

The logo for mmsd llc, with 'mmsd' in blue and 'llc' in green, positioned in the top right corner of the dark left panel.

mmsd llc

A Venn diagram consisting of two overlapping circles, one larger than the other, with a diagonal line passing through their intersection. The circles are light gray and set against a dark background with a grid of small dots.

MM SOFTWARE DEV CASE STUDY

U-SERVE VOLUNTEER PLATFORM

PHILADELPHIA UNION PROFESSIONAL SOCCER CLUB



CASE STUDY: U-SERVE

THE PHILADELPHIA UNION'S COMMUNITY
ENGAGEMENT AND FAN-DRIVEN
VOLUNTEER OUTREACH PROGRAM



HOW IT
WORKS

HOW IT
WORKS

Case Study: U-Serve

Problem:

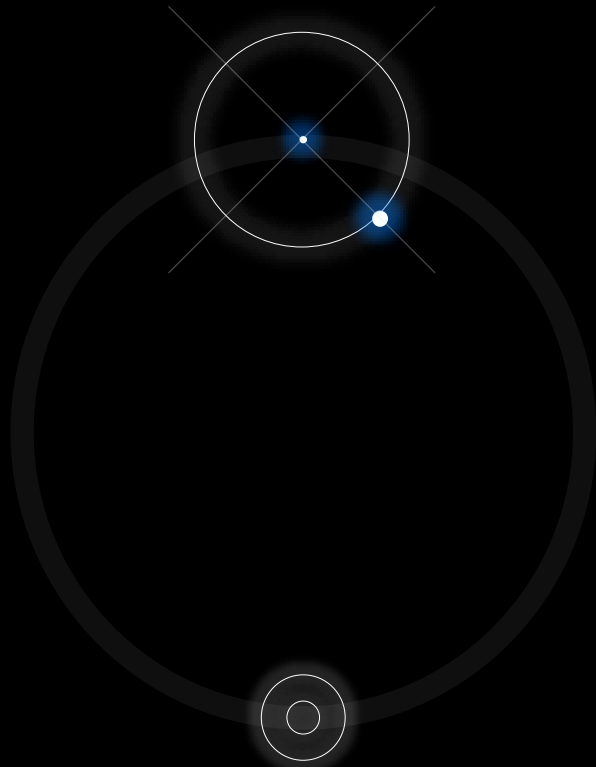
- The Philadelphia Union had a vision for a product they call “U-Serve”
 - Description
 - Fans are part of an online community where the Union partner with local charities to host volunteer events
 - Fans attend the events, and accumulate points that can be redeemed for merch and tickets
 - Challenges
 - Tracking user attendance through the use of special hash tags on various social media platforms
 - Mobile-first platform that still works as a desktop browser-based application
 - Heavy integration with many social media platforms for identity management
 - Need for many fan engagement methods
 - Requests
 - The team needed a complete technical solution
 - The team needed all design to be performed as well
- The team came to MMSD for a proposal



Case Study: U-Serve



- Wireframes
 - MMSD developed a set of design-free “wireframes” to fully describe every page that would be in the eventual application
 - These are delivered as PDFs to the client
 - Once these are approved, the next two steps begin simultaneously
- Aesthetics
 - We then created 4 completely different design “aesthetics” versions of the wireframes
 - The team then had time to debate and choose from these designs as we began working on the application
- Programming
 - Programming work was able to begin against the wireframes
 - Back end engineering is done using secure engineering principles.
 - Site is built in C# and MVC against a SQL Server database



METHODOLOGY

HOW WE WORK FOR YOU

Methodology

Process that produces

Discovery



- We work with you to fully define the problem and the solution
- We won't move past this step until we are confident that we all understand the desired outcome of the project.

Design



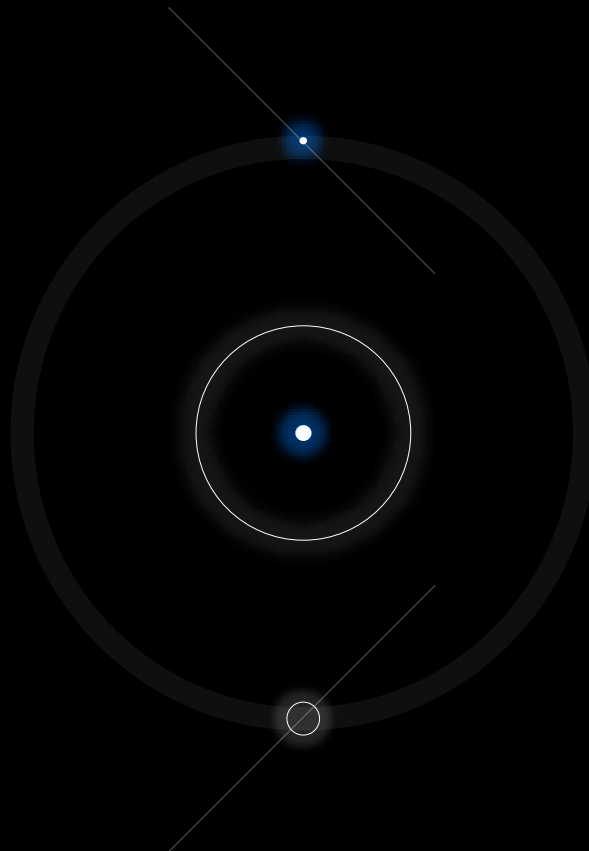
- We can work with design aesthetics that you provide, or we can develop a design in-house
- If you provide the design, we will implement a pixel-perfect solution for you
- If we design, we will provide you with a set of options and work with you to find the perfect design

Engineering

- Secure software development built on solid engineering principles
- Pre-negotiated delivery of your software product, whether on your infrastructure, or ours


Clients






mmsd llc

THANK YOU

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