

Review Platform - Project Acceleration and New Features Development

Reco.se Case Study



CLIENT PROFILE

Reco.se is a Swedish tech company behind the largest independent review site in Sweden where customers describe their previous experiences with a variety of companies. The platform comprises two websites listing different kinds of businesses - reco.se is for local businesses and recotrust.com is for e-commerce vendors and sites.

PROJECT OVERVIEW

INDUSTRY

REVIEW PLATFORM

CHALLENGE

MAINTAIN EXISTING ARCHITECTURE AND SIMULTANEOUSLY ADD NEW FUNCTIONALITIES TO THE WHOLE RECO.SE PLATFORM. IMPROVE ON MONITORING, LOGGING AND ERROR REPORTING. INTEGRATE WITH A PLETHORA OF DIFFERENT EXTERNAL SERVICES USING MULTIPLE DATA FORMATS AND ENCODINGS.

TECHNOLOGIES

SCALA, AKKA, PLAY, POSTGRES, ELASTICSEARCH, RABBITMQ, KUBERNETES, SANGRIA, REACT, REDUX



PROJECT DURATION

2 YEARS

BACKGROUND

SoftwareMill helped Reco.se with developing the backend of the platform but also supported the team with a number of infrastructure projects, one of which was moving from self-hosting to GCP cloud. We were also responsible for a major refactoring that included mailparser project and search API project across multiple microservices.



CHALLENGES

The project needed an immediate acceleration of software development due to high demand for introducing new features into the Reco.se platform. Some of the old microservices had to be urgently upgraded and refactored. The goal was to add new functionalities and improve the existing ones without any significant downtime of the whole application.

We've joined our clients team to quickly scale their efforts and together we develop the platform on an ongoing basis. The scope of our work includes new features development, but also DevOps tasks and bug fixing. On the technical side, we were responsible for building multiple microservices to add new functionalities along the way, mainly for integrations with external systems as well as for internal data analysis to support business decisions.

The screenshot shows the Reco.se website interface. At the top left is the Reco.se logo. On the right, there are links for 'Customer service', 'For companies', 'Log in', and a 'Join' button. The main banner features a cityscape at night with a train and the text: 'Sweden's largest independent recommendation site. Here you will find recommended companies with honest reviews'. Below the banner are two search input fields: 'Vad? Ex: mäklare, frisör...' and 'Var? Ex: stockholm, göteborg...' with a search button. Below the search fields are location filters for 'Stockholm', 'Gothenburg', and 'Malmö'. The main content area is divided into three columns. The first column is titled 'Restaurants in Stockholm' and includes an image of a restaurant interior and a call to action 'Book a table today!'. The second column is titled 'Hairdressers in Stockholm' and includes an image of a hairdresser and a call to action 'Make an appointment today!'. The third column is titled 'Popular companies on Reco.se' and lists several companies with their ratings and number of reviews: DOFAB AB (4.9 - 16 recos), Real estate agency Ängelholm (4.7 - 221 recos), SM Byggservice Väst AB (4.2 - 12 recos), Motor Traffic School in Stockholm (4.8 - 91 recos), and Swedish Property Agency Uppsala (4.7 - 927 recos).

SOLUTION

SoftwareMill worked on maintaining the existing architecture (bug fixing, refactorings) as well as developing a number of new microservices for additional integrations with external services and for handling internal statistics used by the customer service department. Additionally, SoftwareMill led the process of migrating whole Kubernetes cluster together with databases and other resources to a new provider. Apart from programming, the team engaged in plannings and architecting the future functionalities and solutions needed by Reco.se.

Benefits for Reco.se:

- Improved customer service experience by providing additional insights to the data available on the platform,
- Gathering of fine-grained statistics for each customer (internal reco stats coupled with Google Analytics)Faster response time in case of errors,
- Reduced downtime,
- Greater capabilities for scaling by migrating to a new Kubernetes cluster,
- Software libraries upgraded to the latest versions and refactored for better maintainability and security.



RESULTS

Our contribution to the project resulted in introducing multiple new features like bank ID verification, badges solution for the best realtors, improved search, geo-search and many others.

We've been impressed by how smoothly SoftwareMill's developers adopted our internal technologies and strategies, making for a successful partnership.

They're great communicators who offer meaningful recommendations and improvements, making us feel they're part of the team. SoftwareMill team contributed to our project with a broad human capital and technical expertise. We benefited to a great extent from their experience of working in both large and small development projects.

Jakob Dobrzynski, Software Developer at Reco.se





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We believe that focus on quality, self-improvement and a true engineering approach can result in systems that do their job, bring value to clients, help them scale and grow.