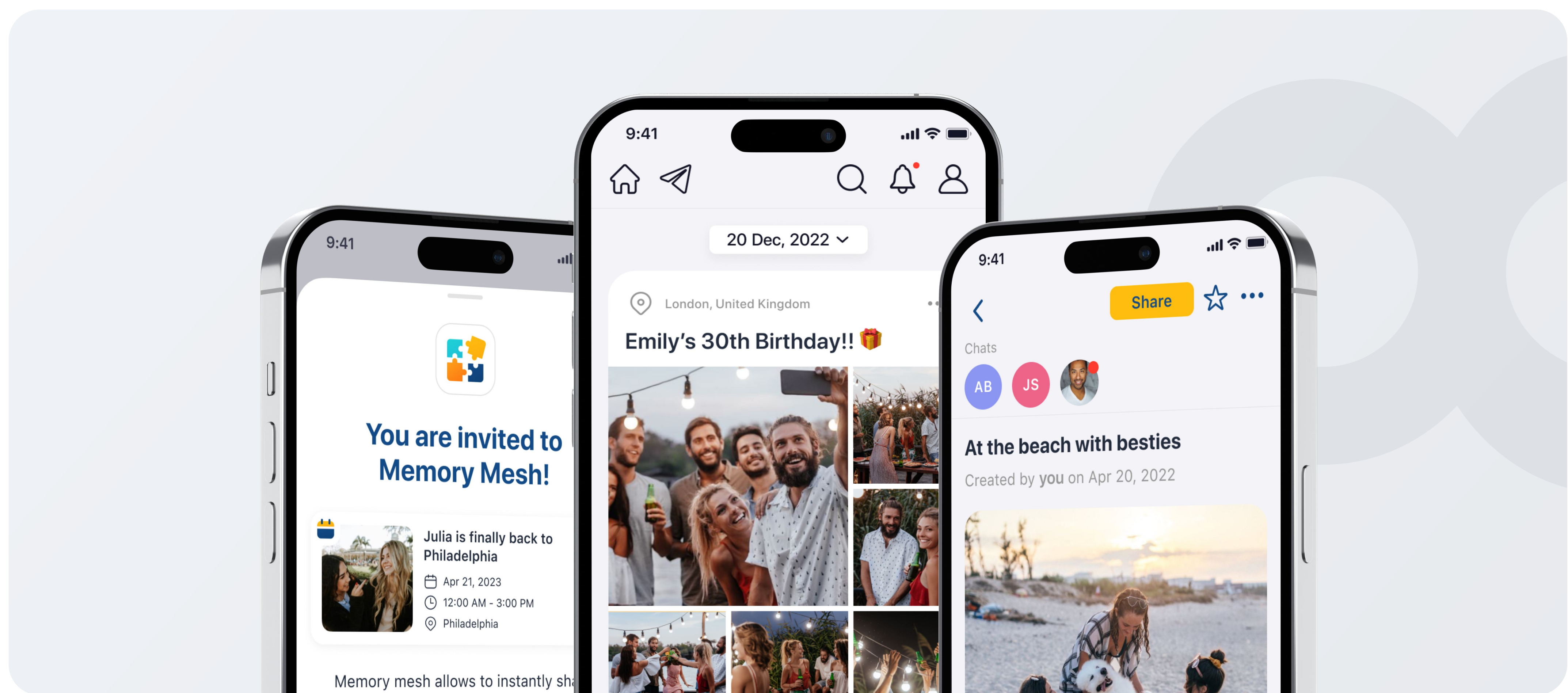


CASE STUDY

TRUELI - AI-DRIVEN MOBILE APP

CLIENT OVERVIEW

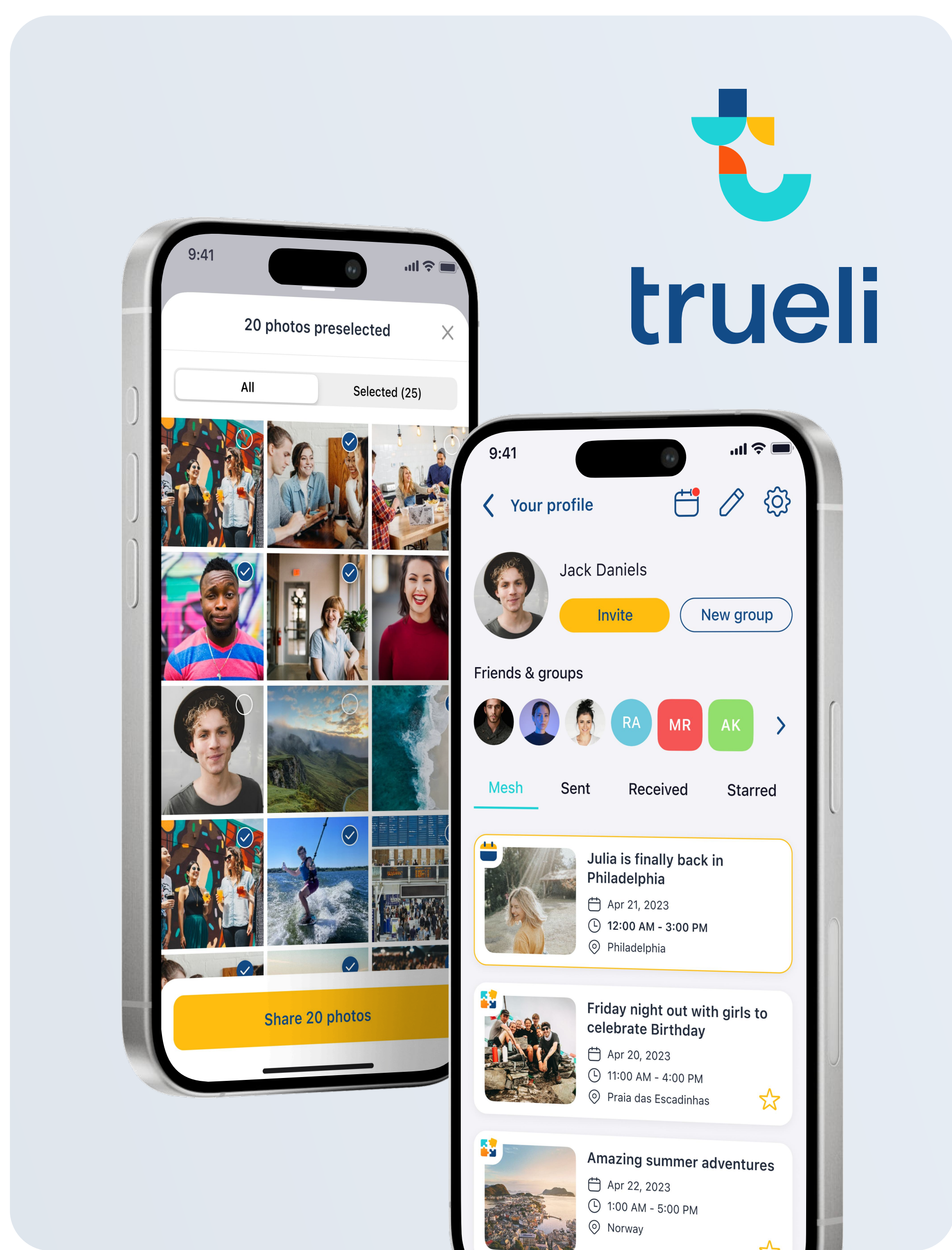


Team size: 6-10	Collaboration: 2021 - ongoing	Industry: Media	Country: Israel
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Trueli is a photo sharing app for private groups aiming to easily exchange the memorable moments they experience together, while keeping personal memories private, well-organized and easily shareable on the user's terms.

SUMMARY:

- We successfully developed the mobile app ensuring compatibility with both iOS and Android platforms. Leveraging Flutter for cross-platform development enabled Trueli to optimize development costs and **to save approximately 30% of development time** compared to native development methods.
- To offer personalized recommendations, we incorporated an on-device AI/ML algorithm. This addition improved the app's features and overall user experience, providing Trueli's users with customized tools.
- Guided by Trueli's dedication to user privacy and security, we implemented end-to-end data encryption. We also ensured the security of user data throughout the app aligning with Trueli's emphasis on trust and confidentiality.



SOLUTION OVERVIEW:

Our IT team developed a robust solution to provide personalized photo sharing app aiming to easily exchange the memorable moments. We opted for Flutter for cross-platform development. This decision not only optimized development costs but also saved about 30% of development time compared to traditional native development approaches.

Our solution integrates sophisticated on-device AI/ML algorithms enabling the app to deliver highly customized recommendations tailored to each user's unique needs and goals. This personalized approach ensures that users receive actionable insights and suggestions.

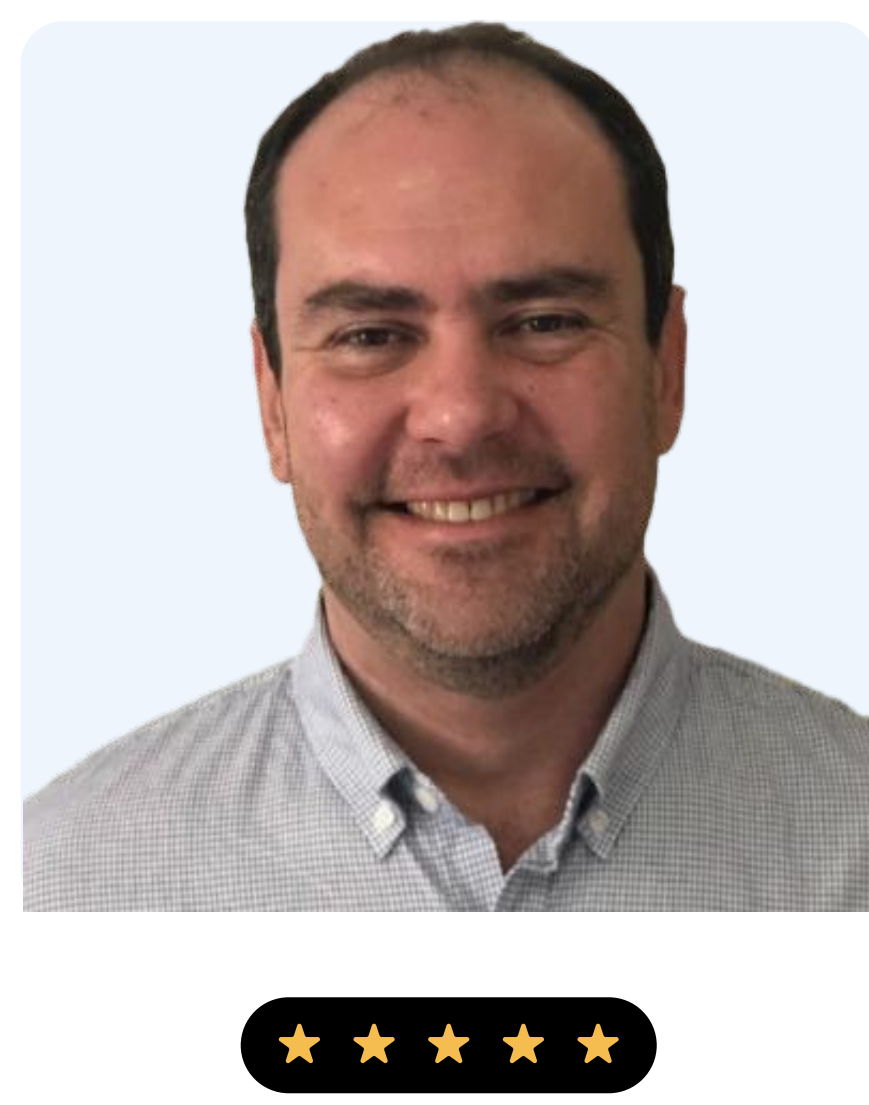
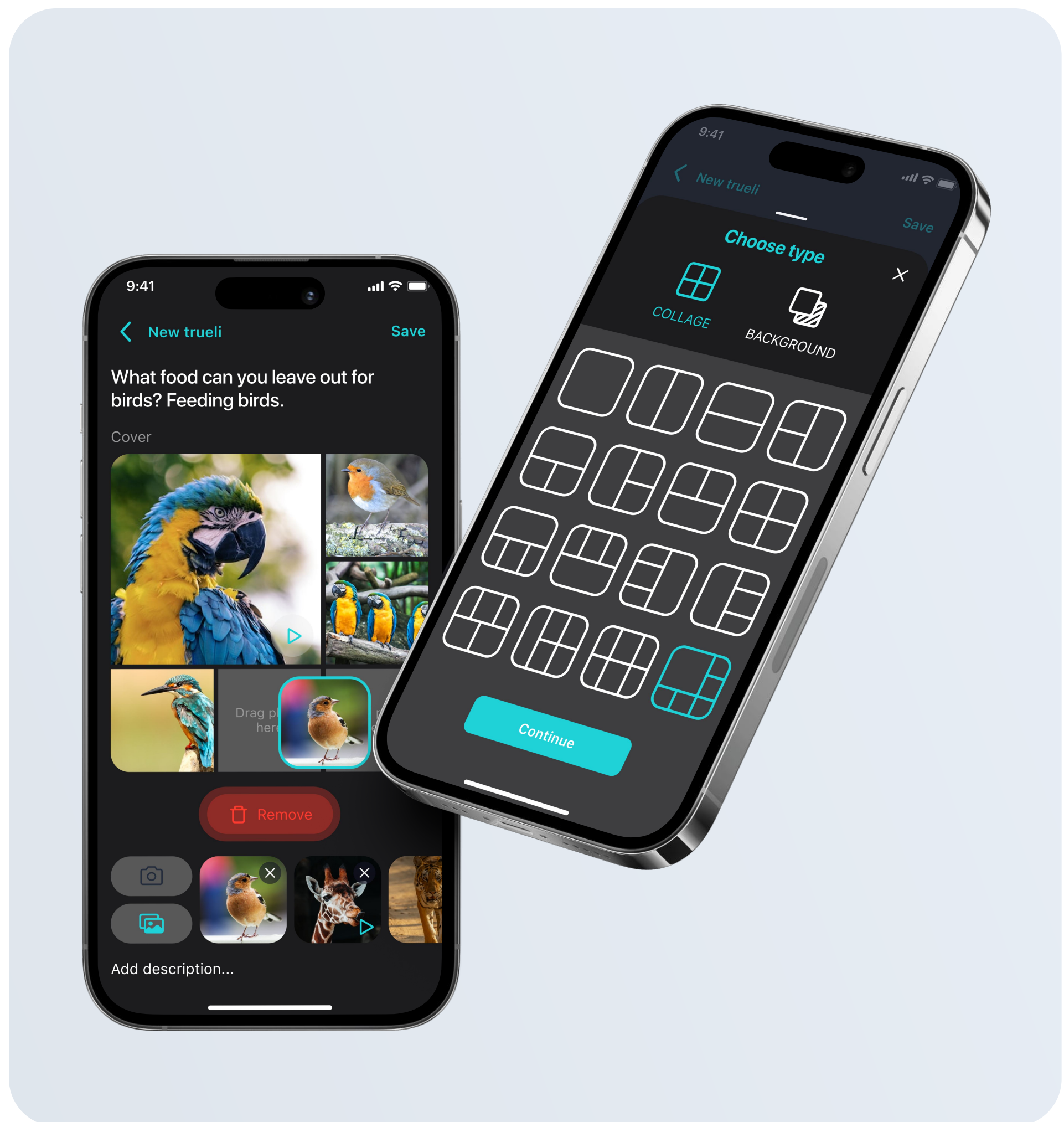
30%
Optimized costs and time

~2 sec
Loading up to

VALUE DELIVERED:

Our focus on robust data security measures, including end-to-end encryption, has instilled trust and confidence in users regarding the protection of their personal information. This commitment to data privacy ensures that users can utilize Trueli's tools with peace of mind.

In summary, our development team efforts have resulted in a cost-effective, secure and user-centric solution. It allows users to share the most precious memories with ease. The solution also offers innovative features such as image organization and offline geocoding for enhanced user experience.



Oleg Golyunker

Founder & CEO, Trueli

Our collaboration with CoventIT is highly effective. The workflow between teams is facilitated by Covent's project manager and flows smoothly and productively. Communication is clear, informative, and prompt. The interaction is highly professional, which is reflected in the quality of our joint product. Covent's team is fully integrated in our larger development and product team which is a key factor in achieving success in the app development.



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