

CASE STUDY

Flexible platform to support the development of a startup in the food industry

Our client, an American startup in the food industry, needed a solution to support the development of their diet & nutrition portal, in order to attract individual users and businesses in the food industry. Our job was to design a flexible platform capable to give food lovers an efficient means to interact and communicate online.

The Client

Eatricious.com is a San Francisco based startup, consisting in a web portal focused on food and healthy living. It is a complex social platform and a meeting place for technologists, food lovers and registered dietitians to upload recipes and calculate the nutritional value of their diets. Also, the portal contains an expanding restaurant database, where chefs can register and determine the number of calories for the meals they serve, allowing them to keep up with the eat-healthy fashion.

The Idea

As a startup in a new, innovative field, Eatricious needed to position itself as the number 1 place for both consumers, restaurants and other food-related businesses to find relevant information on diets and nutrition. The idea behind the portal was simple and challenging : by simply typing the ingredients in a recipe, a special application determined the number of calories and nutritive value of each meal or product, providing recommendations on the best food choices.

The Challenge

The OSF Global Services team of programmers had to come up with a simple and flexible solution that would meet all the requirements of a social platform, which is, in the same time, a profitable business. The timeframe was very tight, the entire project had to be completed in less than a year. Also, the project had to be picked up in an incipient phase, where it had been left off by another team.

The Solution

The OSF Global Services team of programmers for this project consisted in 2 specialists who were responsible for designing and developing the platform behind the Eatricious portal. By innovation and commitment, they managed to create a multifunctional application, capable to perform complex operations and successfully sustain the evolution of this startup.

The Eatricious platform, built mainly on Ruby On Rails and with an Agile approach, is designed as a flexible platform that can be customized to support the different needs of individual and corporate users, and the development of an increasing database.

Technologies

- Ruby On Rails
- MySQL
- Apache
- Linux Centos

The Results

Eatricious is now on the market as a beta version and has already gathered numerous clients: home users and businesses in the food industry. The development phase being complete, our team is now offering constant support for the portal, to ensure the application runs smoothly.