Mobile tracking solution for a premium seafood retailer to ensure verifiability, customer retention and improved revenues.

#Product Engineering  #Mobility  #Business Processes Digitization

The Client
One of the world’s leading premium seafood marketers that operates through a network of global production facilities and caters to a universal clientele. The company is a global leader in verifiable traceability and sustainability within the seafood based economy.

The Challenge
Claritus was entrusted with the task of designing a GPS based mobile tracking solution based on the ‘Trap to Plate’ concept for the client that would help them ensure transparency and sustainability and thereby win the confidence of their global customer base.

The Solution
- Developed a comprehensive & fool-proof GPS based tracking solution for mobile platforms
- Solution built around the ‘Trap to Plate’ concept enabling end users to track every portion of crab meat sold globally to its exact point of catch in the sea in the APAC region
- QR based Mobile solution for traceability
- Location of the catch in the APAC region is important from the end users’ perspective due to its far superior quality
- Solution optimized for web and mobile (iOS and Android) platforms
- Hosted on AWS cloud servers
- Developed front-end application using PHP-Yii framework.
- User REST controller
  - To integrate with tracking device and retrieve location to store in location database.
  - To integrate mobile app with Web application
- Service layer was developed to implement business rules and validation
- RDS (MySQL) was used as primary database.
- MS SQL server was used to store location database.
- Google MAP APIs were used to show location and route over map.
- SNS was used to send Push Notification to Android and IPhone Apps.
- Scheduled jobs were created to verify the data on a pre-defined time interval and based upon certain business logic.
- Waterfall methodology was used for application development.
- Used Jenkins for Continuous Integration to ensure the build is deployed only when it passes all tests.
- Selenium and Appium was used for automation testing of web and mobile application respectively.
Key Benefits

- Mutually beneficial solution for end users & enhanced customer supply chain capabilities
- Solution ensured transparency and long-term sustainability
- Helped customer win the loyalty of their clientele for premium crab meat sold in the US, Canada, Europe & UK

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