



Unleash the potential. Do you have the feeling that your idea is being held back by some „invisible“ constrictions? Alternatively, your product seems to work just fine, but is just not reaching the potential you know it has? **We can help** by first **unveiling the main problems** (the cage) and then by **working to solve them**.

Our assistance consists of a high level analysis of all technical aspects along with any product-market-fit opportunities that may affect your performance for the better. This is achieved by following a comprehensive product audit:

1. Free problem analysis report
2. Features assessment and technical audit
3. GAP analysis
4. Plan of action report (including steps, a demo, and a risk list)

We know all of this should be done in order to reduce a number of needed pivots in the future and facilitate the technical development of your product.

Product Boost- because you have a great product idea but you need extra resources to bring it to life.
Order your free problem analysis report today at
hello@2clicksolutions.com

PROBLEM

Every product starts as an idea, a new and exciting way of providing value in the market. **Places Spots** was born as an innovative app for tailored tourist experiences in European cities. In addition, the idea included way to provide an advertising space for customers located along tour routes.

The problem was, it was just an idea when it came to us. There was no clear scope and no technical expertise sufficient to match the hidden complexities of bringing such an idea to life.

Also, free user experience was tough to combine with the proposed monetization strategy with localized commercial advertisements.

RESULTS

In less than 90 days the idea became an accomplished goal in the form of a Google play store-ready app and an online web application (www.placesspots.com).

Some notable features now include:

- 8 routes containing more than 50 pages of content and details
- 3 advertising space options: Around Me, Explore and Reach Attraction with two range options
- Sharing of completed routes on Facebook

"2ClickSolutions team was able to make me feel even more proud and confident about my product concept. At the same time, they were able to figure out ways of improving functionalities and user experience by providing deep knowledge of key areas. Not only did they manage to answer all of my questions on time, but also I had feeling they were as excited about the product as I was." Xristos Ikonomi, founder of Places Spots



2CLICK
SOLUTIONS

SOLUTION

The trick was that in order to accommodate the idea, the system had to grow out of just an app into a three-part solution.

- An android app based on google maps SDK&API and Facebook SDK to authenticate user login.
- Web application background implemented in ASP.NET Core and a frontend in Angular2
- A custom add-matching method that specifies user's interests as matching criteria and calculates the strongest user interests based on categories of pages liked on Facebook.

The main challenge of the project was providing high-quality content on the map, and it was addressed by combining many live data sources, which gave the client exactly what he imagined.

ABOUT US

Soon after the initial e-mail, we sat down with the client and did a comprehensive product audit. Based on that, we built a tailored business model and a detailed product scope. We offered a first-level product analysis for free and offered the second part as an integral part of our service.

The entire product audit was done by extracting hidden complexity from the initial concept and by proposing a partial restyling of the initial concept. The consultation lasted two weeks and a full-comprehensive report was released. The enthusiasm and satisfaction for the results of this first consultation convinced the client to ask us to be his partner also in the technical development phase. During it, unexpected problems arise, but the good plan done during the auditing process made the resolution possible in few steps and in correct timeframe.