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PROJECT TYPE

E-Commerce,
Document Management System,
Interactive Documents Editor,
Startup

TECHNOLOGIES

Ruby on Rails 4.0, Apache,
MySQL, CoffeeScript, jQuery

DURATION

9 months

TEAM

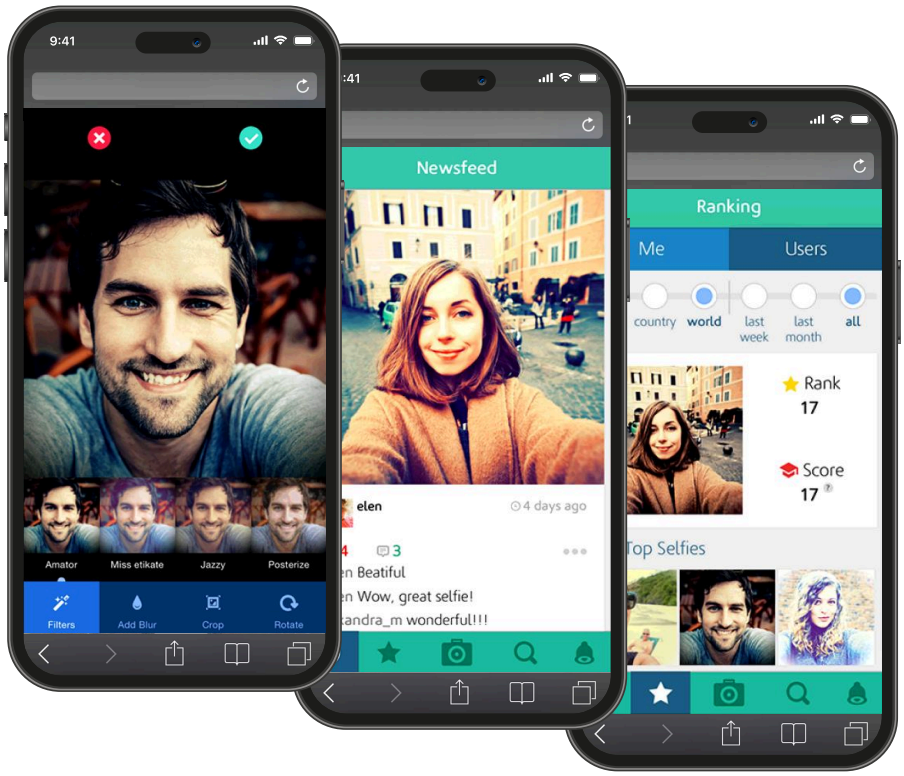
2 Software Developers
1 Part-time Business Analyst
1 Part-time Scum-master

sumatosoft.com
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Client: Jean Baptiste Fort
Industries: Media and Entertainment, Social Network
Region: Barcelona, Spain
Website: selfiest.com

Selfiest – mobile backend development

The Client launched a production-ready backend for a selfie-sharing platform that processes photo uploads, ranking, and moderation at scale, with Redis-enabled real-time analytics delivering photo statistics ~40% faster than a database-only approach.



Project background

Jean Baptiste Fort, a fashion and advertising photographer from Barcelona, decided to build an Instagram-like mobile app focused entirely on selfies – with photo sharing, a custom ranking system, and detailed popularity statistics.

Business challenge

The main distinction of the mobile application is that it is all about selfie publication.

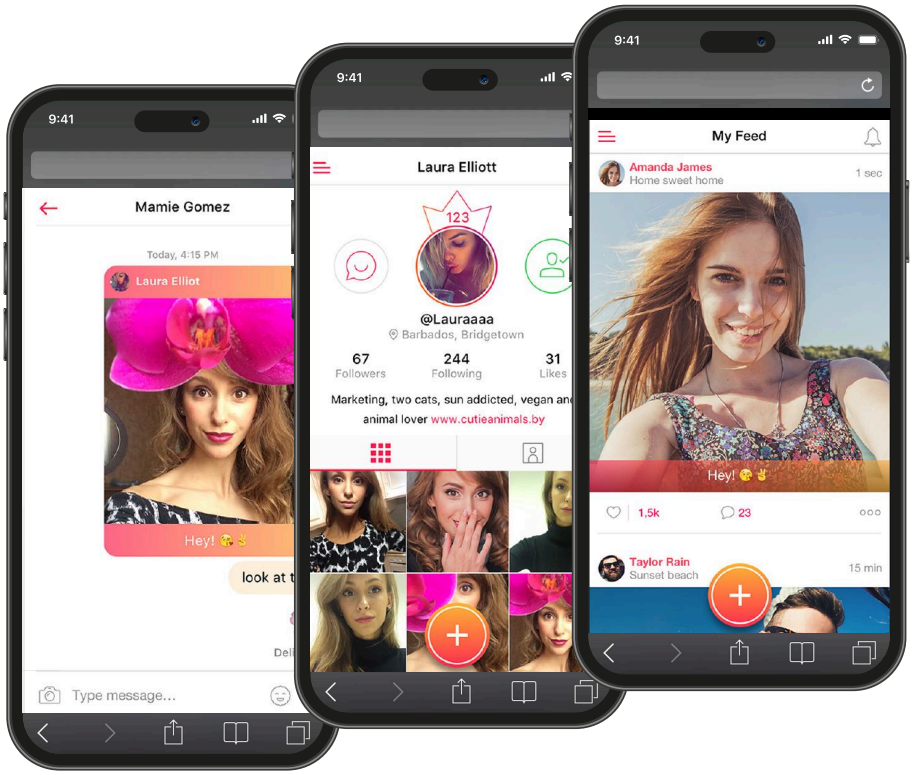
Such an application requires not only an attractive, user-friendly frontend interface but also a stable, well-optimized backend.

Project Distinctive Features

- ✓ Processing a large number of photos

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- Custom ranking system
- System of detailed statistics of photos performance
- Photos moderation



Our solution

Our team developed a back-end application module that provides a clear interface for effective data gathering and management.

Customer's benefits

The backend module launched the Selfiest platform with photo ranking, moderation, and real-time statistics built in; Redis-enabled caching delivers photo performance statistics ~40% faster than a database-only approach and the architecture scales to ~3x the initial expected photo upload volume. The Client shipped a production-ready system and is actively promoting the platform.

What's happening with the project right now?

The system is released and being promoted.

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