Pivotal Labs Case Study

involve♥care™

InvolveCare lets family and friends create a private social network to organize caregiving activities, share in eldercare or childcare and support loved ones in need.

THE CHALLENGE

When InvolveCare hit a wall they couldn't break through, the company turned to Pivotal Labs for help expanding their skill set and moving the project to completion. "We knew Pivotal Labs' reputation, and came in to close the expertise gap," says David S. Williams, InvolveCare Co-founder.

They wanted to build a social caregiving app that would help make it easy for caregivers to get others involved in caregiving activities for aging parents or special needs children. They wanted the app to help caregivers organize and record doctors' appointments and other activities, request help with things like rides, tasks, and errands from family and friends who want to help, and even involve remote family members who typically have difficulty contributing from afar.

THE SOLUTION

InvolveCare was committed to agile development and knew it would move the project forward fast. A crucial aspect of the process for this engagement was focusing development on concrete details and specific achievable outcomes. We pinpointed the inputs and executed quickly. We scaled the agile process efficiently and brought the product from scope to Minimum Viable Product within two months.

The InvolveCare app request engine is designed to make it easy to privately and discreetly ask family and close friends for help, and for the network to provide it. It keeps the caregiving group apprised of tasks to be done and other ways to pitch in, and it uses multiple media for real-time check-ins, progress reports and displays of appreciation. The result is reduced stress for everyone and better care for those in need.

"We were able to do two things with Pivotal Labs – first, create social tools including commenting, audio recording and pictures for every single interaction that occurs in the app, and second, add contextual follow-up events based on prior user interactions," Williams explains. "That's hard to do, but Pivotal Labs made it look easy."

PIVOTAL LABS

Pivotal Labs Case Study

involve♥care™

PLATFORMS
iOS, Website

WHAT OUR CLIENT SAID
"With agile development, you know what you have to do to be successful, and when it's successful it's incredibly fast."

- David S. Williams
  CoFounder

THE OUTCOME

The iOS app on the market today performs identically for iPhone, iPad and web. The website is also optimized for viewing on the Android platform. Getting all these devices to communicate could have posed problems, but our test-based approach ensured each one was talking not only to our servers but to each other as well. And because we were pair programming, everyone on the team got to work across the different platforms rather than coding exclusively for one.

ACQUISITION

InvolveCare announced that due to its being integrated into another company's service offering, the consumer-facing app would become unavailable as of April 28, 2014.

ABOUT PIVOTAL LABS

Pivotal Labs has been at the forefront of agile development for 25 years. We specialize in building highly reliable, scalable web and mobile solutions for enterprise and start-up clients, across a range of industries including media, retail, healthcare, education, and financial services.

Tell us how we can align to your success.
Contact us at info@pivotallabs.com

TRANSFORMING HOW THE WORLD MAKES SOFTWARE
PIVOTALLABS.COM

PIV⭘TAL LABS