



CASE STUDY

nudge 

Eastern Enterprise partnered with Nudge, a pioneer in developing mobile and web-based technologies in Germany, to revitalize their range of services and products.

About Nudge

NUDGE specializes in developing innovative software while creating added value for their users and providers. For example, the first mobile application for situational insurance protection was designed and implemented by NUDGE. Since 2011 they have launched more than 50 mobile projects for customers in the insurance, pharmaceutical, automotive, entertainment and other industries.

Project Challenges

Nudge deals with lot of startups and SME + clients who are looking to enhance their market reach though digital solutions. Recently, Nudge worked with a startup concept which disrupted the social media market in the Bundesliga Arena.

Fans nowadays are increasingly looking for new ways to engage with sports and live sporting events. Keeping this in mind, the client wanted to develop an application that allowed fans to keep up to date on match developments, follow live match-day commentary, announcements of upcoming games, and view exclusive content.

Social media has become a key component of fan engagement during sporting events. There has been a proliferation of using an application to enhance the viewing experience during games itself. The client recognized that sports fans were eager for live stats, in-game commentary, and the ability to share their experiences socially and were looking to rework its infrastructure to develop a platform to increase fan engagement.

Our Solution

Guided by the client's vision, preferences and values, Eastern Enterprise identified and developed a multi-feature application that gives football fans the broad picture of games, teams and players. We implemented several key features for the app.

- The most important feature was to integrate the app with live games. Using a customized API, we were able to sync the app with live games.
- The app had a messaging feature with push notification so that users could feel connected in real time.
- This would be further enhanced by push notifications with information about players they followed.
- Enabled social login for ease of use to access the app and share information on their favourite networking sites.
- A powerful yet simple backend to post tickers, view stats, and other important information.
- All throughout development, we integrated valuable feedback from the client to fine-tune the app and its UI/UX.

The application was built using the following technology stack:



End Result

The client was extremely appreciative of the application that we built for them as they were able to launch one of the most feature-complete and interactive football applications on the market. This application enabled users to get quick and easy access to content and united football fans in one interactive digital space with much to watch, read, share, analyse and discuss. The app's ability to sync with live games introduced a new layer of excitement for fans rooting for their favourite teams.

Key Benefits

- Affordable and cost-effective.
- Easy to use.
- Better user experience with minimalistic navigation structure.
- Intuitive alerts and email notifications.
- Easy to post or read posted information.
- Follow what you like and create your own ticker.

We are working together with EE since 2015 and are very happy about this decision. Ninad and his team are working with the latest standards in mobile and backend development. Even in difficult situations EE finds the best solution at a reasonable price. I definitely recommend to work together with EE.



Jörg Salamon,
CEO, Nudge



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>