. ”.

[Roman Kopyk, Back-End Developer](#)

“To develop the Glowreour we used Ionic with Angular. My responsibilities included creating new pages with layout and functional, implementing new features for working with a user, creating services for work with API, etc. It was a pleasure to work on such an interesting project with a great team”.

[Dmytro Bodlev, Front-End Developer](#)

Retirement Jobs



AUGUST 2015 - JULY 2017

SERVICES

- Project Management
- Web Development
- UI/UX Design

FRONT-END

- HTML
- CSS
- JavaScript
- jQuery

BACK-END

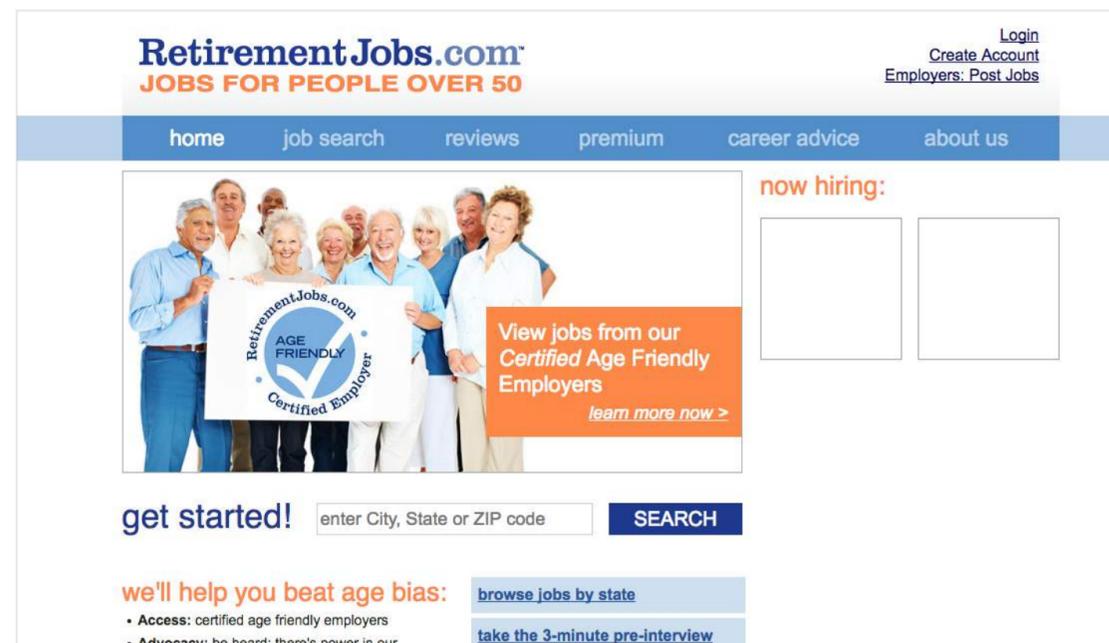
- Ruby on Rails
- PHP

DATABASE

- PostgreSQL

PROJECT DESCRIPTION

The purpose of this project is to create a feedback section through which people can evaluate the company's rating. The reviews section is for individuals to rate an employer's workplace environment and company values as to whether they are age-friendly, unwelcoming to workers age 50+ or in between. Reviews can be left with personal data and anonymously.



Also, you can get information about a specific company and see if it is certified or not.

DEVELOPER'S INSIGHT

“We wrote a feedback system that later integrated with an existing service. This service helps you to get feedback for companies and also to view information about the company itself. The review consists of a number of questions. The reviews can be left as anonymously and with the specified personal data. With the help of the admin panel, you can manage all the submitted reviews.”

Vasyl Varkholyak, Technical Leader

Real Estate Portal



OCTOBER 2016 - APRIL 2017

SERVICES

- Project Management
- Web Development
- UI/UX Design

FRONT-END

- HTML
- CSS
- JavaScript
- jQuery

BACK-END

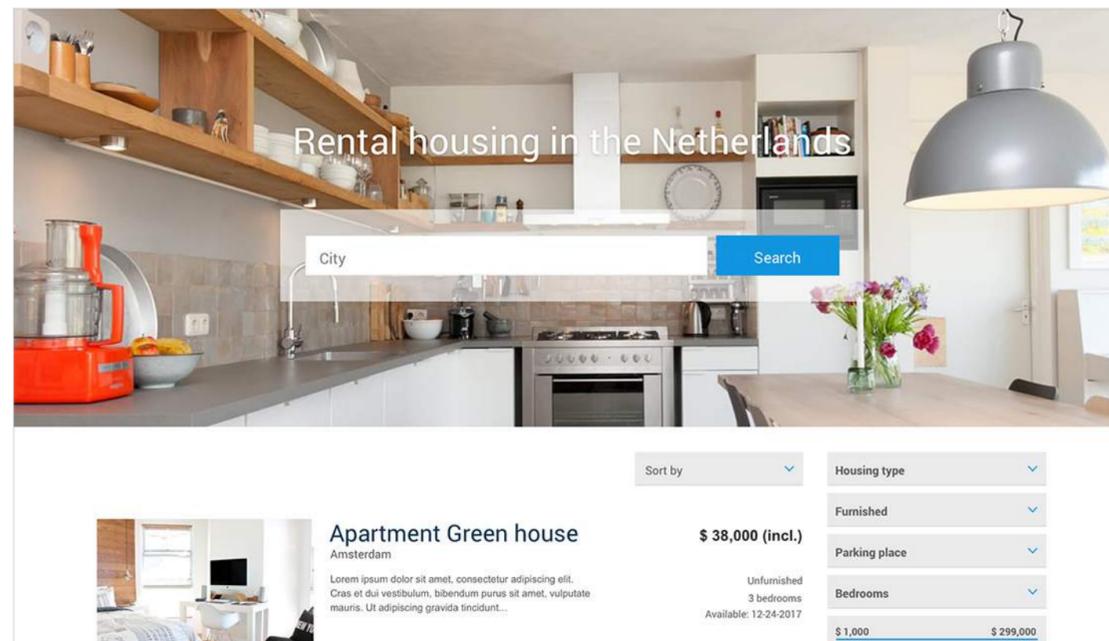
- Ruby on Rails
- PHP

DATABASE

- PostgreSQL

PROJECT DESCRIPTION

HousingAgencyEurope is a place for the real estate agencies where's a possibility to post and manage the properties and it's for people who are looking for the house for rent. This portal is convenient for tenants. Thus it helps them easily look for properties and contact by mail form or just by calling.



Moreover, this website provides essential opportunities for real estate agencies such as providing companies profiles, managing and offering their properties. HousingAgencyEurope combines tenants and real estate agencies in cooperation in such an easy way.

DEVELOPER'S INSIGHT

“The project was created keeping in mind best technics and technology available at that time while keeping as close as possible to directions put by a client. It uses a sophisticated search and filtering system created by Elastic to make customer experience content at the top of speed. Extensive use of caching, CDN networks and server-side rendering made it possible to satisfy highest expectations.”

Volodymyr Kih, Back-End Developer

Testimonials



“LaSoft team are professional and easy to work with. Our web project was executed on time and on budget. We would gladly work with LaSoft again in the future.”

Tim Driver
CEO, RetirementJobs.com, Inc.



“Very professional, great team, flexible and dynamic, good job on a complex project. Will hire again.”

Nicoletta De Vincenzi
PHD, MA Founder at Glowreous, Inc.



“This is a young, energetic and yet very experienced team which demonstrated an extremely professional approach.”

Matvey Smirnov
Senior R&D Director, Global Productivity Platform at PepsiCo



“While working on a project Ivan and all team, really cared about our project and our needs. We recommend them without doubts to anyone looking for high quality and professional programming for the reasonable price.”

Louis Bedard
Businessman



“Your dev work on this app has been amazing. In the space of just a little over 6 weeks, you have taken this app from our prototype (front end only) and transformed it into a product actually being used by medical professionals, performing as a complete rewrite of the existing codebase, adding backend support, and redesigning it along the way.”

Dr. Abdallah Wakileh
Cardiology Resident

Integration



Facebook



Factual



Google Maps



Google Places



Google+



IMDb



Rotten Tomatoes

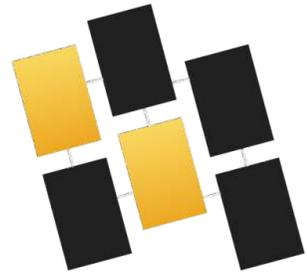


Trip Advisor



Twitter

Our Services



Product
Design



Business Analysis and
Project Specification



Cloud
Deployment



Mobile
Development



Web
Development



Project
Management

Industries Experience



Analytics



Real Estate
Portals



Media & Marketing
SaaS Apps



Eat & Drink
Delivery Apps



Healthcare &
Life Science



Business Process
Optimization

Technologies and Tools

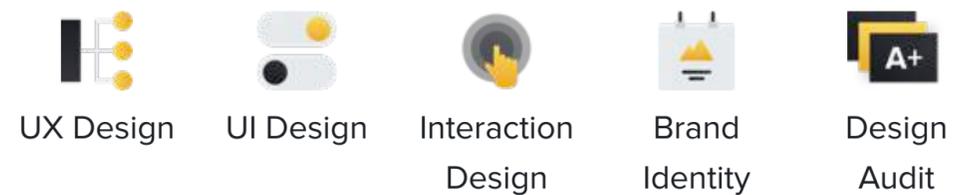
Web Development



Mobile Development



Product Design



Thank you

Let us know if you need some more information

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