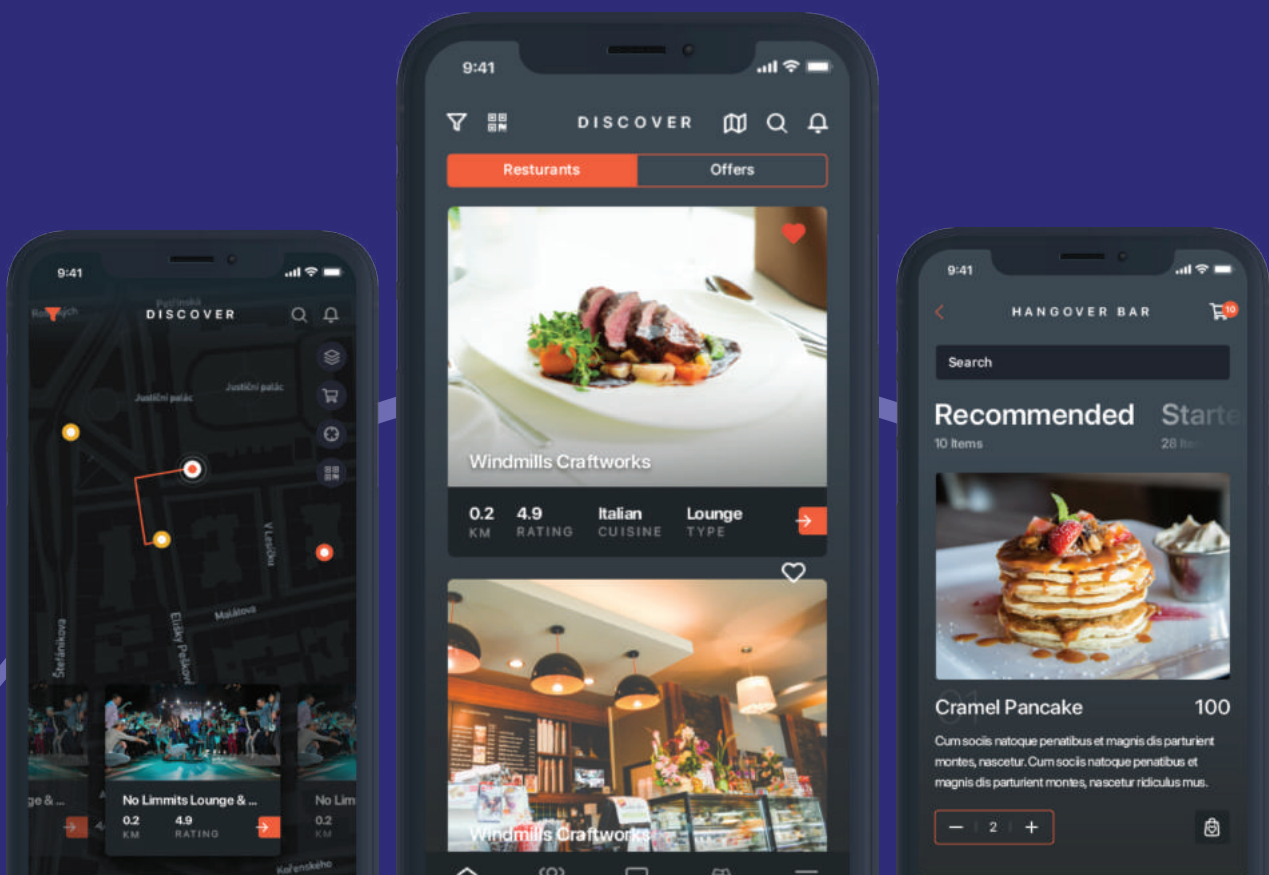DAY ON E

Case Study

Ttoto

India's First Social Drinking App

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Ttoto India's First Social Drinking App

The Client

Our client, based out of India, came to us with the vision to build a common platform that would ease the nightlife experience for party goers and benefit restaurant and pub owners by increasing sales. With social drinking parties becoming people's lifestyle choice across the world, this platform would be the one-stop shop for party-goers.

Problem statement: Building a platform that provides end-to-end, hassle free experience to party goers while addressing the revenue goals of pub and restaurant owners as well.

About TOTTO

TOTTO is a social drinking and partying mobile app/web portal unlike any other. It's conceptualized on the idea that party goers want to have fun and would prefer to have a smooth sailing experience. From making a restaurant reservation, to ordering at a bar, to connecting with new people - these are real challenges and ones that TTOTO aims at doing
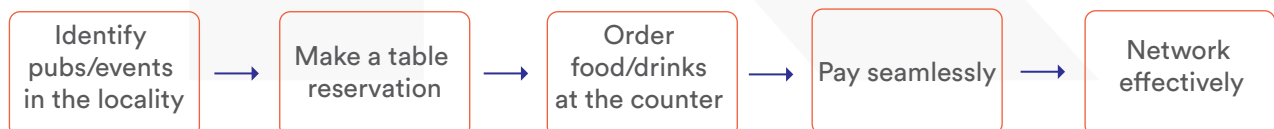
By using cutting-edge technology, we at Day1 Technologies, are building a mobile application that facilitates a multi-faceted nightlife and partying experience for users, while simultaneously drives incremental sales for pub owners, restauranteurs and vendors.

Currently, TTOTO is being designed for users and vendors in India, Singapore, Malaysia and the United States, with the pilot launch in the city of Bengalore, India.

Roadblocks for party goers

Parties are all about experiences. From making a table reservation, to standing in queues, to sharing drinks, making new acquaintances - it's the experience that distinguishes parties from one another. And a single bad incident is enough to tarnish the entire experience. And that's exactly what our client was able to identify and find a solution for with his project - TTOTO.

TTOTO is the one-common platform that finds an effective and sustainable solution to the regular roadblocks that party goers encounter. By listing top parties in the vicinity, to displaying reviews and ratings for filtering, to simplifying payments in crowded restaurants, TTOTO aims to change the entire party-going experience for people.

| Identify pubs/events in the locality	→	Make a table reservation	→	Order food/drinks at the counter	→	Pay seamlessly	→	Network effectively

The Challenge

A social drinking app is an all-new concept and we knew we had to test the waters before going all into it. Because of the nature and concept of the mobile and web app, some of the challenges we had to find solutions to were:

- Integrate payment platforms for seamless payments
- Geo-fencing of pubs and events in the targeted regions
- Integrate with restaurants/pubs to simplify reservations, check-ins, real-time ordering and payments
- Create a network for individuals to connect with each other and offer drinks (social interaction)

The Solution

At Day1 Technologies, we started identifying common hindrances that party-goers face and worked on a solution to simplify and mitigate it. We are proud that by using the latest ideas in design and technology, we have built a mobile and web app that will simplify the nightlife for party-goers

(114) Connect Home	(117) Connect - View Profile	(118) Connect Registration
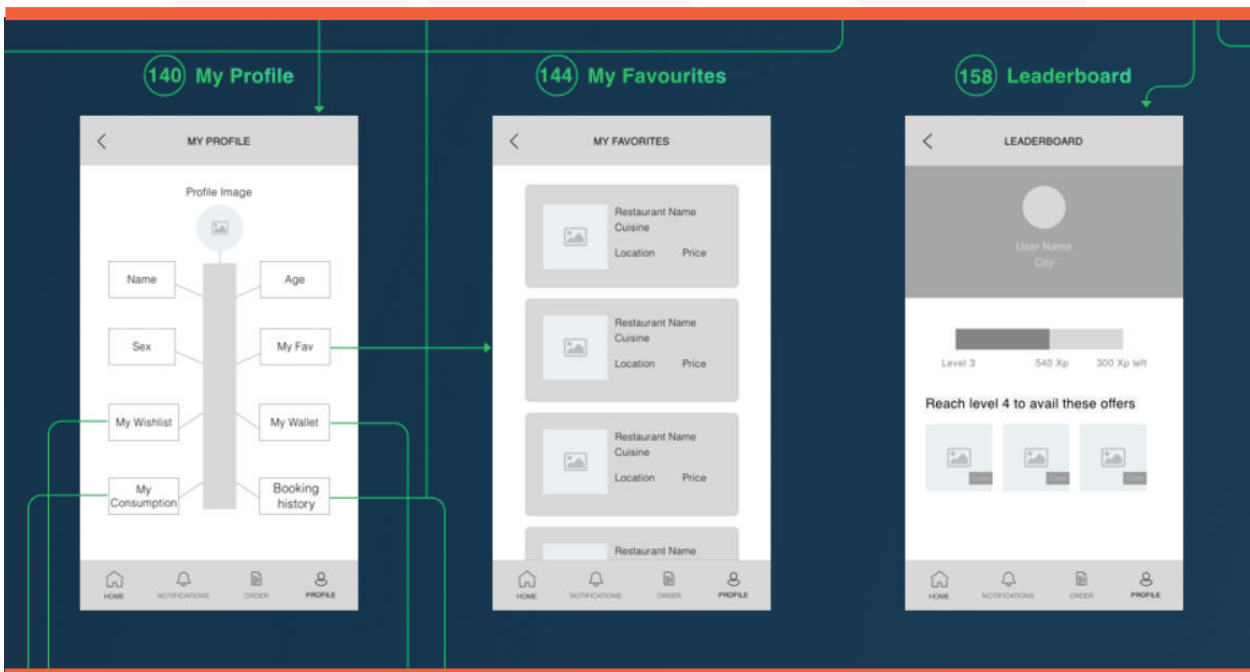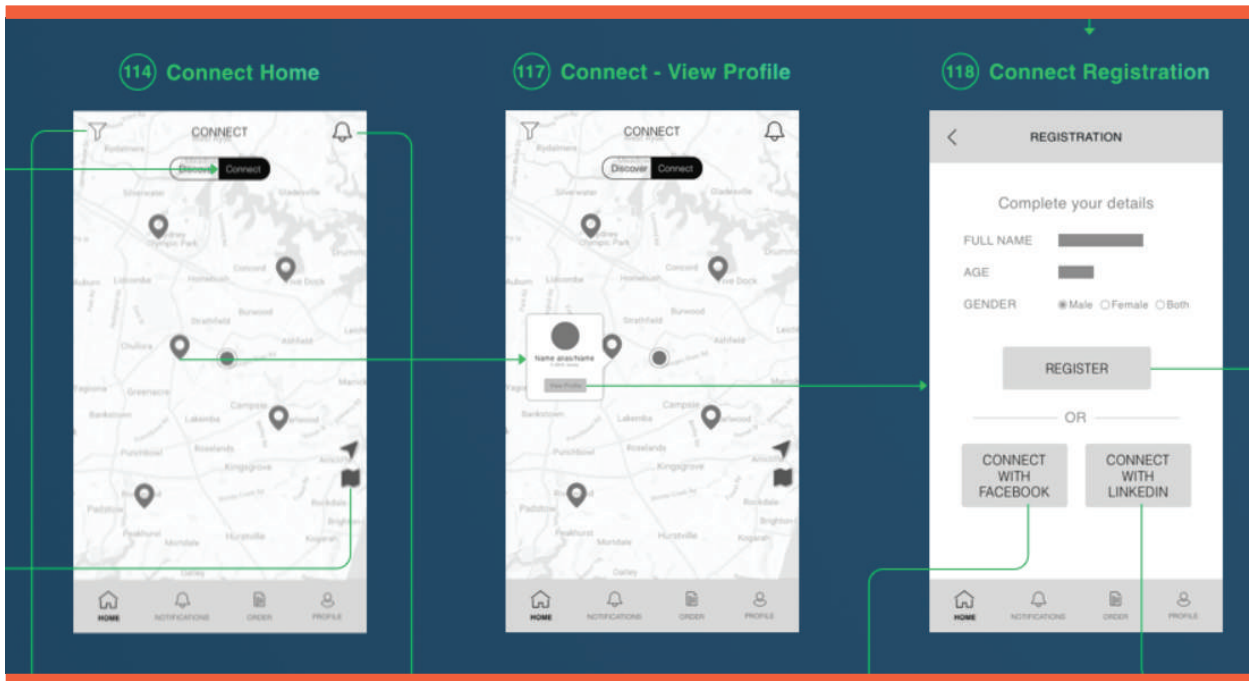
App and Web Solution:

We have designed a mobile and web app that offers one-of-its kind features and functionalities:

- It makes possible to connect to people nearby and within the events/parties (social interaction)
- It simplifies chat with people connected to
- It gives users the option to offer drinks to strangers
- No need to wait it queues - check-ins made easy with QR code

Tech Challenges:

- **Extensive geo-fencing:** The apps geofencing had to work two-fold. First, identify popular hangouts and events/pubs that would appeal to users; Second, geofence pubs where there are more TTOTO users and guide other users to it are more TTOTO users and guide other users to it

- **Unique interactive features:** As a social drinking app, TTOTO comes with a unique interactive feature - it allows checked-in users to 'connect' with others. Users can offer others a drink even before they connect within TTOTO. The challenge was to enable this feature keeping security anid privacy matters in check

- **Easy payments:** The app also ensures easy payments. The technological challenge was to integrate with popular finance tools and platforms at the backend, to help with the restaurant's back office and finance
- **Full service platform:** A scalable platform supporting multiple regions and also providing users the opportunity to explore TTOTO pubs in a destination country/city and plan their bookings before travel

Strategy & Approach (What did we do):

- UX and UI design of the website, restaurant portal, events portal and host app to manage the booking
- Native iOS application developed using SWIFT 4 supporting iPhone 5SE to the latest iPhoneX
- **Native Android application** developed to support devices XXHDPI and XXXHDPI and Android OS 5.5 and above
- Developed fully **responsive web portal developed** using
- Developed a highly **scalable backend architecture** using NodeJS and MongoDB database

Technology Stack

Native iOS & Android Apps	Responsive Web Portals	Backend : MongoDB, Node.js

The Final Experience (Result)

Social interaction and networking is shaping the new world and events/parties are the best place to meet and greet people. With TTOTO, we are building an app that will popularize this concept while simplifying the entire party going experience. By enabling distinct technology enabled features, we are ensuring that the usual roadblocks to partying is mitigated permanently.

Challenge	Our Solution	Results
Quick, easy, effective payment platform	• By integrating with other payment tools and platforms, we are simplifying the ordering and payment process for users • We also have a technologically robust backend, that ensures that vendors don't miss out on any revenue • The app also offers rewards/points/offers to users based on their app usage	• Table reservations/event bookings at popular-places • Real-time ordering without waiting in queues • Simplified app-based payments
Geofencing of pubs	• Find people and events nearby • QR code based check-ins	• Location based networking
Social interaction	• Network with people by offering them drinks even before connecting on the app • Use in-app chat function to engage with users • Connect with people within events and nearby	• Improved social engagements
Integration with restaurants	• Integrate the app with restaurants to offer diverse benefits to user w.r.t reservations, ordering, payments etc.	• Easy access to table reservations, check-ins, real time ordering, payments etc.

Future Roadmap

Day1 Technologies's journey with TTOTO has just begun. Together we are on the road to give to users and vendors a different and engaging experience using AI and deep analytics, to ensure the app's success on a global scale.

Phase 1:
We have completed the end-to-end design and development of the app

Phase 2:
As a part of its pilot launch, we are gearing up for its launch in Bangalore, India

Phase 3:
Geo-specific launch in targeted countries/cities post pilot performance, feedback and insights