

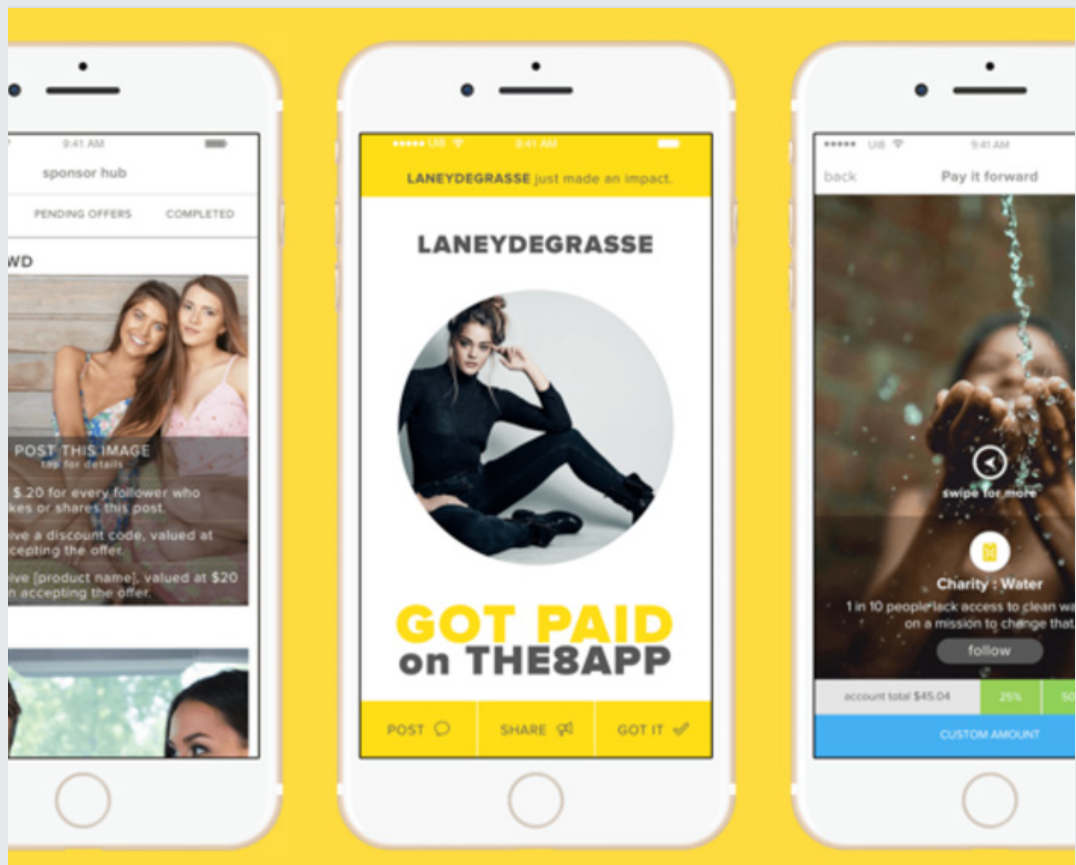
## CASE STUDY THREE

# Mobile Application & Cloud Platform Development for The8App

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**CLIENT:**  
The8App

**PROJECT:**  
Mobile Application  
& Cloud Platform  
Development



Weare8 is a mobile-first startup with an exciting mission to build a social content platform called the8app that gives users total creative and commercial control.

Founded on the idea that content creators (not the platform) should own and profit from the content they create, this up-and-coming platform has a unique business model that blends many familiar functions of existing social networks. Users can post photos and content, upload videos, follow friends and artists, but unlike other social media platforms today, users control the advertisements and collect 80% of the ad revenue generated from their content. In addition, 8 users can opt to contribute a portion of those earnings to one of 35 charities the company partners with, ultimately enabling these creative communities to make a positive change.

Thumbtack is an amazing company to work with! Talented and professional developers and QA team are very thorough and notice every small detail that you've missed or never even thought of. When you need their help the most, they will work late or even over holidays because they care. Plus 24/7 support team that replies to your requests within minutes really makes a difference. We're extremely happy with our choice!



### CHALLENGE

With little venture funding to back the business and several high-profile content partners ready to contribute, solid delivery and scalability were critical to launch. Unfortunately, the Weare8 team faced a number of challenges as they laid the technical foundation for launch.

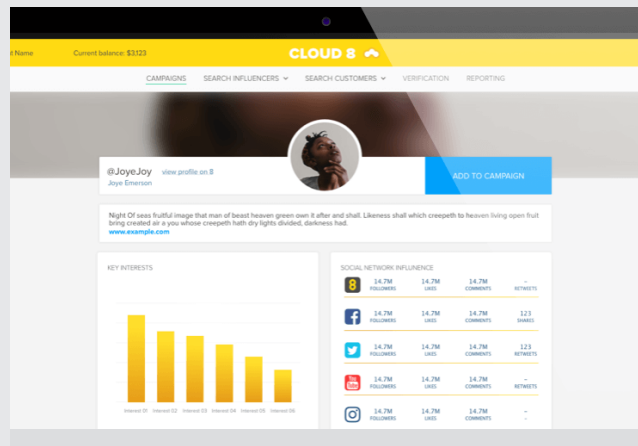
A 2-year, non-collaborative waterfall approach to building the platform, large amounts of technical debt and problematic database systems all prohibited the necessary improvements and pace of development required to propel the business.

In addition to the technical challenges, the team realized that adopting a mobile-first strategy was core to building and promoting user engagement. Coupling this new strategy with an inadequate development process, a growing gap emerged between requirements and results that threatened to severely hinder the program's overall go-to-market plan.

### OUR APPROACH

Lineate partnered with Weare8 to analyze the current challenges and develop a plan that ensured the new platform could gain momentum and launch on time.

Led by a global team of Lean/Agile project experts, Lineate translated Weare8's growing business and development challenges into an agile process that delivered weekly updates in testing environments with robust technical solutions and 24/7 support. This approach allowed the teams to easily pivot and re-prioritize as needed throughout the build, giving a significant level of focused flexibility to the process while ensuring the full suite of features and functionalities could be developed in time for launch.



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## RESULTS

To work around the cluttered array of social media platforms that exist today, Lineate intelligently created a seamless UI/UX that allows users to quickly curate, personalize and share original content from other platforms and channels. Users can select which brands they receive ads from, and can follow friends, artists and popular celebrity contributors like Usher, Rosario Dawson and Jamie Oliver, among others. In addition, full screen content and creative image editor tools (stamps, filters, drawings, gifs, etc.) give users a broad palette to visualize & share their content.

By March 2015, the Weare8 team launched the beta site and mobile app, as planned. As a welcome newcomer to the social network scene, Weare8 attracted the attention of “Global Citizen” - an online movement for ending world poverty that hosted a festival on the National Mall in Washington, DC. The event was headlined by Usher, a launch partner who with small stake in the company, and 200,000 attendees and a world-wide live-streaming audience worldwide were exposed to the new network.

