



Frink International, LLC and Codex Software: developing mobile apps & web-based backend platform

About

Frink is a bundle of social apps for Android and iOS platforms, designed to connect bars, restaurants and nightclubs with anyone willing to get 1 free drink per day at a participating parlor. The apps are owned and operated by Frink International, LLC – a New Jersey-based social start-up.

The Challenge

Frink International relied heavily upon the successful development of functionally identical social apps for the two major mobile platforms (Apple iOS and Google Android), and the web-based back-end system to connect the solutions as one software. This given, the contractor chosen for this project had to complete the following tasks:

- ✓ Development of the RESTful API;
- ✓ Development of secure authorization, caching, asynchronous background task processing and email delivery subsystems;
- ✓ Integration of various 3rd party services (Twilio, Stripe, Campaignmonitor, Wufoo, etc.);
- ✓ Development of the Amazon S3-based static storage;
- ✓ Development of the front-end for the web platform with analytics and platform management functionality;
- ✓ Front- and back-end development of the mobile apps for iOS and Android.

Successful delivery of such a complex solution required the use of an advanced mixture of data processing, cloud and mobile development technologies. With our broad expertise, Codex Software appeared among the few companies able to provide all services necessary, and Frink International chose us as a sole technical partner for this project.

The Process

By the moment the work started, Codex Software had already delivered several software solutions of the comparable complexity for other customers. Thereby, we understood clearly that the success of the project depended on the wise choice of the technology stack to be used in development, and picked the following technologies:

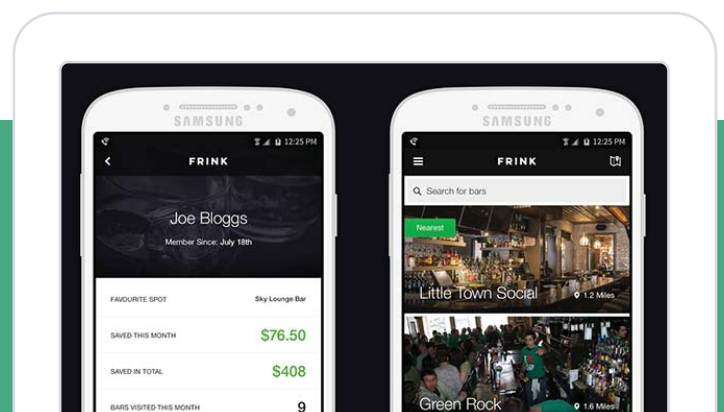
- ✓ Python's Django REST framework – this flexible and effective toolkit is widely used for the development of Web APIs, and it fit as a glove for the development of the Frink RESTful API.
- ✓ Amazon AWS – we made good use of this cloud computing platform and its components (Amazon EC2, Amazon Simple Storage Service (S3) and numerous other) on several web development projects and found it extremely effective for the modern web and mobile apps data storing and processing.
- ✓ Swift – this next-generation programming language has proven itself a more profound instrument than the older Objective-C. With its scalability, expressiveness and clarity of code, etc., it was a real catch for the development of the Frink iOS mobile app.
- ✓ Redis, PostgreSQL, ElasticLoad and nginx – this bundle of technologies is a great combination for the development of effective caching systems, and thus was very useful for the Frink project.
- ✓ Java – the feature-rich and stable technology is generally used for the development of Android applications, and thus was chosen for the Frink Android App.

In the course of development, we made the most of the above-listed technologies for the benefit of the software product. Both mobile apps were developed 100% in line with the Google and Apple developer guidelines and best practices, and the back-end system not only did all the data processing at ease, but also provided comprehensive web-based admin toolkit, making Frink a totally manageable and extendable solution.

The Result

Codex Software has completed the mobile apps and the back-end web system within the negotiated timeframe and on budget, to the full satisfaction of the customer. Both iOS and Android apps have been successfully released and are currently available for download on Google Play and AppStore stores.

Frink International, LLC has been growing rapidly since the release and increased the number of participating venues by dozens, with its services available in over 50 parlors across New Jersey.



For more information, please get in touch

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