

Social Network for Traders

Sibedge played a significant role in the development of an international social network for traders.

Background

A U.S. company Score Priority (ex. Just2Trade US) founded in 2010 and providing clients with brokerage services of highest quality.

With their financial tools users can buy and sell shares, options, wares, stock indices and currencies.

Social network for traders WhoTrades presents clients with opportunity of financial analyses and informs them about last news about markets and securities.

Challenge

WhoTrades is a social network for traders which includes numerous tools to simplify trader operations and collaboration.

A social network must evolve continuously in order to retain existing and attract new users. The customer has an in-house development team, but they constantly lacked the qualified professionals required to implement many of the new features of the platform. Besides, a part of the old code had to be rewritten and optimised, which required additional manpower. The project's complexity made it's difficult to find engineers with the required qualifications. The customer came to us with the problem.



Industry

Financial technologies

Location

United States

Key points

- Formed a team of highly qualified engineers for the project.
- Improved the Graphical User Interface.
- Moved the social network to modern frameworks.

Team

Project manager — 1
Back-end developer — 2
Front-end developer — 2
UI/UX designer — 1

Duration

December 2017 - ongoing

Technologies

PHP, Symfony, TypeScript, React

Approach

Communication with client was based on the following principles:



Quick Start



Transparency of process



One-Hour Response



Scalability

Formation of a team

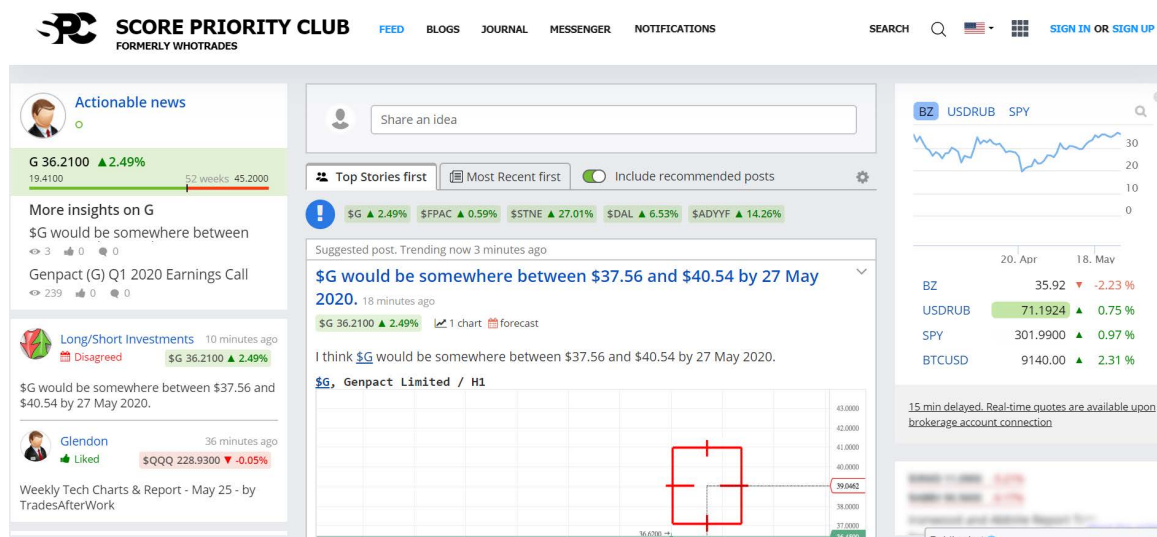
The project has a complex architecture and a high entry barrier, thus requiring competent professionals capable of effectively developing and maintaining the system. Each engineer was thoroughly screened with the direct involvement of the customer before getting to work.

Updating technologies

Originally client's back-end was written in a custom PHP framework, but our developers helped to rewrite it to Symfony. Currently our specialists are helping to transfer front-end from jQuery to React. Our UI/UX designer has created new concepts of interfaces for mobile applications and social network.

Quality assurance

We managed to improve the code and the technical solutions thanks to an exchange of experiences between the experts of the two companies and proper cross-validation.



Result

While we took over active development of the network, the customer's team could focus on comprehensive technical support of the platform. We helped to implement new features in the project and optimise existing ones:

- The search system of the social network was completely redesigned.
- The bot which broadcasts the news to the Telegram and the Facebook Messenger was improved.
- User survey systems were created in order to analyse user needs.
- WhoTrades can be used to build forecasts and take polls.

The improved social network not only raised the loyalty of existing users but also attracted many new traders. They communicate, trade, share their experience and get the latest news from the world of finance. Our successful implementation of the project created a solid foundation for long-term mutually beneficial relationships with the customer.



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