

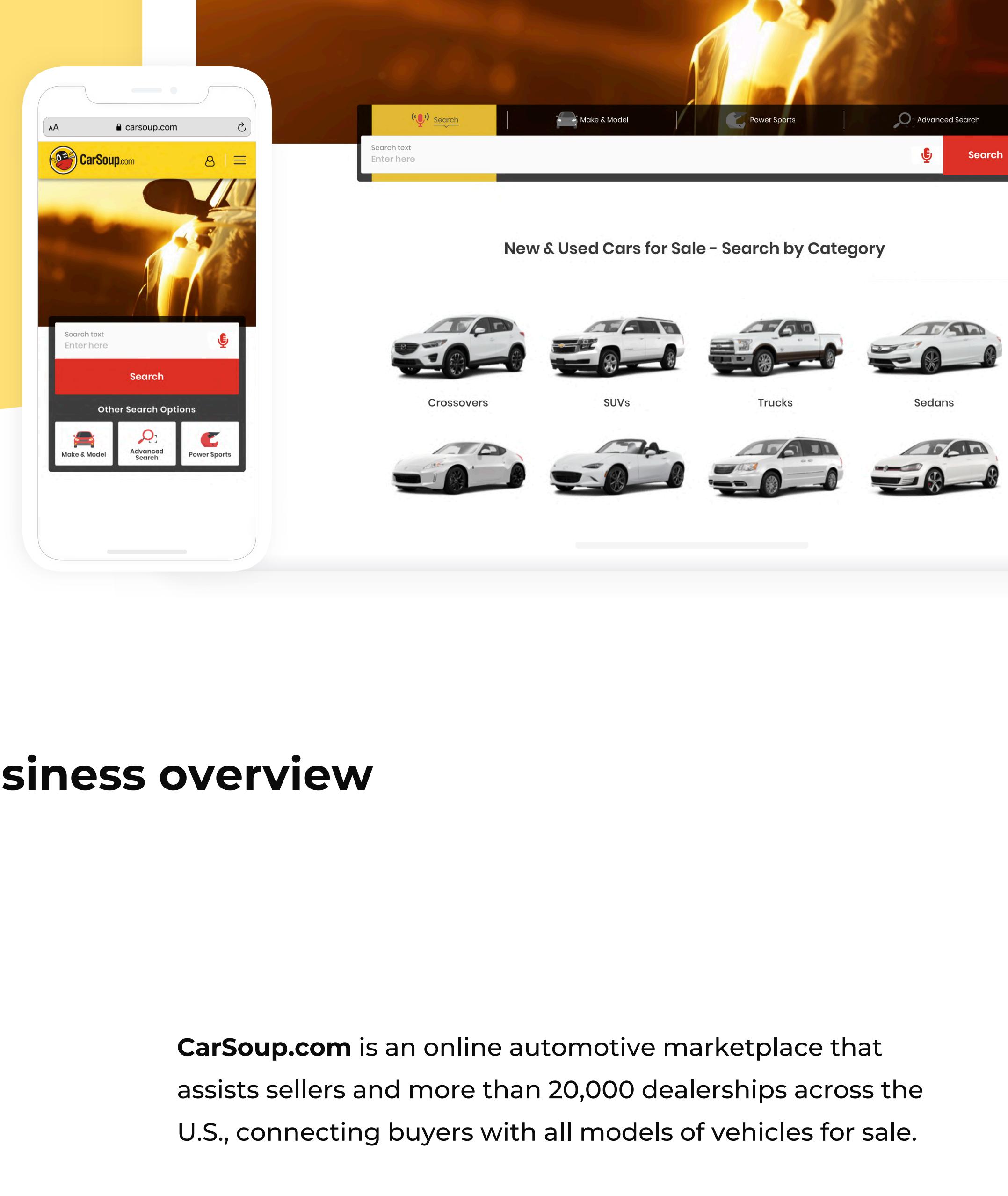
■ **Business domain:**
Automotive e-Commerce

■ **Project type:**
Website and Mobile Application

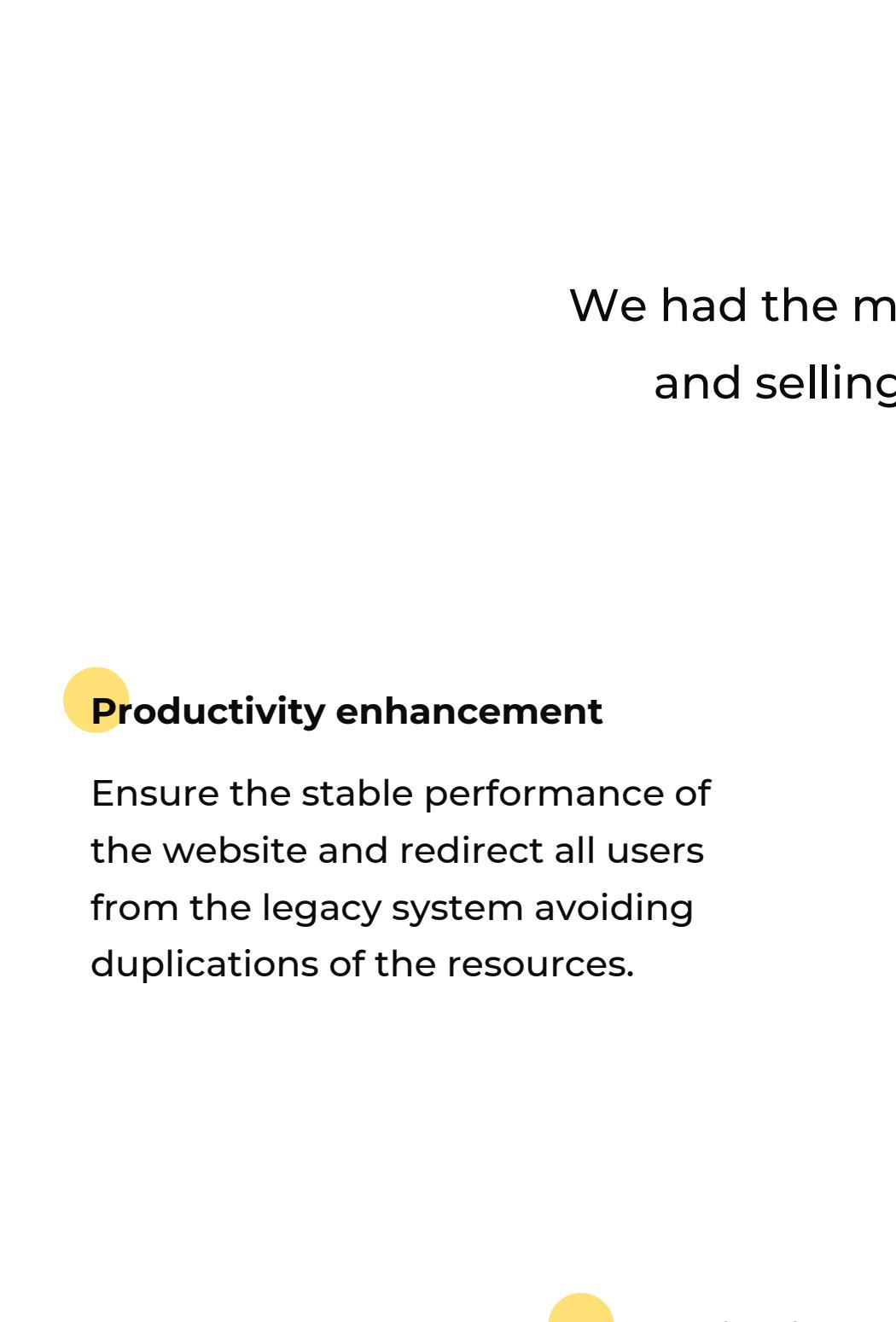
■ **Technologies:**
PHP, React JS, Kotlin, Swift



The marketplace to buy or sell vehicles



1 Business overview



CarSoup.com is an online automotive marketplace that assists sellers and more than 20,000 dealerships across the U.S., connecting buyers with all models of vehicles for sale.

CarSoup also provides users with automotive reviews, buying and selling advice, tools for comparison, finance, and insurance.

Make dreams come true

The client calls his project an American dream – started from a small idea and turned into a solution that helps to find a car around the country. He came to us to bring his ideas to life and make people's lives better.

Challenge

We had the mission to develop software that will make the buying, and selling process more efficient, transparent, and flexible.

Productivity enhancement

Ensure the stable performance of the website and redirect all users from the legacy system avoiding duplications of the resources.

SPA and high-load data

Implement a Single Page Application (SPA) using React JS and transfer high-load data into the CSV format for inventory-list of vehicles.

Third-party integrations

Carry out the integration with third-party platforms to set up advertising, analytics, payments, and vehicle history reports (Google, Facebook, AWS, Stripe, Vinaudit).

Parallelization process

Perform a calculations parallelization on the server to significantly reduce the time required to import the inventory data.

SEO optimization and search capacity

Provide the same amount of traffic as on the old site and enable the search for vehicles/dealers by a wide variety of filters and geo-distance.

3 Solution

Feature-packed

As a result, we developed three websites and applications for iOS/Android:

For users:

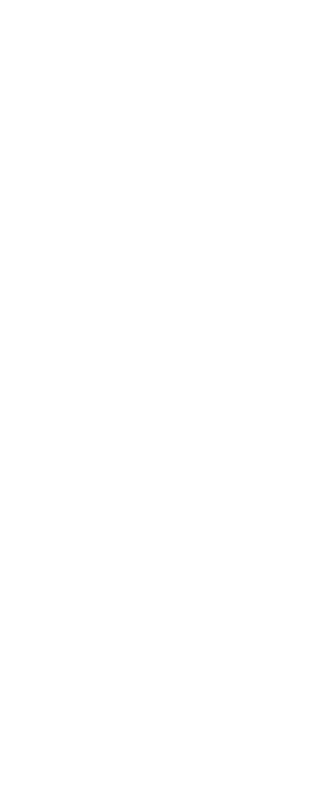
- Buy or sell a car.
- Search by brand, model, body style, price, color, and many more popular options.
- Find dealers near the user's location.
- View exclusive private-seller listings.
- Save favorite vehicles with one tap for later viewing.

For dealers:

- Review the list of leads that come from the web site and external sources.
- View user's statistics: popular cars in the search, what ads attract more attention, how often users click on the dealer's contact information, etc.

For admins and dealer account managers:

- Manage users and dealers.
- Watch the statistics of dealers.
- Connect or disconnect third-party service applications.
- Add advertising banners.



4 Outcome

Multifunctional car-buying service



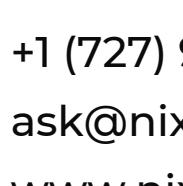
NIX provided a fully-equipped system that offers a user-friendly car-buying environment with the most extensive selection of local vehicles and dealers online. Integration with advertising platforms makes targeting easy for private sellers to locate buyers.

It was an excellent opportunity for our team to fulfill a lifelong dream and help people buy or sell cars all over the country.

"It is hard to impress me, and **NIX** kept me happy. There is no recommendation that is more powerful. NIX's expert team built a new system that increased potential customer traffic and improved performance. Their transparent workflow allowed for consistent communication and quick correction of problems when they arose. They also adjusted their processes to mitigate time-difference concerns."

Craig Burris

Director of the CarSoup operations



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Techstack:

PHP 7, Laravel, MySQL, Elasticsearch, Redis, HTML5, ECMAScript, jQuery, React JS, Kotlin, Swift

Team: 25

Project Manager, 2 Business Analysts, 2 QA Engineers, QA Automation Engineer, 3 JS Developers, 7 PHP Developers, Mark-up Specialist, 2 SEO Specialists, 2 Tech Administrators, 2 IOS Developers, 2 Android Developers, Designer