

JetRuby Expertise

FOCUS: Marketplace Solutions

Are you strategizing to take over **the global e-commerce space** with the next Etsy?

OR

Are you working on **taking a slice out of a regional market** with a small home services marketplace similar to Thumbtack?

Have you addressed these questions then:

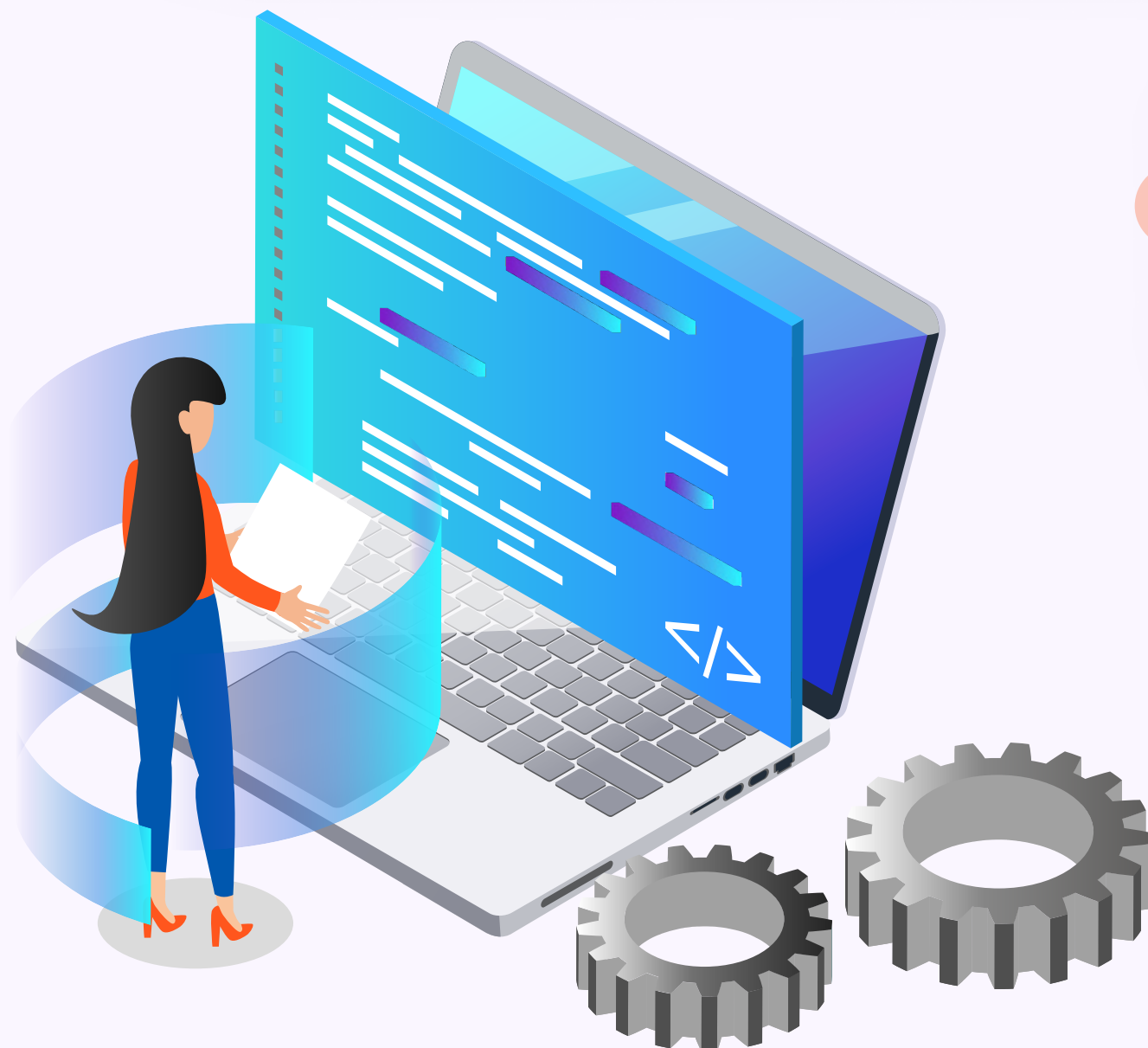
How much will it cost to develop my marketplace solution?

How long will it take to build it?

How can I ensure the quality of the marketplace solution I want to build?

Where can I find a development team with high-quality project management and communication skills that I can trust?

If I choose to work with an international dev team, will the time differences impact my app's development process?



Whatever the digital market share you're aiming to capture,
JetRuby has the answers to these questions.

JetRuby

Now

We make addressing issues concerning communication, project management, and time management our most important priorities.

These are the processes and resources we use to manage our international, multi-time zone team and **global clients**:

Adaptable SCRUM and Agile frameworks and methodologies

Industry-standard SCRUM iterations:

Sprint Planning, Daily Scrums, Sprint Reviews, and Sprint Retrospectives

Server maintenance and administration:

Assistance with server updates and deployments during low-traffic periods

Backup staffing services:

Our team can work when yours is asleep or away

On-call project management:

Our Project and Account managers are happy to take your calls during your business hours

Post-Launch Services:

24/7 Quality and Health check-ups, 1 Hour or Less Critical Incident Response, Up to 20 hours a month of Admin/Dev of post-launch assistance

With seven **successfully completed Marketplace projects**

since 2019 and a gaggle of awards from professional and peer organizations:



We'll let our accomplishments speak for themselves...

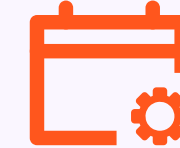
We possess **THE EXPERTISE** to manage your project and success

Our development teams implement a rigorous **Design and Discovery Phase** and industry-standard software design processes for your project to gain insight into its complexity so we can provide you with **accurate time and cost project estimates**.



Idea Audit Session Steps

- Identifying project blind spots
- Defining initial app tech stack
- Evaluating and prioritizing key feature development
- Creating user flows and screen analysis
- Initial planning of MVP



Minimum Viable Product (MVP) Steps

- Configuring and deploying a “minimum” version of the application for market testing
- Creating Product technical documentation
- Designing custom user interfaces for future implementation
- Detailing plans for future development iterations



Design and Discovery Phase Deliverables

- Product vision canvas
- User story map
- Wireframes and mockups
- Functional product requirements
- Design system concept
- Tech Requirements for MVP

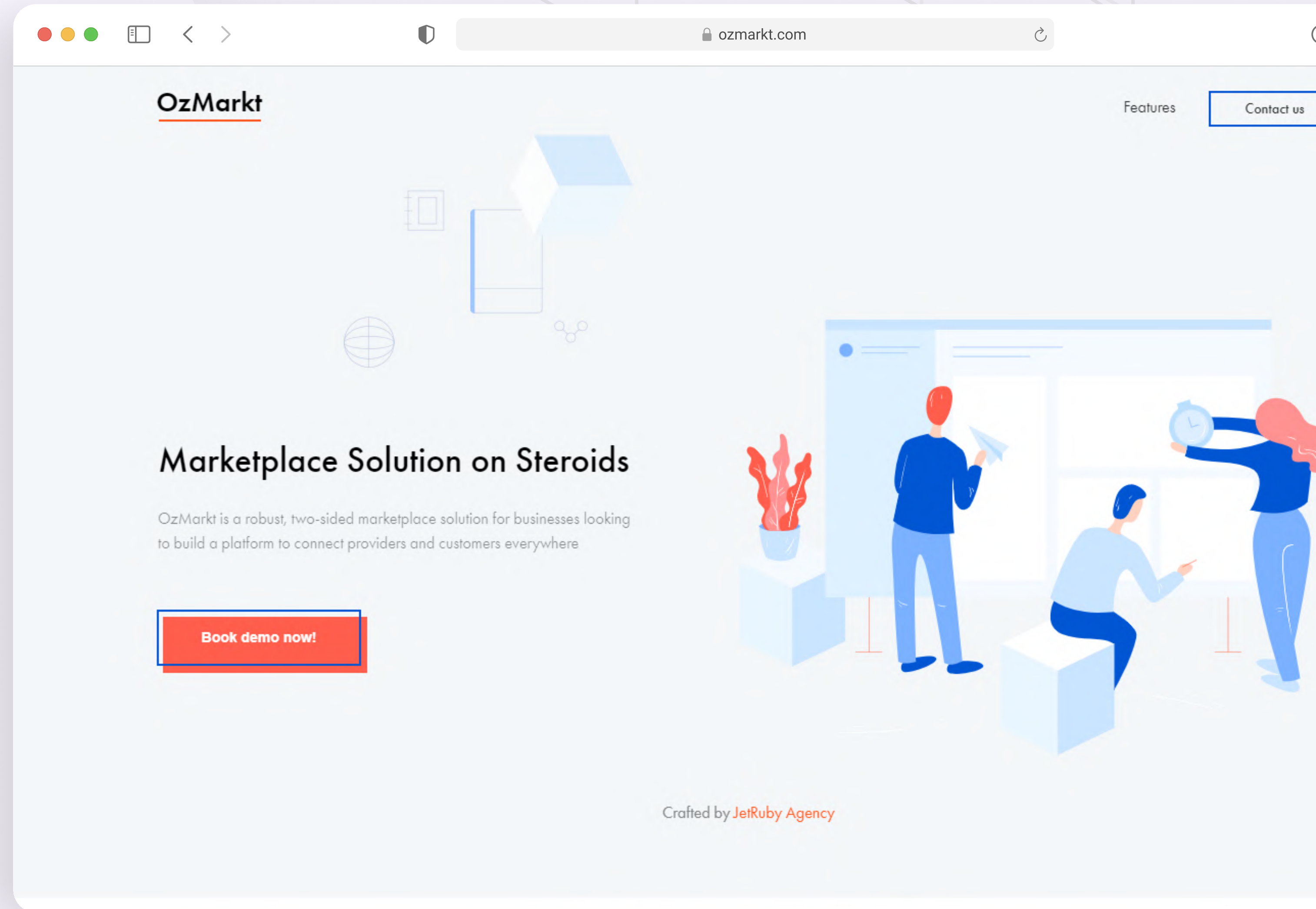


Full-Scale Application Development Steps

- Finalization of project requirements
- Assignment of a dedicated dev team
- Building of the App
- Testing of the app’s performance and design
- Deployment of app
- Providing full app support for 12 months

And, we designed and created a fully customizable, digital marketplace solution to turn your **E-Commerce dreams into reality.**

Introducing Oz.Markt



Oz.Markt Features

01 Interactive visitor functionality

- Unlimited marketplace user accounts
- Categorized and filtered product searches
- In-app messaging

02 Convenient Storefront Creation and Management

- Unlimited product/service listings
- Easy description creation and editing
- Convenient photo uploads

03 Adjustable Pricing Tools

- Display multiple pricing packages per listing
- Customize tax rates for your jurisdiction
- Create separate receipt line items
- Offer discounts and discount requests

04 Fully Customizable Designs

- Ready-made design templates
- Customizable fonts
- Full-spectrum swatch of selectable store colors
- Multiple site page layouts and formats
- Fully interactive store mockups

05 Service and Product Availability Management

- Listing calendar to set service/product availability
- Set daily and weekly availability
- Adjustable availability options for services and products

06 Marketplace Management Dashboard

- Administrate users and user groups
- Add, edit or remove listings
- Monitor transaction statics
- Contact individual users
- Read merchant reviews
- Control transactions
- Manage Reviews
- Track business metrics

07 Customize Your Marketplace

- Make Oz.Markt yours with its accessible codebase
- Add third-party apps to extend the functionality
- Tailor SEO for optimizing search results
- Create email campaigns with Oz. Markt's email tools
- Develop web and mobile apps for all platform

We've got the business cases to back up all the good things we're saying about ourselves though too.



HELPMYTASK
Your Daily Assistant

Project Overview

In 2019, the founders of HelpMyTask wanted to create a website and application that would allow households to find reliable and trusted professionals in various service sectors. For example, it could be household, construction, delivery, and transportation services. In turn, they wanted entrepreneurs and individual specialists to increase their customer base, acquire payments online, and create awareness for their company.

Challenge

The founders of HelpMyTask were looking for a ready-made boxed solution that would allow them to launch their marketplace as soon as possible. **They had two critical criteria:**

- **Price:** The solution had to be cheaper than a product built from scratch
- **The E-commerce solution** had to have the ability to scale as the business grew

Solution

Within **ten days**, the JetRuby development team created our out-of-the-box e-commerce market solution Oz.Market. JetRuby helped HelpMyTask **save money** by setting up their e-commerce market website, and because of its scalable design, **made the HelpMyTask app scale as the business grew.**

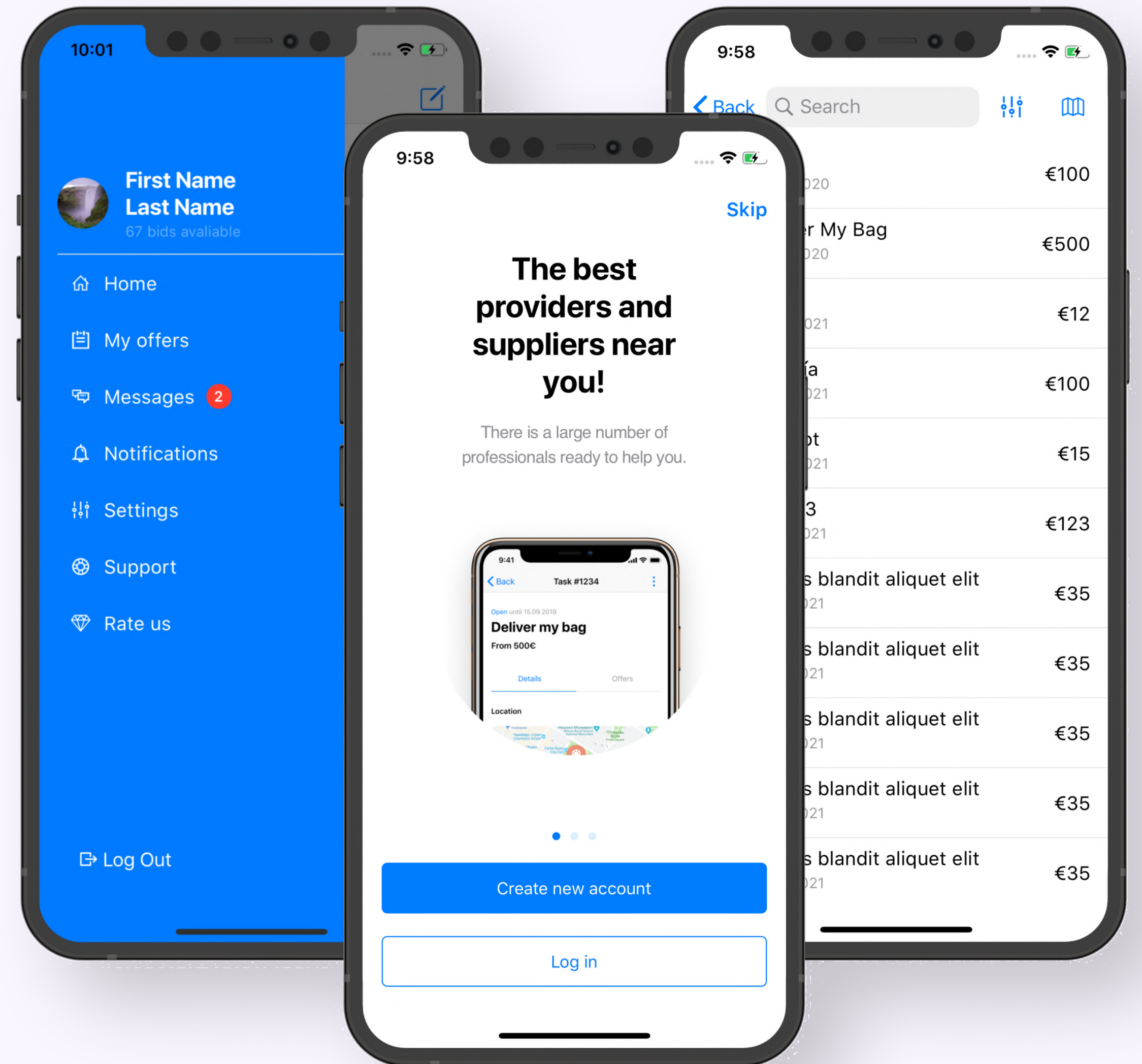


RESULTS

Within ten days, the JetRuby development team finished and deployed HelpMyTask using our Oz.Market ready-made solution. The client was able to save money on the development costs, which allowed them **to use the freed-up funds toward their app's marketing budget.**

How Oz.Market Benefited the HelpMyTask App

-  **Less time and effort** spent by users soliciting business from customers
-  Service providers receive **guaranteed payment** for their invoices
-  **Increases a businesses visibility** of users to potential customers
-  Provides a tool for customers to find **trusted and affordable service providers**
-  **Integrates a feedback system** into the app to help vet and rank service providers for clients
-  Offers in-app security measures **to prevent fraud** by only transferring funds after customer approval
-  **Integrates any payment system** allowing customers to choose how they pay businesses
-  **Simplified checkout system** to increase conversion rates for businesses





Project Overview

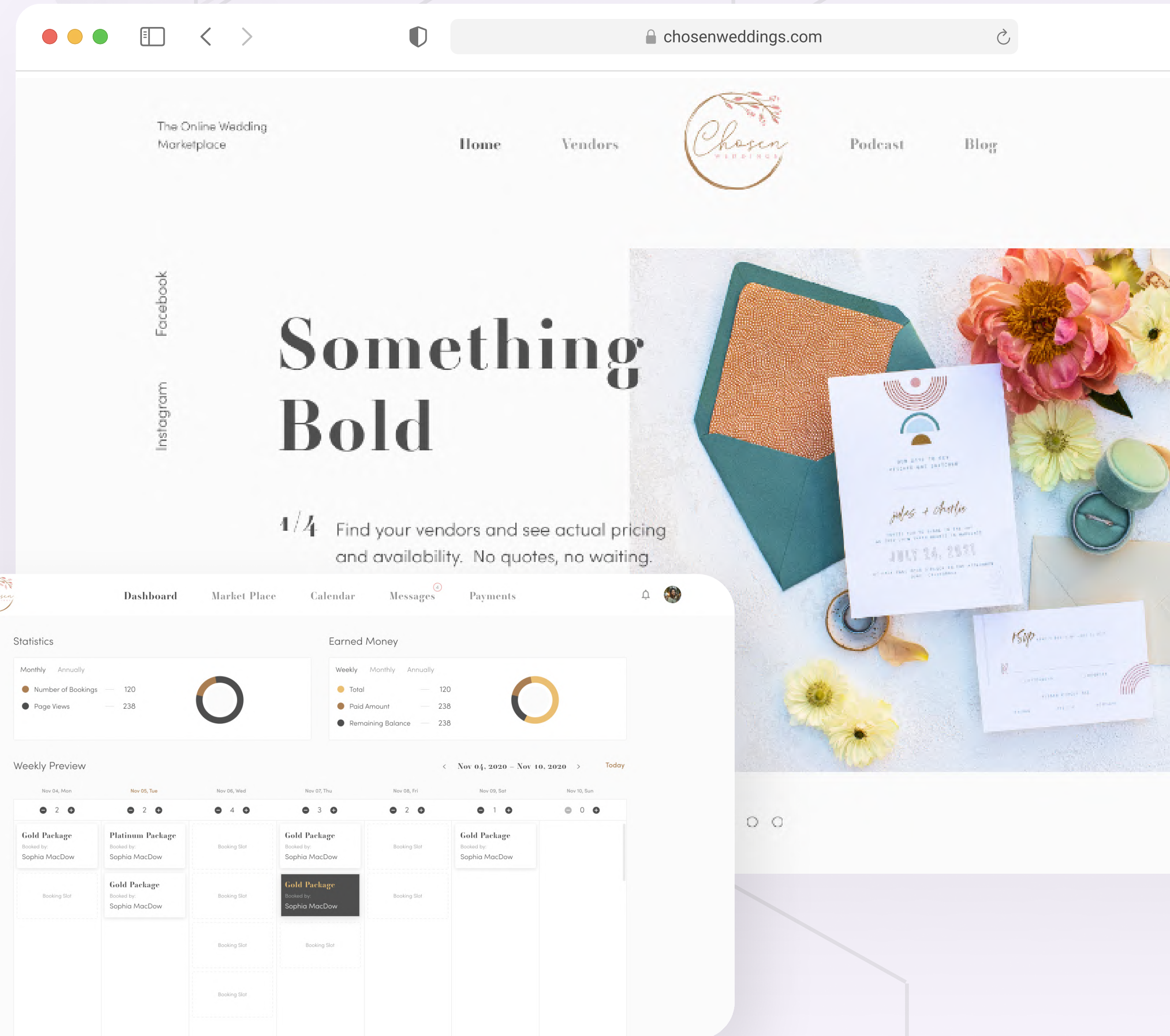
Chosen Weddings owner had started her wedding services startup and wanted to branch out and create an online platform for providing various wedding services in the USA.

In addition, **she wanted to create an online marketplace for wedding services.** The marketplace would be an advertising and sales platform for stylists, photographers, videographers, and any other kind of service someone planning a wedding might use.

- 01** As she **explained her initial ideas**, we discussed the intended web platform's potential functionalities and themes.
- 02** Once we **fleshed out the app's business requirements**, outlined the app's functionality, and created a demo of the platform, we submitted an offer to her for developing the Chosen Wedding app.
- 03** Next, we began **work on the app's MVP stage**.

Challenge

- The owner didn't think through some essential business processes for the development or launch project stages.
- The owner had no vision of how the Chosen Weddings App would look once JetRuby completed it.
- The client wanted to integrate the Stripe Connect payment system into the project. At the time, we lacked experience setting up and integrating this payment system into an application.
- We were required to deliver a quality marketplace for wedding sessions with a limited budget and time.



Solution



Before our development team had initiated the MVP phase for the Chosen Weddings App, we had focused on the business analysis process.

We had to advise the client on what needed to be accomplished during the Design and Discovery phase since she did not clearly understand the process. **After consulting with the client, our team provided a project summary and a work agreement to develop her app.**

We did not have much experience integrating applications with the Stripe Connect payment service. This was one of the client's requested business requirements and gave our team the chance to work with unfamiliar technology.

Since our project team had **a limited project schedule and budget**, they focused on meeting the project's requirements and the client's expectations concerning the app's functionality and design.

In addition, because of the project's schedule and budget restraints, the development team prioritized keeping in close communication with the client in order to convey any project changes or issues to resolve.

The results speak for themselves. The team completed all the core components of the Chosen Weddings app in one and a half months - and the client was satisfied with the results.

Result



The Chosen Weddings app **has successfully launched** across the entire United States.



Our market research suggests that most U.S. couples typically spend around 23,000\$ on a wedding ceremony. However, our analysis of the Chosen Weddings app shows that by offering access to all of the services for planning a wedding in one app, the purchase of services using the Chosen Wedding app average 30,000\$ per ceremony.



Our team updates the app project **continuously by testing all of the back-end systems**, correcting the UI/UX designs, and testing new functions. We look forward to nourishing and developing the Chosen Weddings app and working with the owner to flesh out new ideas for the project's future development.



Project Overview

The founder of Beazzy asked us to assist him in developing a simple yet multifunctional marketplace platform for the direct buying and selling of businesses without the involvement of a middle man.

Challenge

The Beazzy app development team realized there were a vast number of similar online markets. The development team understood the importance of creating a unique feature that **separated the Beazzy app from its competitors** to create a competitive advantage.

After doing a competitive analysis of other similar online marketplaces, **the development team identified a design flaw with several competitors' apps**. The listing of too many business subcategories on the online markets made potential customers feel overwhelmed and confused.

The development team also noted **the lack of confidentiality** for sellers listing their businesses on the competitor's marketplace apps. Nothing was stopping someone who browsed the business listings on a competitor's app from stealing the idea for a company already listed for sale and starting another business just like it without purchasing it.

As is typical with many startups, our team faced the challenge of working with a limited schedule and budget in developing the Beazzy app for the client.

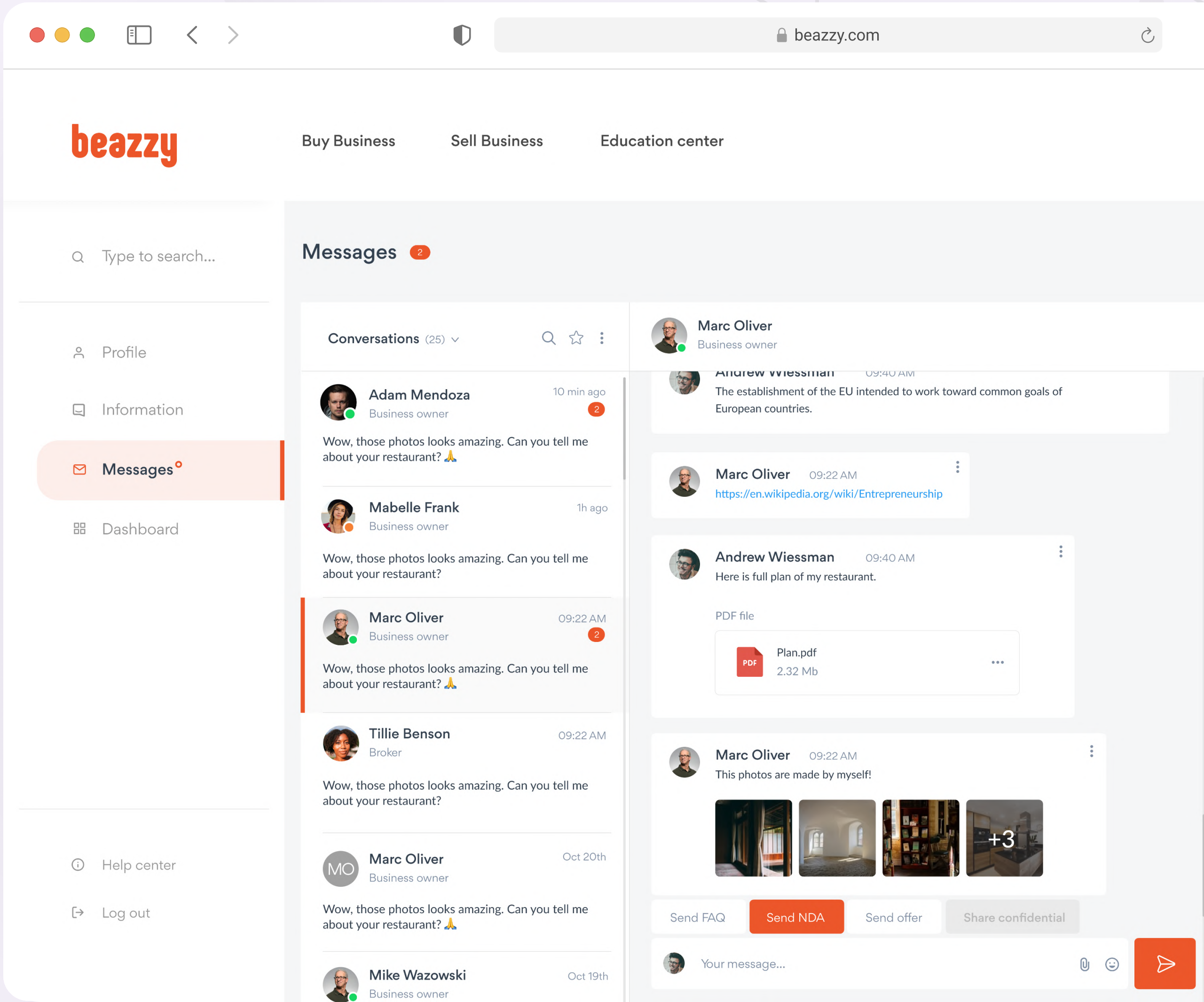
Solution

Our Beazzy app team knew that the project was a good candidate for **using the SCRUMBAN methodology**. SCRUMBAN combines the best of SCRUM and the KANBAN project management methodologies **to create as much transparency, agility, and efficiency to a project life cycle**. To provide unique functionality to the Beazzy app, we chose to integrate **electronic signature** functionality for all uploaded documents using HelloSign. We added **improved search filtering** and confidentiality for sellers to create a better user experience in the Beazzy app. In addition, the finished app provides sellers more control over the information displayed in their business listings to protect their IP and privacy.

The team provided buyers with similar filtering functionality too. However, they added a feature **to help vet potential buyers** before they engage in purchasing a business. When a potential buyer finds a company in the Beazzy app they are interested in, the buyer must complete an asset verification process. The added verification process allows the “Beazzy” legal team to certify the buyer’s financial assets. After certification, the Beazzy App purchase can proceed. If a buyer’s certification is unsuccessful, the Beazzy app limits the buyer’s search results to businesses for sale that the buyer can afford.

Result

Currently, the Beazzy Marketplace platform is still under development and being prepared for its launch. The app’s business model is a simple subscription-based service where customers pay for a subscription to list businesses for sale, view listings and communicate with sellers.



And, here are some client **testimonials**

Chase Tasca, Technicians SaaS



They put a lot of effort into making sure that everything works to my satisfaction.

Beazzy

They are really easy to work with, and they've guided me as someone with no experience in this arena.

Jan Nowikov, HelpMyTask



I give them a 10/10 for what we've done together.

beazzy

Are you ready to turn your dreams and ambitions into reality? **We're waiting...**



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