Konverge
Case Study

Overview

Launching a Loyalty and Coupon App for a Retail Startup

The Challenge

A retail startup approached Konverge with a vision: eliminate the hassle of traditional coupon-clipping and flyers by offering consumers automatic access to the best regional prices through a digital membership platform.

As a brand-new venture, the founders needed a full-stack development partner who could:

• Help validate and refine technical requirements from a business concept
• Build a web and mobile application ecosystem with complex operations
• Integrate POS-related APIs, coupon feeds, and membership functionality
• Provide flexibility, documentation, and support for a high-growth path

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Our Solution

Konverge collaborated with the founders to bring their idea to life, implementing a multi-component solution that included:

• Customer website: For membership, product browsing, and purchasing
• Mobile application: Core features like coupon search, shopping lists, and flyer integration
• API layer: Secure endpoints for managing accounts, coupons, POS integration, and social features
• Admin backend: Data ETL, mock analytics, and system configuration tools

We also supported the client through early-stage architectural planning, UI/UX wireframes, and quality assurance testing to ensure a polished MVP.

Key Features

• User registration, login, and profile management
• Coupon and flyer aggregation logic with regional price matching
• Mobile-native app using cross-platform tools
• Purchase tracking and membership operations
• Queue processing and transaction logging for backend reliability

Why it Matters

Startups need more than code, they need a partner who can turn business models into viable products.

This project shows how Konverge's startup support includes software delivery, product thinking, and founder collaboration.

Business Outcomes

• Delivered an MVP that enabled the client to begin marketing and early onboarding
• Equipped the founders with complete documentation for scaling and investor pitching
• Established a scalable tech foundation with built-in analytics and integration hooks

"For startups, speed and clarity are everything. We help founders move from idea to execution with the right mix of structure and agility."
— Sonia Couto, Managing Director, Konverge Digital Solutions

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