forYou
Mobile Development

FULL-CYCLE MOBILE &WEB DEVELOPMENT & CONSULTING COMPANY

WE ARE TRUSTED:

PURINA felix

Reebok

HERBALIFE NUTRITION

Jägermeifter

FORYOU MOBILE DEVELOPMENT

We have always been into entrepreneurship and helping businesses grow. Starting the company 4 years ago, we imagined us as a team of professionals where everyone compliments each other with their skills and expertise.

We're happy to see forYou Mobile Development is exactly that kind of company.

Products with more than **20 million** installs

Apps rating from 4.7-4.9

Top 3 beauty apps on Google Play

KEY FACTS

- years in mobile development
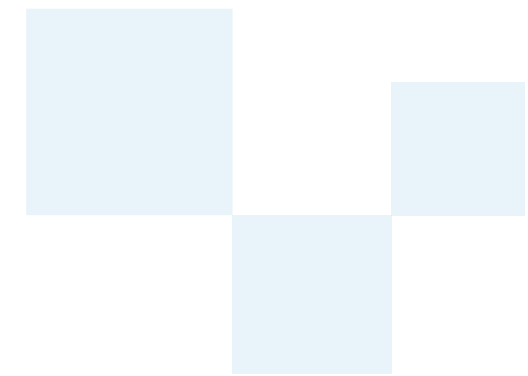
- The business approach to project development

- Experience of launching and developing mobile projects in Healthcare & Sport, Wellness & Beauty, Booking services

- Strong marketing (ASO) support for mobile apps

- MVP approach and communication with the audiences of the products being developed

- Great attention to product design and simplicity
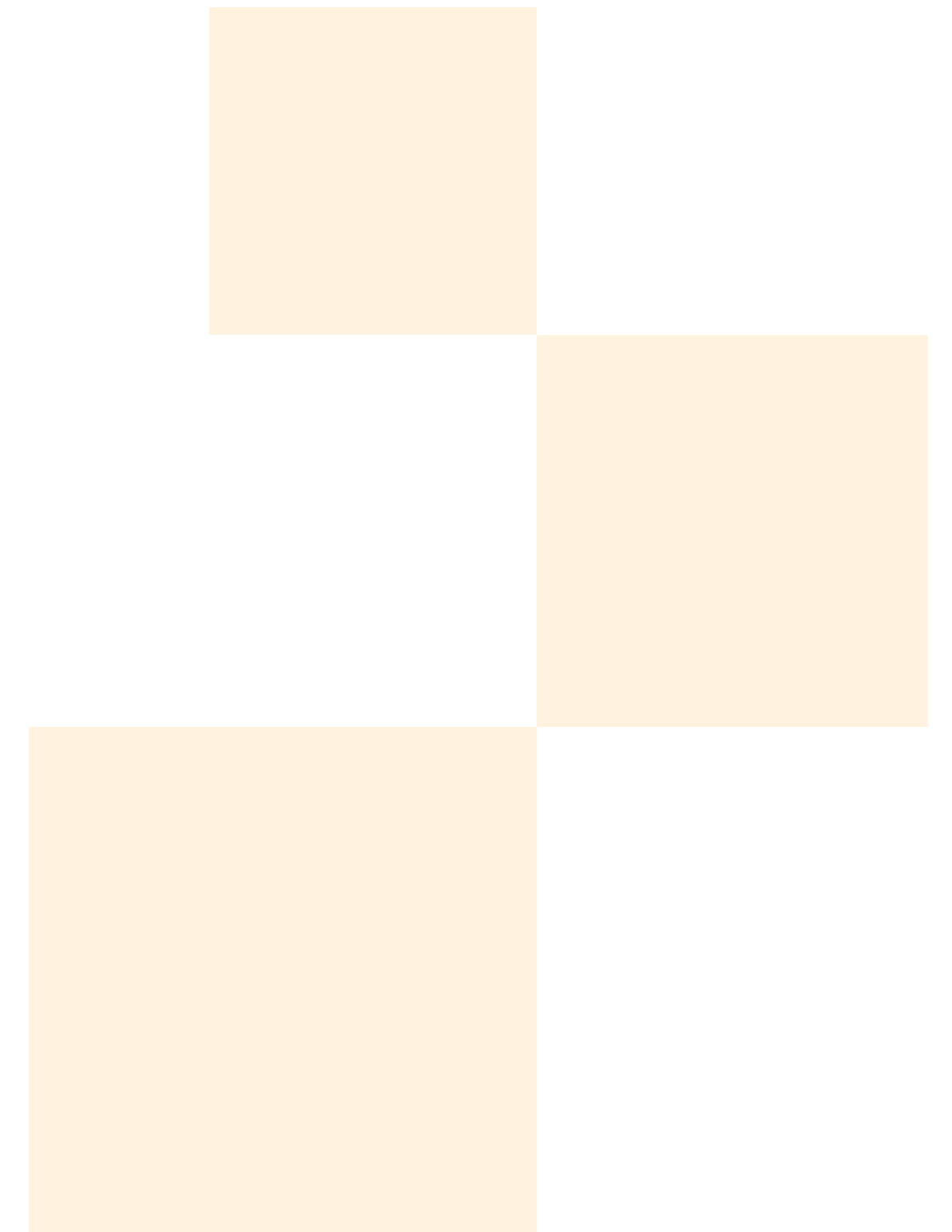
PRODUCT DEVELOPMENT EXPERTISE

MOBILE APPS

WEB APPS

- FRONT-END DEVELOPMENT

- BACK-END DEVELOPMENT

- QUALITY ASSURANCE

- UX/UI DESIGN

- PROJECT & PRODUCT MANAGEMENT

- USER ACQUISITION, ASO & EMAIL MARKETING

WHY CLIENTS CHOOSE FORYOU MOBILE DEVELOPMENT

01 We are driven by business goals:
We don't just code, we solve business challenges with IT-systems. Our success indicator is not a deployed product, but a client's business metrics increase.

02 We practice cost-effective approach:
We use cross-platform tools and systematically work with end users. It accelerates the development process and helps to avoid useless or not-so-necessary features. Clean and clutter-free solutions is what we strive for.

03 We emphasize attention at UX:
We create products that are easy to learn and joyful in use. And we understand how important all of that for a business growth.

WHY OUR CLIENTS STAY WITH US

01 Clients see the results:
Products that we created are used by hundreds of thousands across the globe. Our solutions provide insights, loyalty and revenue.

02 We iterate hard:
Our clients are always sure that we work on the top-priority thing. We are always in touch, ready to provide an update or change direction fast.

03 Every team-member understands the "why":
We make deep onboarding sessions, where every employee dive into the client's business. Expect little to no misunderstanding and a lot of fresh ideas on how to achieve your goals the best way possible.
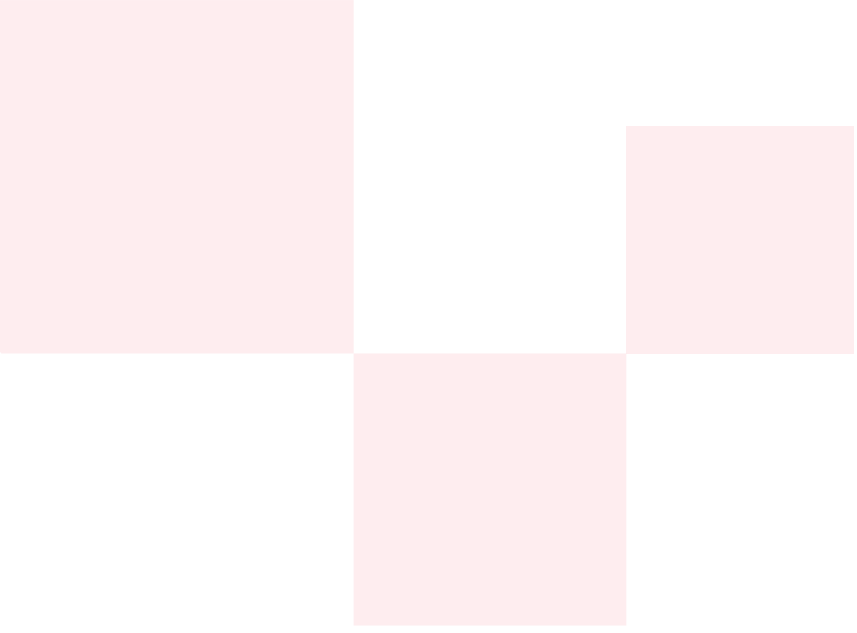
FEATURED TECHNOLOGIES

MOBILE	Flutter	android	iOS	ARCore	RIVE
FRONT	Flutter				
BACK	python	amazon web services	django	MySQL	PostgreSQL	Google Cloud

# DEDICATED TEAM FOR PRODUCT DEVELOPMENT

CLIENT:
Startup in Health and Beauty domain.

MISSION:
The client was looking for an all-in-one solution for a beauty market, a "digital beautician in the smartphone". The main goal was to create an app, which helps users with all of their home skincare needs - from skin moisturizing to kinescoping. The major requirement was to make core mechanics as interactive as possible. And keep the UI clean and friendly, even with a big amount of features inside the app.
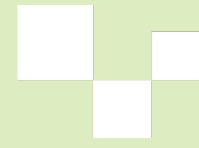
CHALLENGES:
Creating clean, simple and friendly UI.
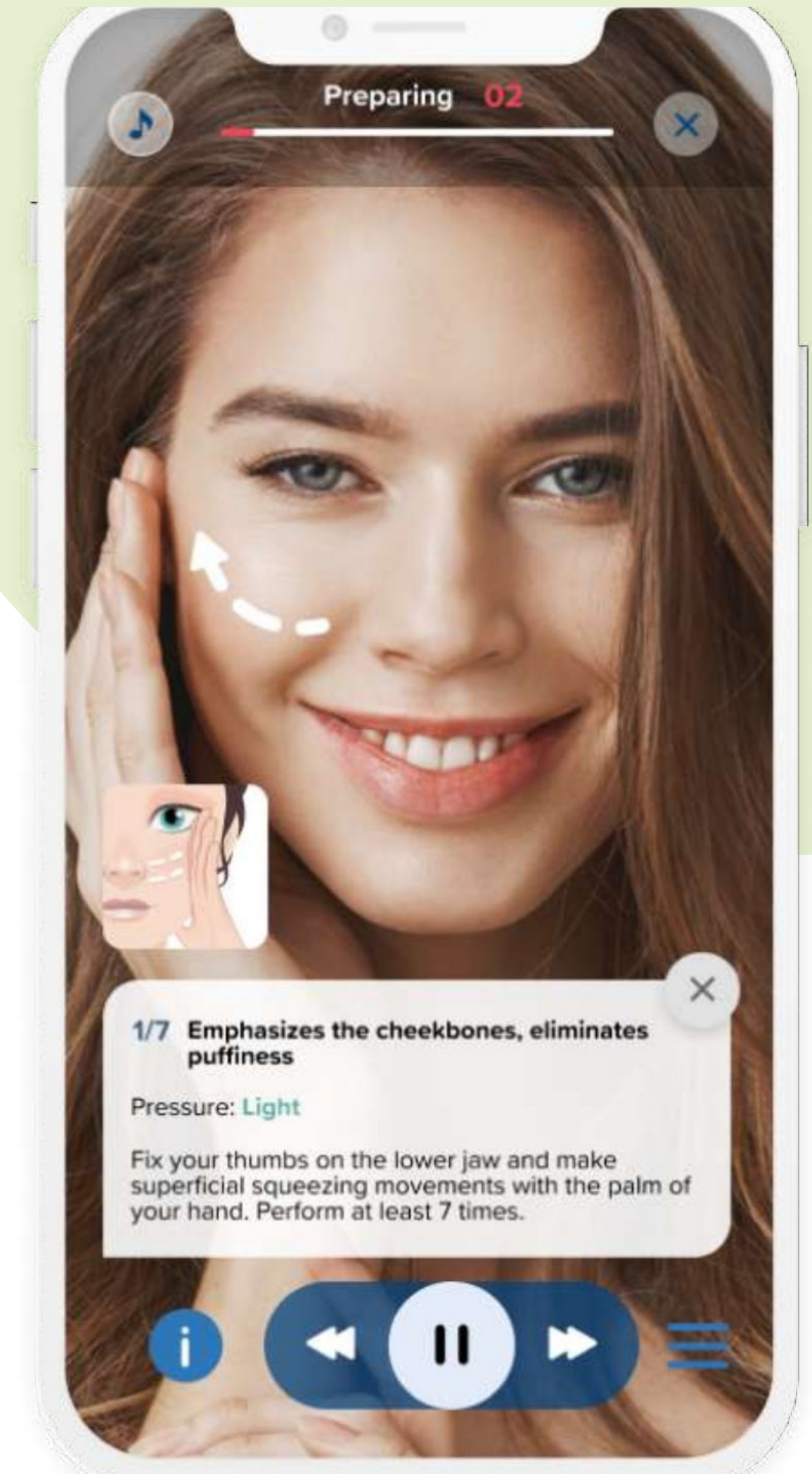Making all the mechanics as interactive as possible.
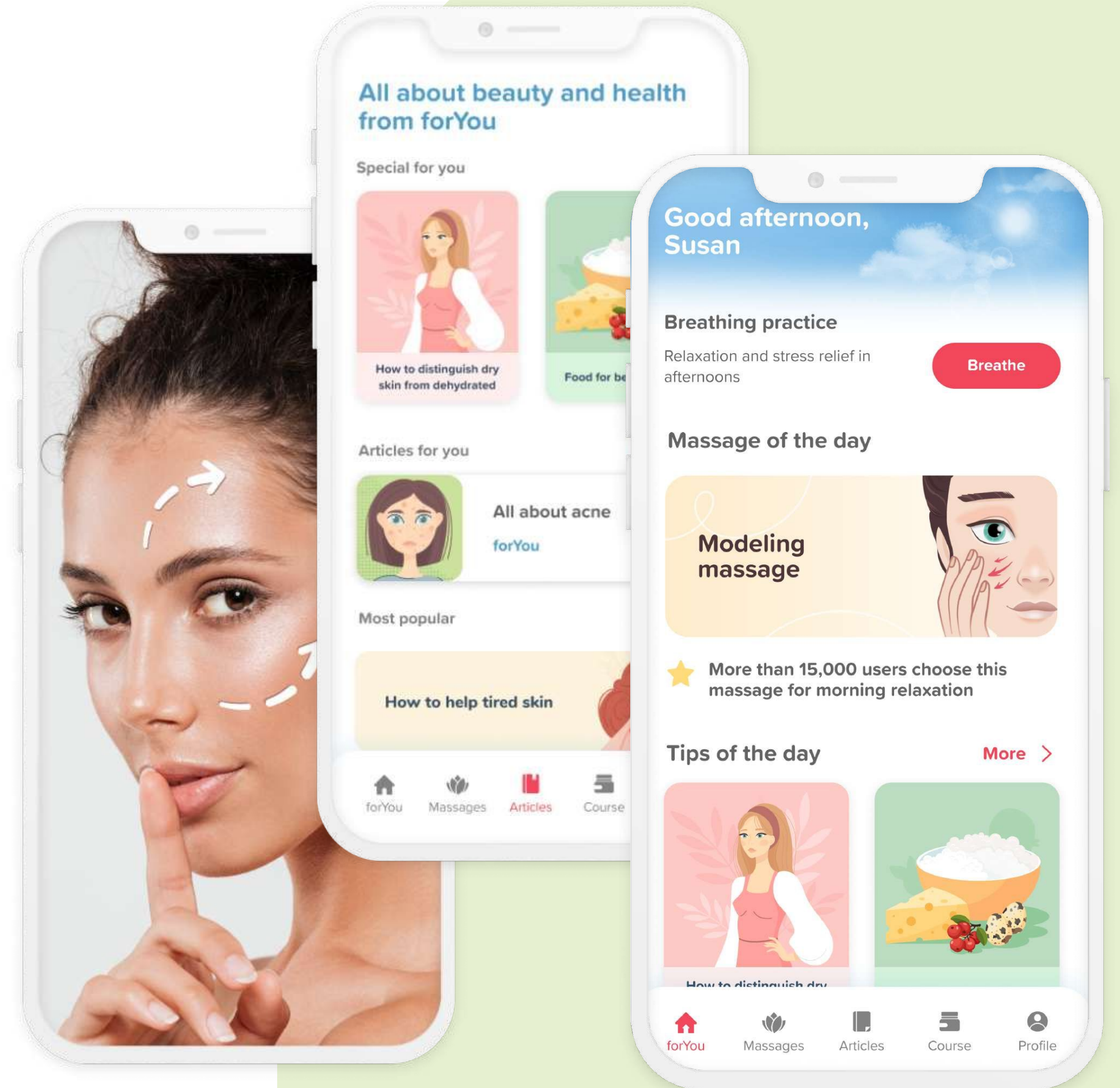
SOLUTION:

forYou – beautician on the smartphone.

An app helps users to apply skincare products the right way, make face-massages, apply kinesiotapes safely and effectively, learn more about skincare with build-in articles and short stories, track their water intake and overall progress. Skincare applying, kinesiotaping and face-massage mechanics are made using AR. Additionally, all the user photos (cleaned from all the sensitive data) are analyzed using AI.

KEY FEATURES:

- ✓ AR assistants for face-massage, kinesiotaping, skincare and cosmetics applying
- ✓ Content module with articles and shorts stories, CMS system for publishing
- ✓ Integration of Stripe payments for Web2App marketing strategy
- ✓ Build-in solution for partner programs with skincare brands
- ✓ Email-marketing module with full automation
- ✓ Banner ads integration for low-priority locales

Preparing 02

1/7 **Emphasizes the cheekbones, eliminates puffiness**

Pressure: Light

Fix your thumbs on the lower jaw and make superficial squeezing movements with the palm of your hand. Perform at least 7 times.

📅 **2021** ▪️ **2 mln+** downloads

RESULTS:

- 2M+ downloads
- 20 k daily active users
- 270 k monthly active users
- Rating in stores 4,7 - 4,8
- 15k users review
- Top 3 growth beauty apps by Google Play

TECHNOLOGY STACK:

Flutter Android iOS Google ArCore

Firebase, Amplitude, AppsFlyer, AppMetrica OneSignal AppHud

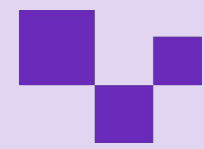Google Ads Facebook UA Python MySQL PostgreSQL

MongoDB FastApi Django Flask

Google Play   App Store

Guasha massage

Guasha massage helps to get smooth even skin, long-lasting effect of rejuven clear facial oval and improve its col

🕐 17 min per session

Try free

✓ Improves skin tone
✓ Corrects the facial oval
✓ Reduces the appearance of wrinkles
✓ Eliminates puffiness

Inhale
Nose

1:16   ⟳ 20

9:41

Survey   ✕

Hello!
Welcome to the individual facial massage course

Let's check your data so we can find effective massage techniques for you.

I'm ready

All right, let's go!

OK

beIN SPORTS

📅 **2019**

🔲 **10 mln+** downloads

CLIENT:

BeIN - one of the world's largest sport channel networks, with an audience of 50+ million paying subscribers. It operates 34 channels, is available on 5 continents, broadcasts in six languages and has 30+ million social media followers worldwide.

MISSION:

The client was looking for the creation of an up-to-date mobile platform for its viewers. The main goals were to create a new revenue stream, increase customer loyalty and diversify the client's business overall. Main requirements for the solution included the highest level of security and support of a wide range of content formats. Precise localisation, with high attention to cultural differences in the UX, was also part of the case.
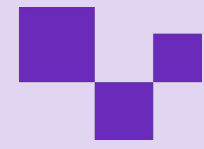
CHALLENGES:

Creation of state-of-the-art security system that prevents broadcasts piracy. High attention for cultural differences is UX, especially for arabic region.

MUST-SEE VIDEO & FOOTBALL HIGHLIGHTS

PERSONALIZE YOUR beIN EXPERIENCE

FOOTBALL MATCH CENTER

SOLUTION:
2 mobile apps: BeIN Sports and BeIN Connect.
BeIN Sports - an app for sport fans with news, statistics, matches, tournaments and broadcasts schedule. BeIN Connect - streaming platform with sport broadcasts, available on almost any device.

KEY FEATURES:

✔ Onboarding with personalization

✔ Main news feed with personalized content on different sport types: football, tennis, basketball, autosport, ets.

✔ Language change for 10 regions in Runtime including RTL

✔ Broadcasts schedule module for all BeIN Sports channels

✔ Sport analytics module with live statistics, statistics for last 3 days, and statistics on different championships

✔ Video-news feed and widgets for an important updates

beIN SPORTS
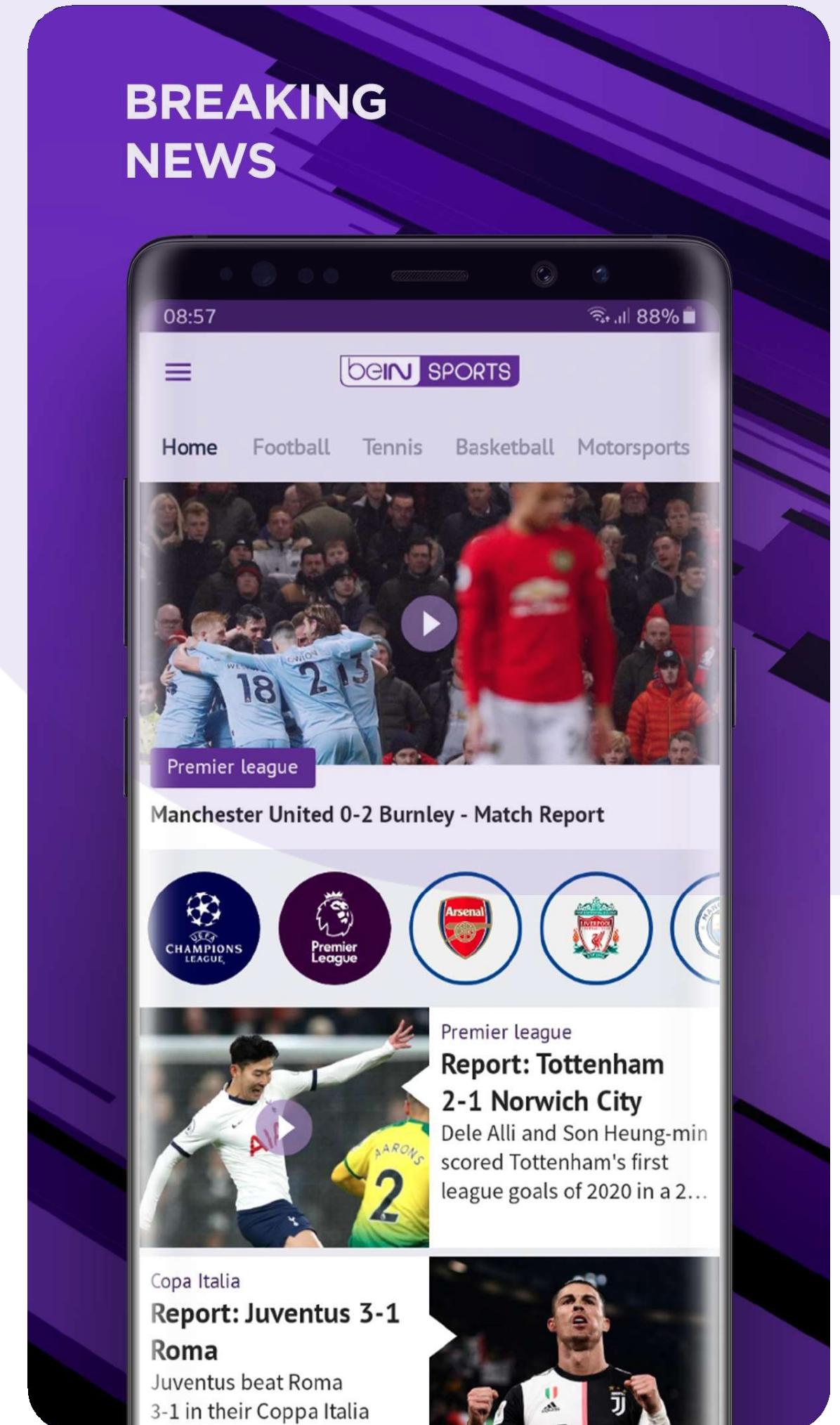
📅 **201 9**
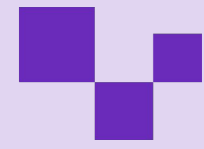
🟪 **10 mln+ downloads**

RESULTS:

10'000 000+ intalls.
New revenue stream and audience acquisition channel for the client.
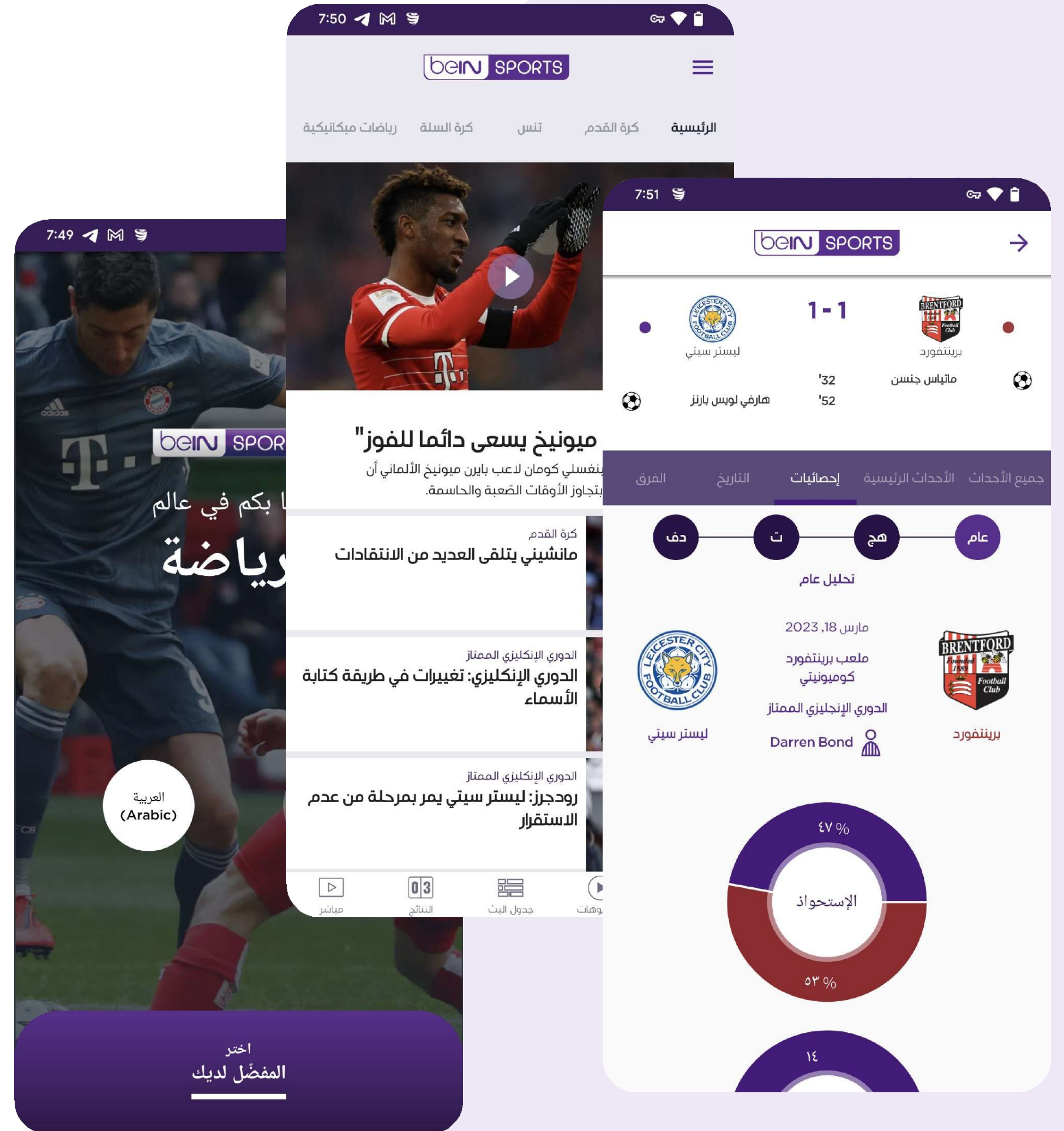
TECHNOLOGY STACK:

Android | MVVM | Exo Player

Dailymotion player | ChromeCast

Firebase, ComScore, Akamai Analytics, Google Analytics

Didomi | OPTA | Google Ads

OneSignal, Batch

▶ Google Play   ▶ Google Play

SOLUTIO N:

i24 News - all-in-one news mobile app with live broadcasts, text newsfeed, audio newsfeed and replays of all i24 shows. Most ads monetisation is realized through pre-rolls and post-rolls on videos, which keeps overall UX sharp and consistent.

KEY FEATURES:

✔ Text, Audio and Video newsfeed

✔ Live video broadcasts

✔ Ads banners integration

✔ Video Ads Integration

✔ Deep and agile product analytics

✔ Arabic languages RTL support and chat bot

Saudi-led coalition will lift aid emba Yemen airport

🕐 19:02

Stay informed with the latest **global news**

i24NEWS
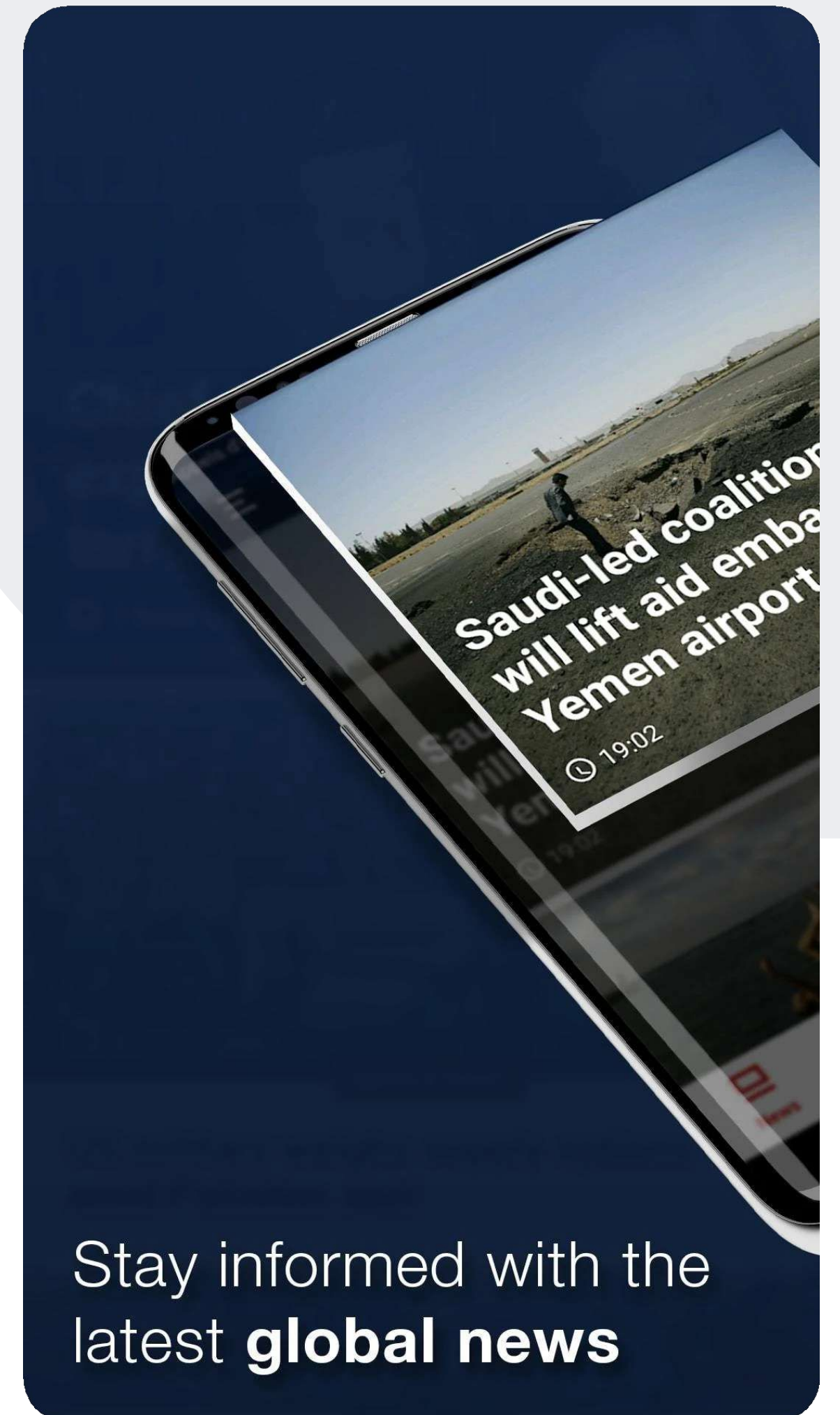
📅 **202 0**

▪️ More than **100k+** downloads

RESULTS:

100k + intalls.
An app brings revenue and new audience for client in 20+ locales.

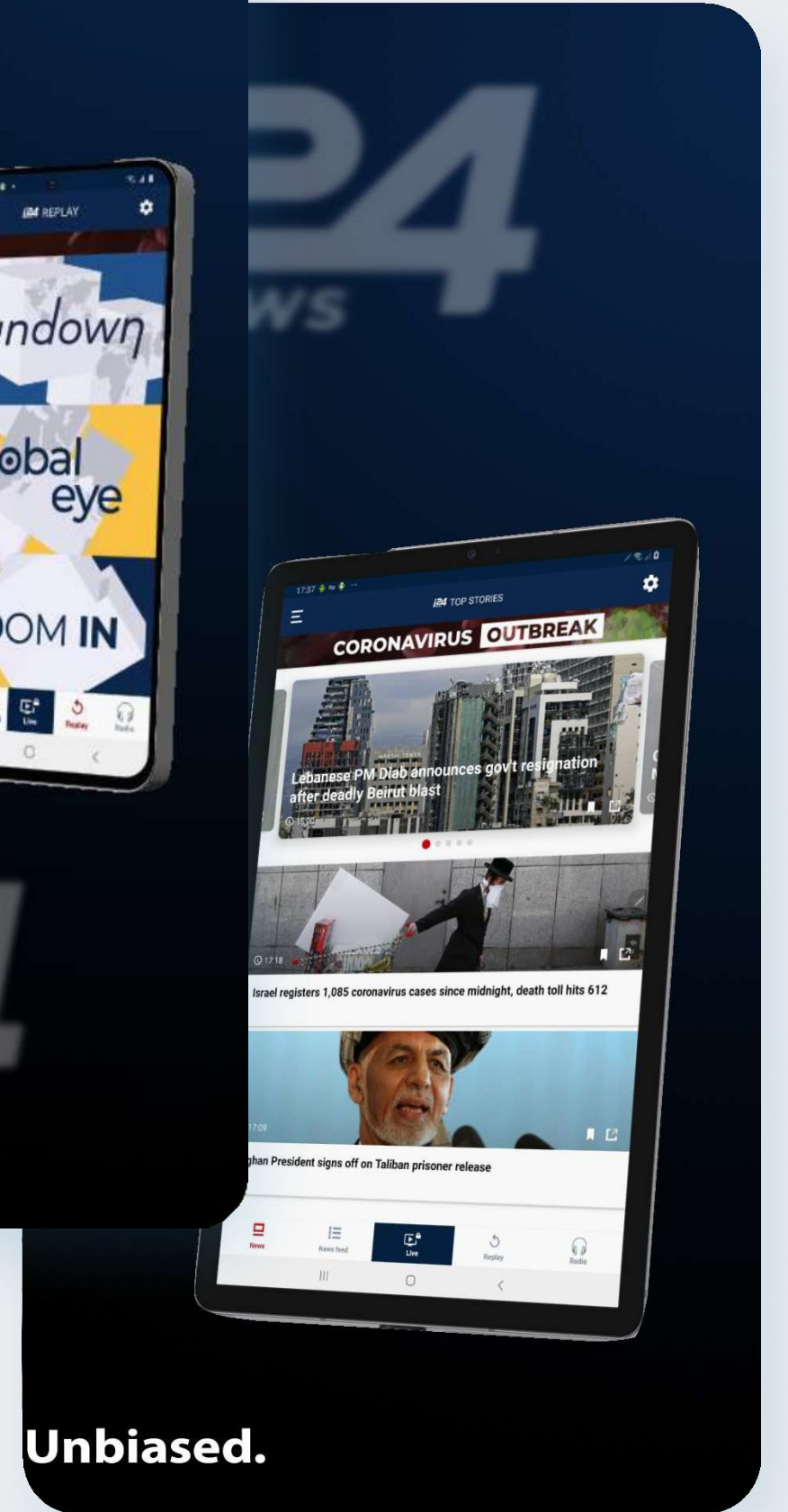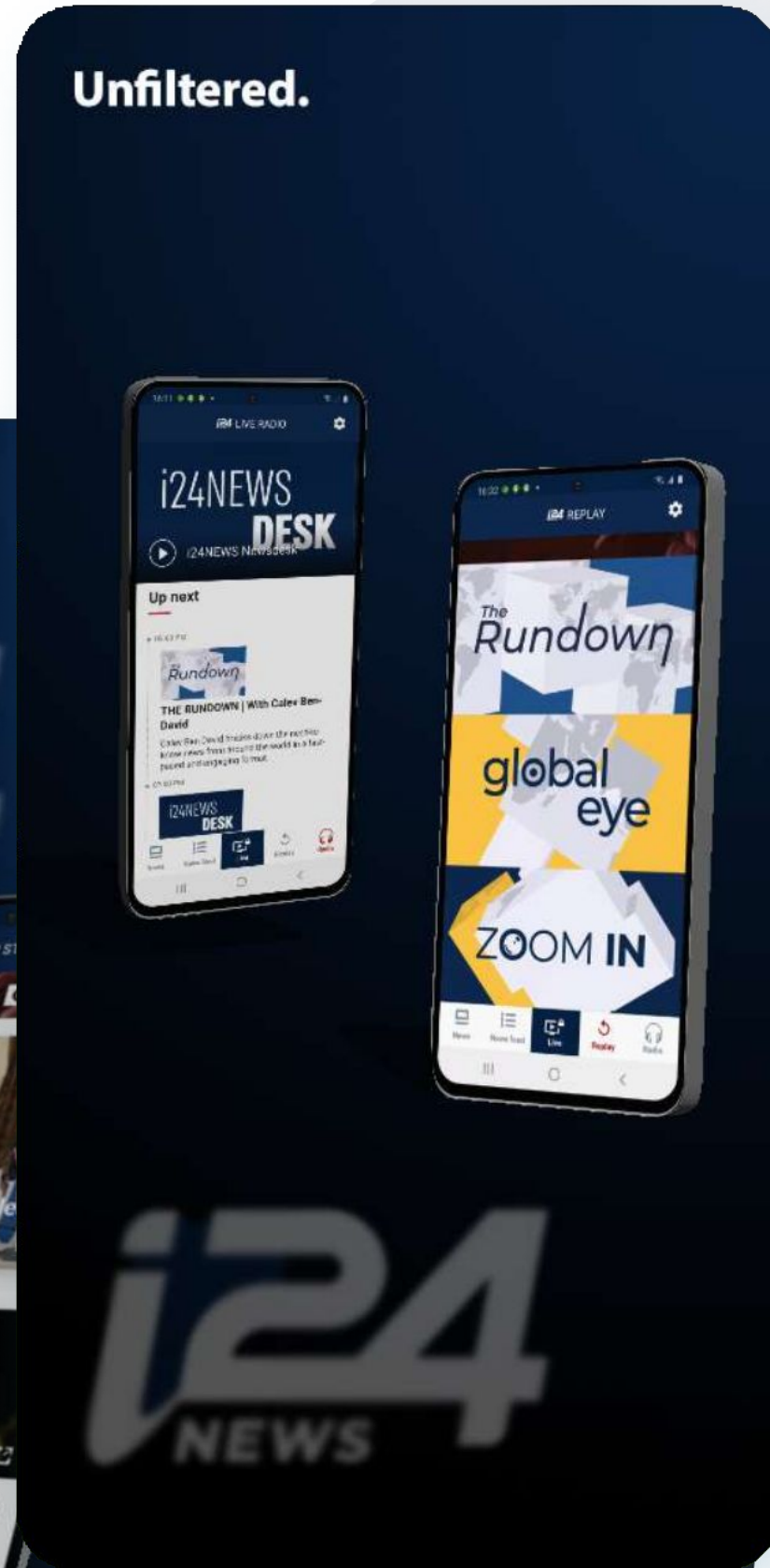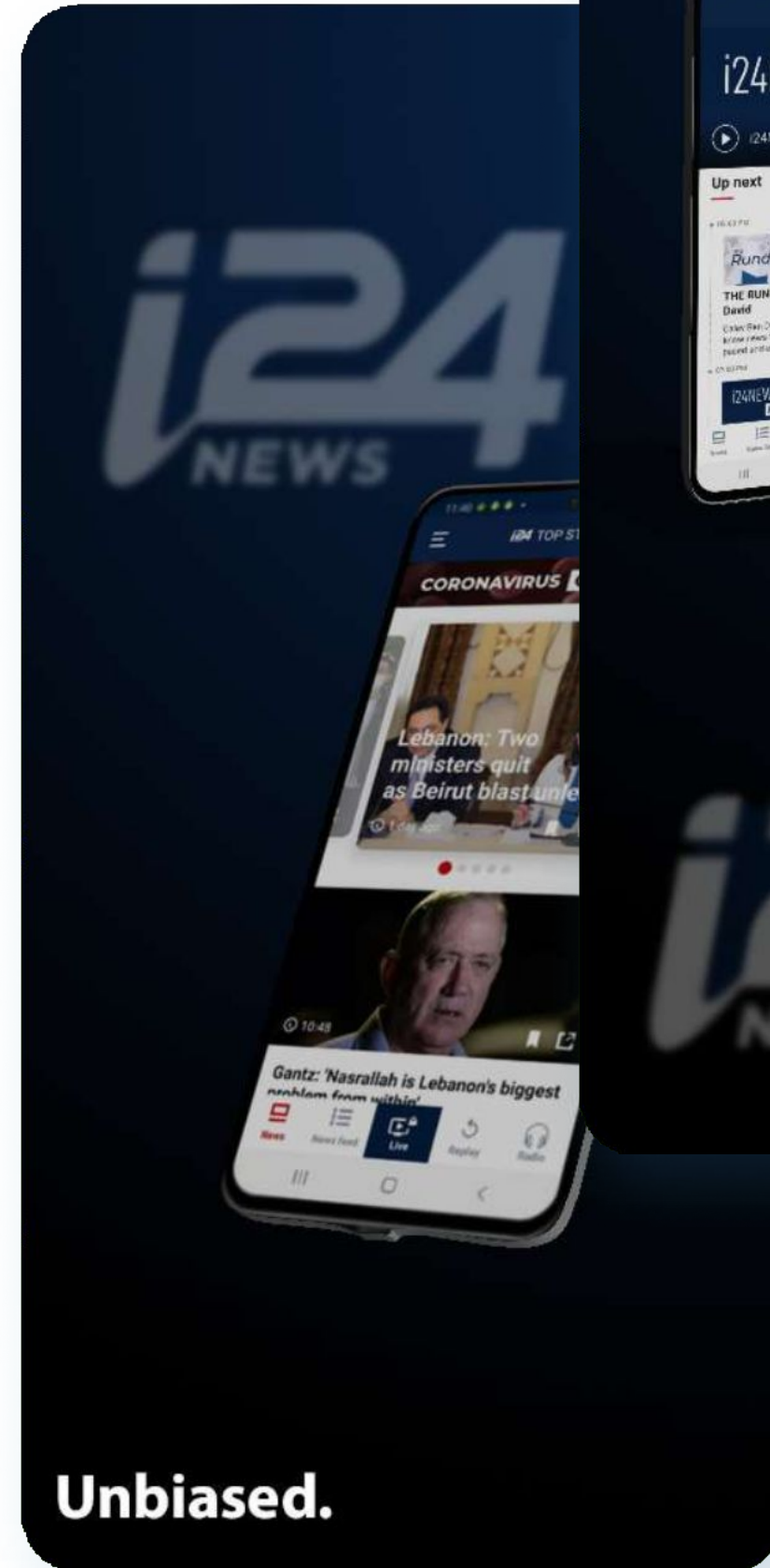**TECHNOLOGY STACK:**

Google Ads   RTL   Android   Firebase

Google Play

CLIENT:

Frontbyte - a tech company from Norway, with a strong expertise in turning ideas into successful projects. Since its origin in 2017, Frontbyte has managed to launch solutions in a number of domains, including sport, e-learning, accounting and telecom. Currently, the company consists of 40 senior-level professionals and operates in four locations.

MISSION:

The client was looking for a dedicated team to create a platform, which connects golf players and golf clubs in Norway. Client's vision was an app, which helps players with all golf-related tasks: from course booking to personal stats collection. And, on the other hand, provide clubs with opportunities to attract new clients and increase revenue. Additionally, the client required "as interactive as possible" UX.

CHALLENGES:

Creation of engaging, interactive UX.
Creation of new revenue stream opportunities for golf clubs.

SOLUTION:

BirdieEyes - an app for golf lovers and golf clubs.

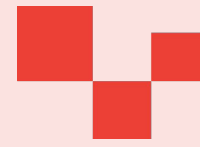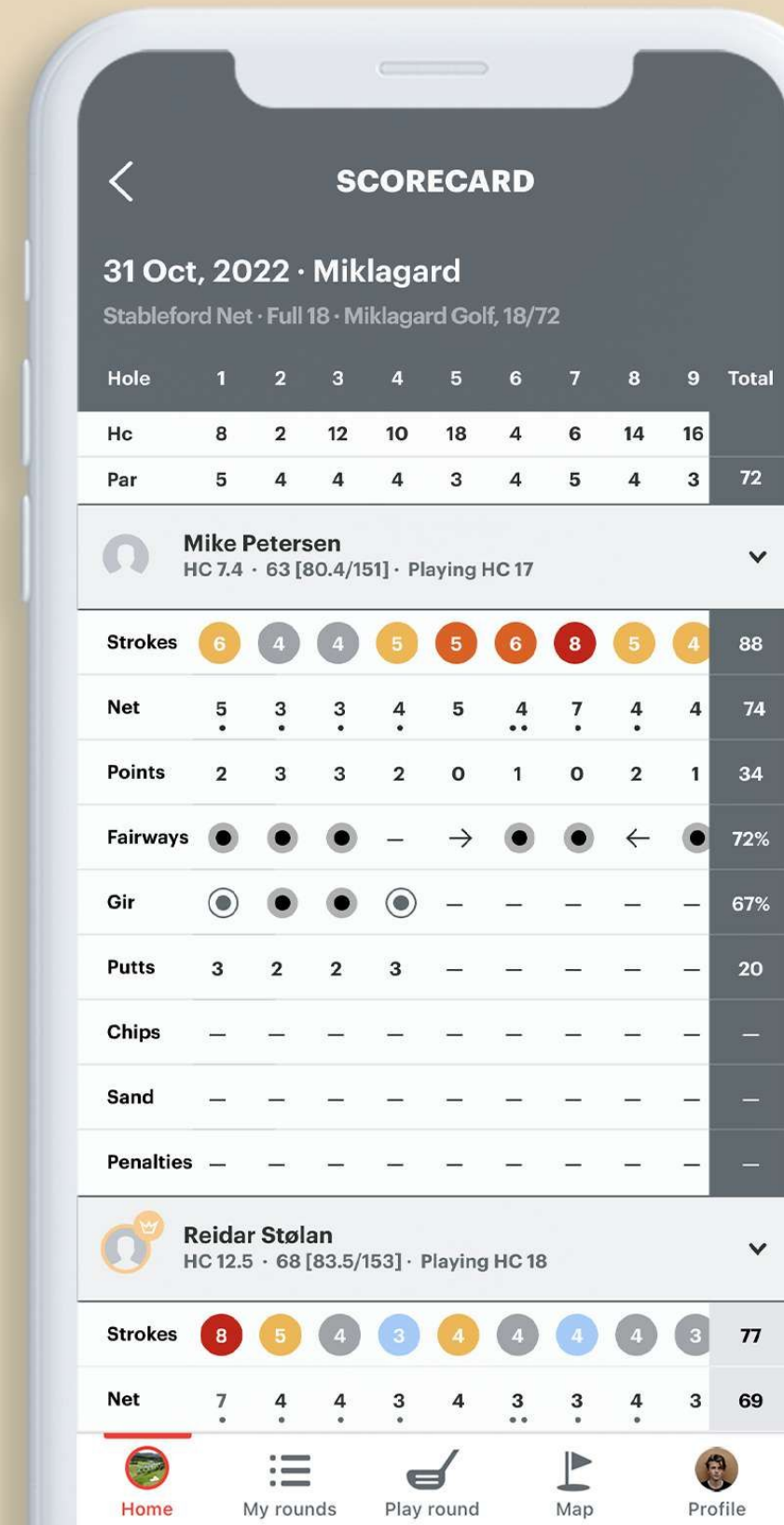With BirdieEyes players can discover new clubs, look through pitches in AR mode, book games, create teams for multiplayer games and automatically calculate results. Clubs have a wide range of opportunities for branding and upsales inside an app. The build-in payment solution handles all of the players' orders, from coffee to personal lessons, seamlessly and without the club's staff involvement.
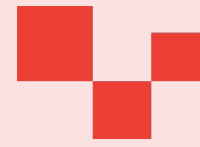
KEY FEATURES:

✔ Player's sign-up and Personal stats modules
✔ Course booking module
✔ Multiplayer mode for teams, with automatic result calculation
✔ Interactive 2D and 3D course maps and AR module for holes detection
✔ Club's branding and personalization dashboard
✔ Build-in payment solution

MULTIPLAYER SCORECARD

SCORECARD

31 Oct, 2022 · Miklagard

Stableford Net · Full 18 · Miklagard Golf, 18/72

Hole	1	2	3	4	5	6	7	8	9	Total
Hc	8	2	12	10	18	4	6	14	16	
Par	5	4	4	4	3	4	5	4	3	72

Mike Petersen
HC 7.4 · 63 [80.4/151] · Playing HC 17

	1	2	3	4	5	6	7	8	9	Total
Strokes	6	4	4	5	5	6	8	5	4	88
Net	5	3	3	4	5	4	7	4	4	74
Points	2	3	3	2	0	1	0	2	1	34
Fairways	●		●	—	→	●	●	←	●	72%
Gir	◉	●	●	◉	—	—	—	—	—	67%
Putts	3	2	2	3	—	—	—	—	—	20
Chips	—	—	—	—	—	—	—	—	—	
Sand	—	—	—	—	—	—	—	—	—	
Penalties	—	—	—	—	—	—	—	—	—	

Reidar Stølan
HC 12.5 · 68 [83.5/153] · Playing HC 18

	1	2	3	4	5	6	7	8	9	Total
Strokes	8	5	4	3	4	4	4	4	3	77
Net	7	4	4	3	4	3	3	4	3	69

Home · My rounds · Play round · Map · Profile

RESULTS:

10% of all Norway's golf players are using BirdieEyes.
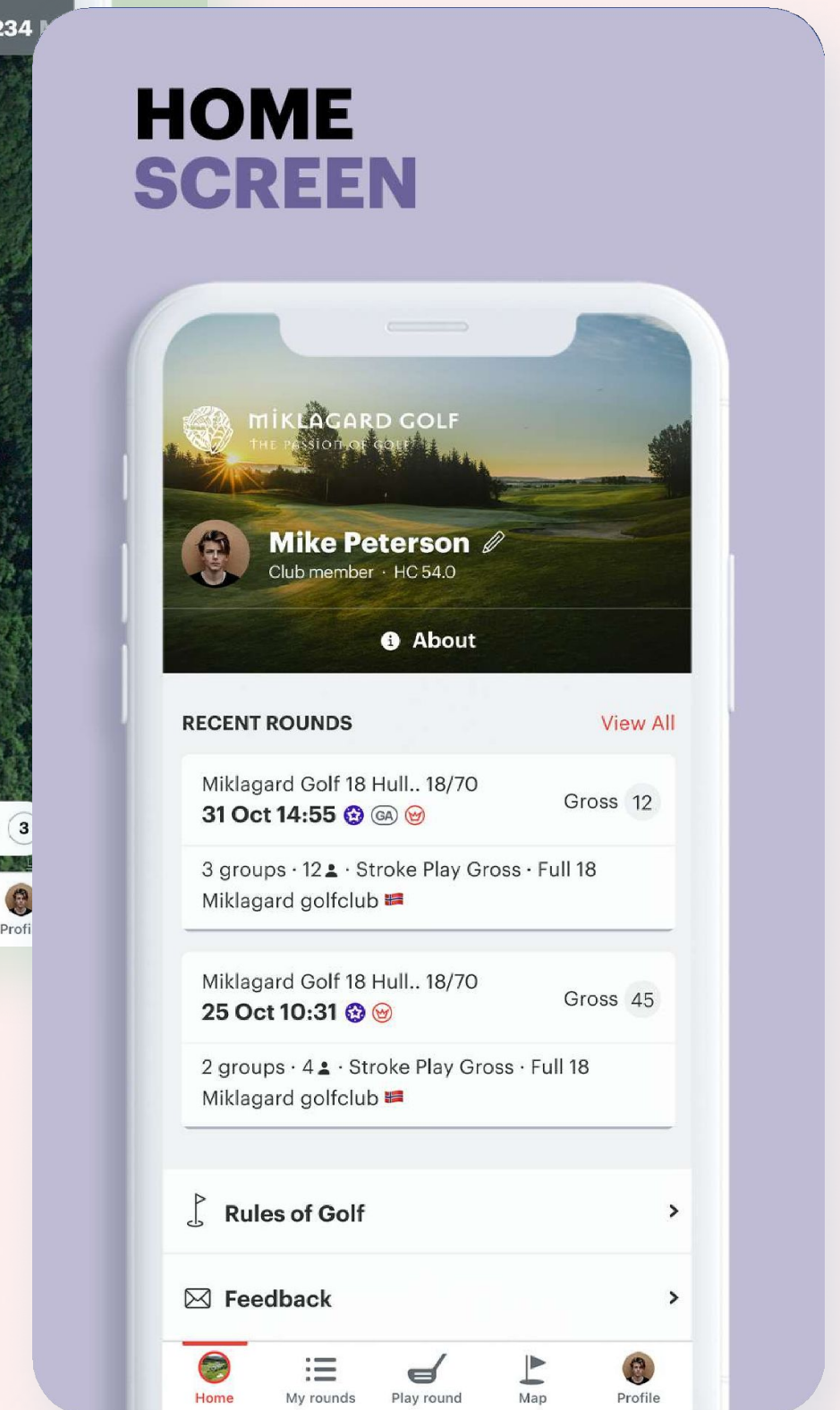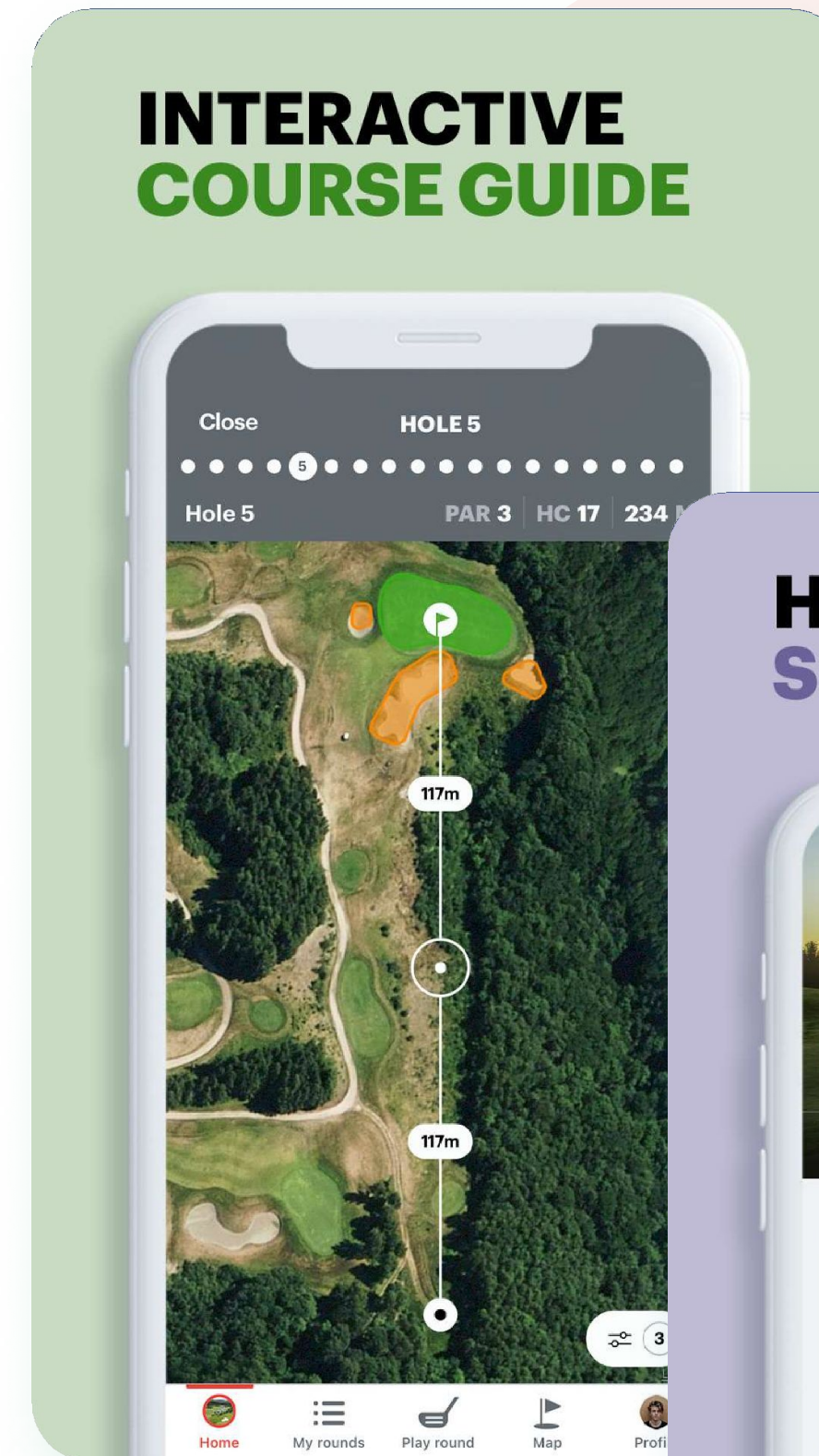Top-10 in "Sport" category in Norway AppStore.

TECHNOLOGY STACK:

Android   Kotlin native   Google ARCore   Firebase   Auth0

INTERACTIVE COURSE GUIDE

Close   HOLE 5
Hole 5   PAR 3   HC 17   234 M

117m

117m

Home   My rounds   Play round   Map   Profile

HOME SCREEN

MIKLAGARD GOLF
THE PASSION OF GOLF

Mike Peterson
Club member · HC 54.0

ⓘ About

RECENT ROUNDS   View All

Miklagard Golf 18 Hull.. 18/70
31 Oct 14:55   Gross 12

3 groups · 12 · Stroke Play Gross · Full 18
Miklagard golfclub

Miklagard Golf 18 Hull.. 18/70
25 Oct 10:31   Gross 45

2 groups · 4 · Stroke Play Gross · Full 18
Miklagard golfclub

🏁 Rules of Golf   ＞

✉ Feedback   ＞

Home   My rounds   Play round   Map   Profile

www.birdieeyes.com

HOW WE WORK

forYou
Mobile Development

DISCOVERY AND RESEARCH:

- Competitor analysis
- Assistance in creating the product concept
- Finding the best technical solutions for implementation
- Preparation of project plan

PRODUCT PROTOTYPE AND DESIGN:

- Creation of user journey map and user personas
- Creation of application wireframe
- Drawing UI design
- Copywriting for the app
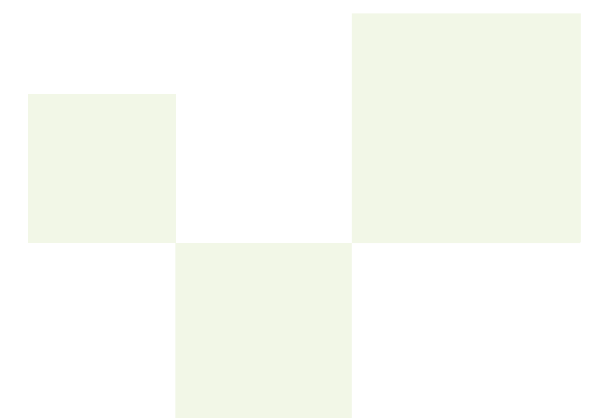
HOW WE WORK

FEATURE AND CONTENT DEVELOPMENT:

- Product branding development
- Front-end application development
- Back-end app development
- Implementation of content and visuals
- Semantics collection and ASO marketing setup

RELEASE PREPARATION AND TESTING:

- Pre-release testing
- Launch of the app in AppStore/Google Play
- Post-release support

OUR TEAM

- A team of 20 experts in product development and marketing
- Offices in Tallinn and London
- More than 10 years in mobile development and product launch