



CASE STUDY



HousingAnywhere, the international student housing platform, collaborated with Eastern Enterprise for their agile IT needs to increase traffic and the user base of their web application which is now used by millions of students worldwide to safely book their new home abroad.

About HOUSING ANYWHERE

HousingAnywhere is the international student housing platform for exchange, internship, volunteer, or working students alike. It is a global platform that brings together demand and supply of short stay student housing. HousingAnywhere originally started as a platform where outgoing exchange students could rent their rooms out when they go abroad and incoming exchange students could remotely find availability. The main aim of the company was to increase the current housing options and help more international students with their housing needs.

Project Challenges

The client's website required lot of continuous support for bringing new users on board. They were also facing tough competition in several countries outside of the Netherlands and wanted to increase their user base. They approached Eastern Enterprise as a partner who could speak the language of startups and take them to the next level.

Our Solution

To ensure there was a common understanding of the project goals, we began by sitting with the project owner and listening to their pain points and goals. We suggested a few tweaks and fixed their problems in no time. We also setup a team of 3 resources to track the users' postings and directly messaged them to bring them on onboard.

The solution was built using the technology stack:



End Result

The client was extremely pleased with the project outcome as our work led to:

- Better engagement from the website visitors.
- Improved user experience through a faster loading website.
- Faster interactions through more intuitive navigation paths.
- Increase in the volume of quality organic traffic.
- Increase in visitors from search engines.

Key Benefits

- Affordable and cost-effective.
- Easy to manage and update the website from the back end using a content management system.
- Mobile ready solution with responsive layouts.
- Better user experience with minimalistic navigation structure and design.



Eastern Enterprise is definitely a suitable IT partner that thinks with you. Eastern Enterprise has provided the necessary support throughout the entire process and the communication went smoothly. We were well aware of the project status and the agreed deadlines were met. We especially liked the flexible operation.



Niels van Deuren,
Co-Founder, [HousingAnywhere.com](https://www.housinganywhere.com)

About Eastern Enterprise

Eastern Enterprise is a Dutch IT service company that specializes in crafting software solutions for startups and S&M enterprises. We are a 250+ strong team of passionate technology artists servicing over 100 clients across Europe to create software solutions that are robust, creative, modern, user-centric, logical and secure.

We specialize in software product development, mobile app development and custom application development for startups. With our mature quality processes, agile development approach and unique engagement model we deliver bespoke solutions for all your business needs.

We work as a trusted technology partner to provide end-to-end solutions for all your software development requirements. We don't simply develop solutions, we craft them for your specific business needs using cutting edge technology platforms.

For more information, please visit:

<https://www.easternenterprise.com>