

A close-up photograph of a construction worker's torso and arm. The worker is wearing a red and white checkered button-down shirt tucked into blue denim jeans. A black digital watch is visible on the worker's left wrist. The worker is holding a bright yellow hard hat with their left hand. The background is a blurred construction site with cranes and building structures under a grey sky.

**ON-DEMAND MOBILE APP SOLUTION TO HELP MIGRANT
BLUE-COLLAR WORKERS COMBAT THE COVID-19**

CASE STUDY

A construction worker wearing a hard hat and safety harness is standing on a steel beam of a building under construction. The background is a blue-tinted image of a construction site with scaffolding and other workers. A blue network graphic is overlaid on the image.

A MINIMUM VIABLE PRODUCT(MVP) CASE STUDY FOR A SOCIAL CAUSE



A private trust with a social responsibility for responding to the ongoing migrant crisis due to COVID-19, launched a mobile application to better connect service providers with those in need of help.

PROBLEM STATEMENT

The client is a private trust with a vision of enabling opportunities and new beginnings for millions of low-income households. And with a mission to ensure that every individual and every enterprise has complete access to financial services.

Our client, being at the forefront of responding to the ongoing migrant crisis due to COVID-19, wanted to build a solution for helping the migrant people around the country who got stuck in different places due to lockdowns and were helpless even to get their basic needs.

As a social responsibility, the client wanted to build a solution that connects people who need help (Seekers) with the people who are willing to help (Providers). And they were on a lookout for a rapid software development partner for end-to-end application design & development.

SOCIAL GOALS



Rapid application development to accommodate the immediate and increasing need to address the problems of migrant workers



Connecting service providers of food/rations, medicines aid, cash, transportation, and other services with those in need through geographical locations tracking



Considering the non-techie user base, the UI/UX had to be extremely simple



Factoring out the language barriers along with multi-device responsiveness

SOLUTION



Zuci Systems initiated this project in June 2020 by understanding the application requirement and immediate need to help migrant workers. Our team of highly experienced developers and UI/UX design engineers rapidly performed strategic analysis and UX design to quickly freeze the information architecture.

To expedite the product launch, we decided to design and develop parallelly and delivered the app successfully by August 2020.

HOW ZUCI SYSTEMS HELPED



Created user personas for the people who need help (Seekers) with the people who are willing to help (Providers), and administrator who monitors & changes the status of both seeker and provider.

- **Provider's status** - Active, Temporarily Exhausted, Exhausted
- **Seeker's status** - Active & Fulfilled



Designed a straightforward UI/UX design strategy keeping in mind the non-techie user base with high responsiveness across devices.



Our developer started coding for the backend parallelly with the design team to accelerate the project development.



Incorporated multilingual language support for all the users to switch between languages.



Integrated Google Maps API to pin the current location and track the active status of Providers & Seekers.



Lastly, handed over the MVP, branding guidelines and provided a walkthrough to the stakeholders.

SOCIAL OUTCOME



The app helps connect service providers of food, rations, medicines, shelter with migrant workers who are in need, through tracking geographical locations using Google Maps.

Ongoing: The process of updating the database with more service providers and sharing the app with migrant workers, enabling them to find help faster.

TECH STACK





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