



Live Video Shopping Platform

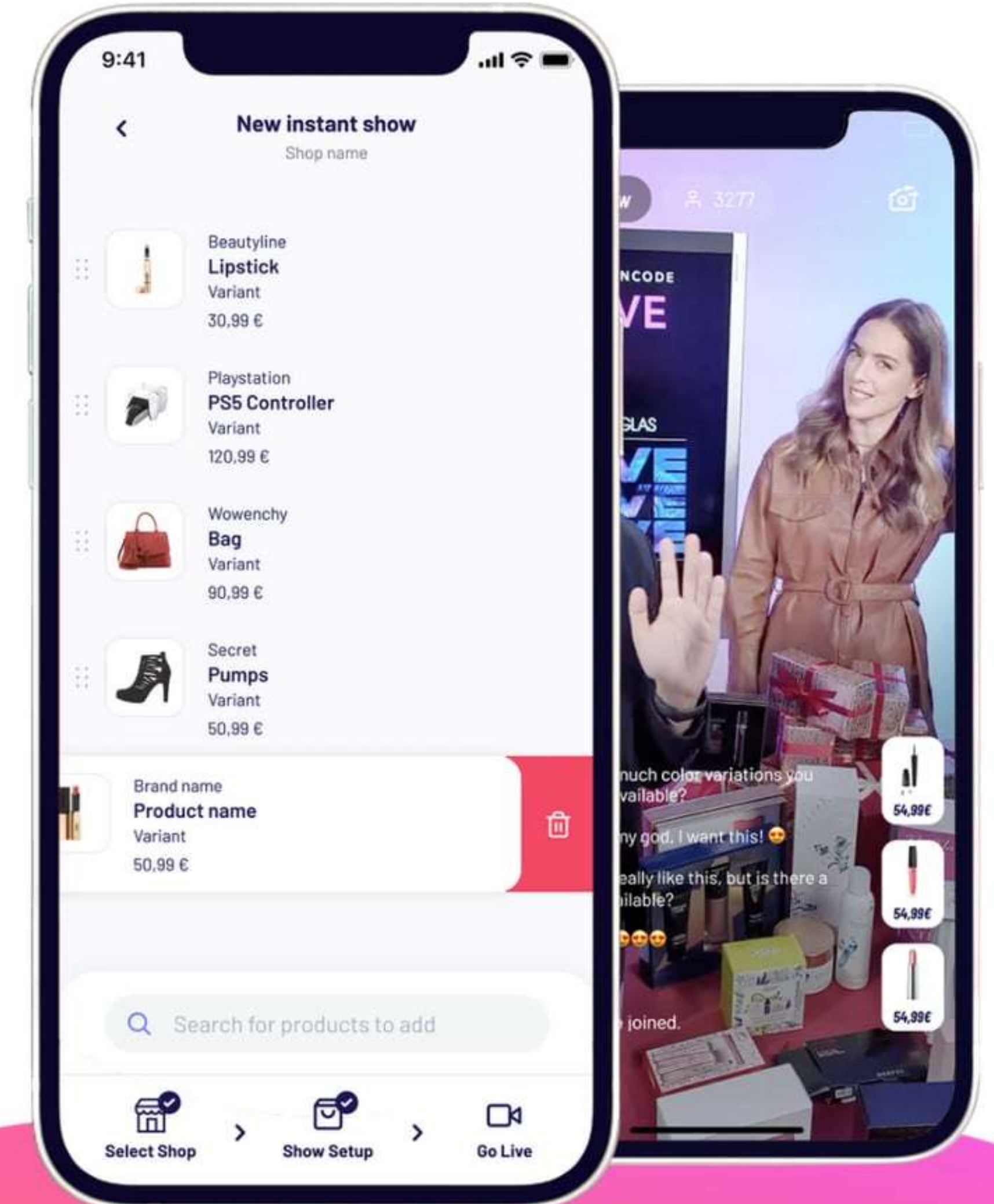
ABOUT A COMPANY/CLIENT

LIVEBUY is a Berlin startup company that aims for customers to experience products in an entertaining, informative and interactive way, empowering them to make more confident buying decisions with their live video shopping platform.

The platform connects buyers and sellers through real-time live video streams, enabling interactive shopping experiences and seamless transactions. Their goal is to enhance user engagement and revolutionize the way people shop online.

LIVEBUY

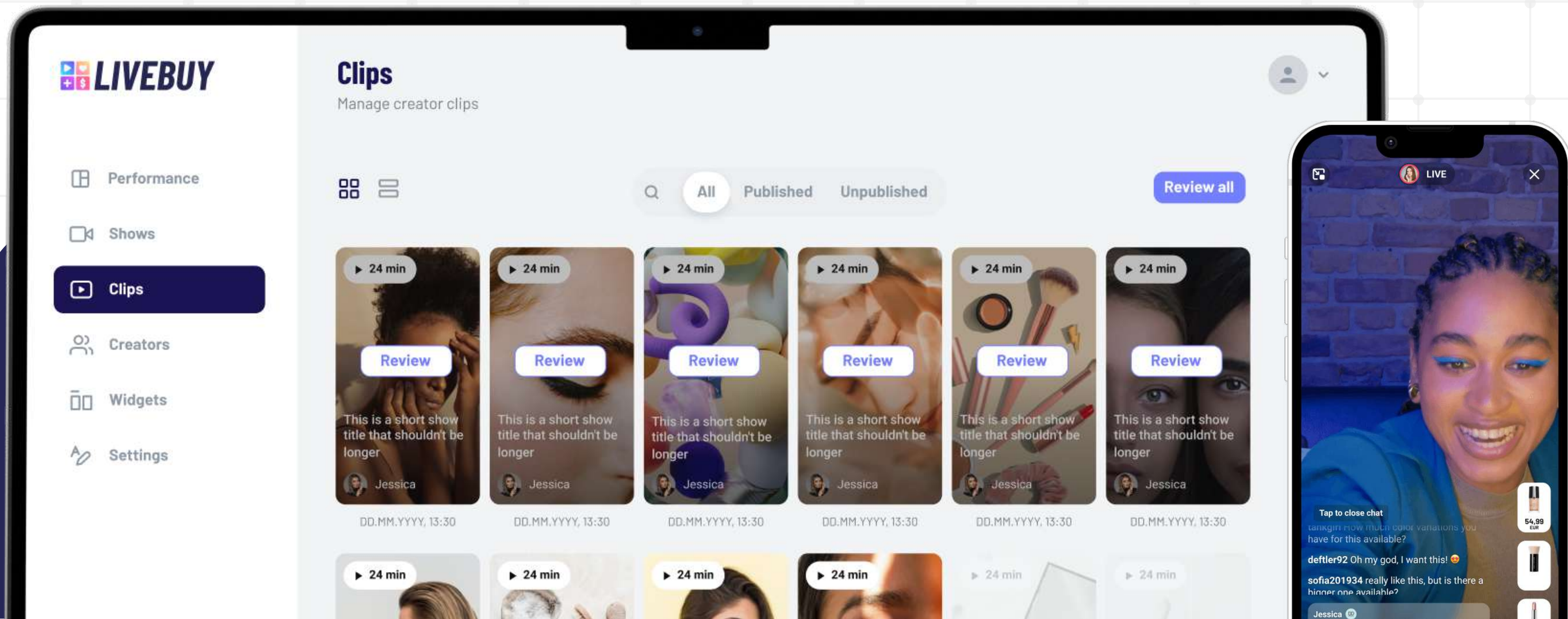
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CHALLENGES AND SCOPE OF WORK FROM VALENS TEAM

- Real-time Live Video Streaming: The Valens team faced the challenge of integrating a robust and low-latency live video streaming solution to ensure a smooth and interactive user experience during live shopping events.
- Cross-Platform Mobile Application: Valens was tasked with building a cross-platform mobile application using React Native, enabling LIVEBUY to reach a wider audience and provide consistent user experiences across various devices.

- Web application: building an admin panel responsible for managing all their users and providing detailed analytics for potential investors and clients.
- Testing and Quality Assurance: Ensuring the platform's stability and reliability required comprehensive testing with automated end-to-end testing. Valens had to ensure that the platform performed flawlessly on different devices and operating systems.



OUR APPROACH, SOLUTION AND OUTCOME

- **Technology Stack Selection:** After careful evaluation of the project requirements, Valens recommended a tech stack comprising React, React Native, Java, and Detox. This combination offered the flexibility needed for web and mobile application development, ensuring a seamless user experience.
- Valens team actively worked on improving performance on the whole video experience and customized player products and cart design, together with an enhanced swiping experience and sharing video options. Also, the team improved application analytics and insights, as well as chat flow design and experience.
- **Cross-Platform Mobile Application:** Leveraging React Native, Valens efficiently developed a cross-platform mobile application, enabling LIVEBUY experience for Android and iOS users. This approach saved time and resources while ensuring a consistent user experience.
- **Automated Testing with Detox:** Valens implemented automated end-to-end testing with Detox, Playwright for web tests, allowing early detection and resolution of bugs. implemented a test orchestration framework for orchestrating between mobile and the web. This improved the platform's quality and reliability, ensuring a seamless user experience during live shopping events.

BUSINESS IMPACT FOR BUILT SOFTWARE SOLUTION

- **Increased User Engagement:** The seamless live video streaming and user-friendly interface led to higher user engagement and longer session durations during live shopping events, positively impacting user retention and satisfaction.
- **Revenue Growth:** The interactive and immersive shopping experience resulted in increased conversions and sales for sellers on the Live Video Shopping platform, contributing to revenue growth for LIVEBUY
- A variety of features to customize the look and feel of the live video shopping experience to match the design and needs of their online shops.
- Working together with the LIVEBUY team resulted in a custom software solution that includes: live video shopping, video product pages, shoppable video feed, content creation, platform management and data analytics

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TEAM STRUCTURE

The Valens team was composed of skilled software engineers and quality assurance specialists. The team worked closely with the client team to ensure effective collaboration and successful project delivery.

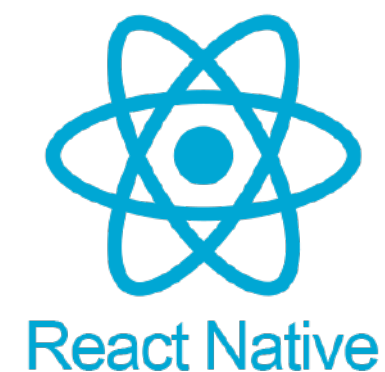
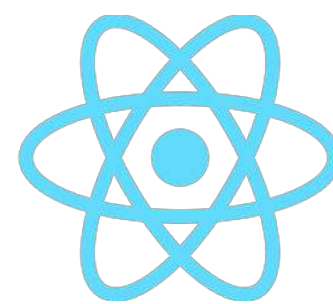
- Software Engineers: **4**
- QA Engineers: **2**

TECH STACK

- React and React Native: Used for building web and mobile applications, providing a responsive and efficient user interface.
- Java: Utilized for server-side development, offering scalability and robustness for backend operations.
- Detox and Playwright: Implemented for fast and reliable automated end-to-end testing, enhancing code quality and streamlining the quality assurance process.



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TEAM AND CLIENT TESTIMONIAL



At Valens, we are thrilled to have been part of the LIVEBUY journey. The integration of real-time video streaming, cross-platform mobile applications and automated testing proved crucial in ensuring the platform's success. We look forward to supporting their growth further and witnessing the transformation they bring to the e-commerce industry through performance improvements, new features, offline chat integration, improving socket handling, improving player and swiping experience, improving sharing experience).



Armin Gattung (CTO) - "Valens has great people in their team, as we get proved on a daily basis by their engineers supporting our development and QA team. We tackled quite challenging tasks with them successfully."

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