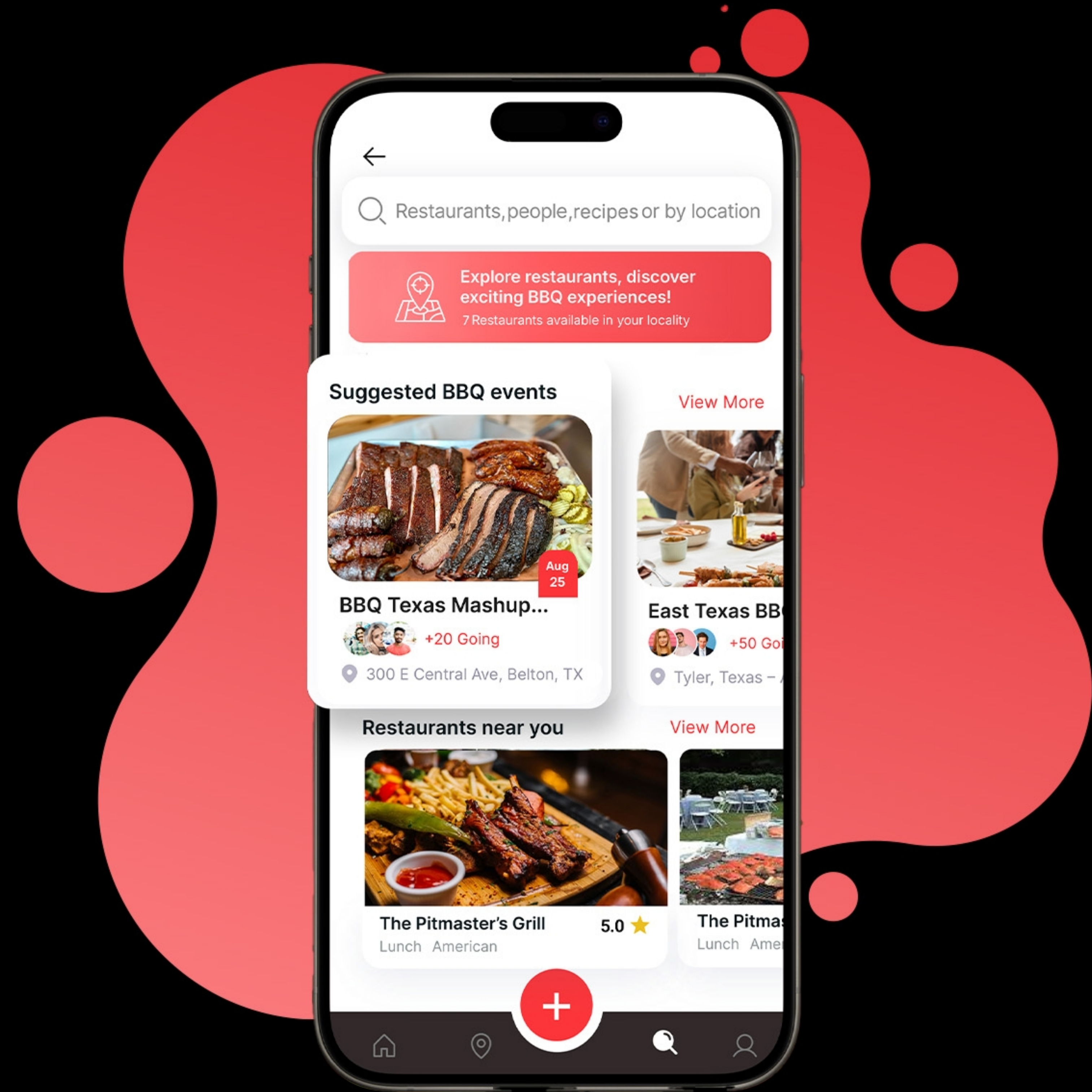




Qitup

Mobile App Development



INTRODUCTION

Qitup is a passion-driven digital community for BBQ lovers, founded by Dennis and John. What started as swapping rib pics, tips, and techniques across group chats turned into a dedicated platform where pitmasters, smokers, and backyard grillers can share creations, ask questions, post recipes, and learn from each other.

Dot Com Infoway (DCI) was engaged to design, develop, and launch a scalable, real-time, user-first web application at qitup.com.

OBJECTIVES

- Build a scalable, reliable community platform for BBQ enthusiasts.
- Enable real-time communication and engagement (posts, comments, notifications).
- Offer intuitive UX with social features (likes, replies, bookmarks).
- Provide admin tools for moderation and community governance.
- Ensure the platform is mobile-responsive and performance-optimized

CHALLENGES

Technical Challenges

- Implementing real-time feeds, comments, and notifications.
- Designing for high media usage (images/videos of BBQ content).
- Ensuring scalability for growing community interactions.
- Building a moderation-ready backend with robust role/access control.

Functional Challenges

- Delivering a sticky, engagement-first experience (likes, comments, bookmarks, profiles).
- Managing user activity history and content discovery.
- Balancing authentic BBQ culture with clean, modern UI.

Project Management Challenges

- Prioritizing MVP scope while planning for future community features.
- Maintaining rapid iteration with continuous feedback from founders.
- Coordinating design, dev, infra, and moderation workflows.

Scalability Challenges

- Handling bursty engagement (event days, recipe drops, challenges).
- Efficient media storage & delivery without degrading performance.

Security Challenges

- Protecting user data and accounts (social logins, sessions).
- Preventing spam, abuse, and inappropriate content.

PROPOSED SOLUTION

Overview

DCI built Qitup as a ReactJS + Node.js + MongoDB platform with Socket.IO for real-time interactions, hosted on AWS for elasticity and reliability. A custom Admin Panel empowers moderators to manage content, users, and community standards.

Key Components

1. Community Feed Module

- Post photos, questions, recipes, techniques
- Like, comment, reply, bookmark

2. User Profiles & Activity

- Profile pages with history, stats, and contributions
- Social login & secure authentication

3. Real-time Interaction Layer

- Live updates on posts, comments, and notifications via Socket.IO

4. Moderation & Admin Panel

- Content approval, reporting, and takedown workflows
- Role-based access for moderators/admins

5. Notifications & Engagement

- Push / in-app notifications for replies, mentions, follows

6. Responsive UI/UX

- Mobile-first, visually warm design reflecting BBQ culture

TECHNICAL SPECIFICATIONS

- Front-end: ReactJS

- Back-end: Node.js, Express.js
- Database: MongoDB
- Real-time: Socket.IO
- Infrastructure: AWS (auto-scaling, secure, performant)
- Security: Secure authentication, role-based authorization, input validation

IMPLEMENTATION ROADMAP

- Requirements & Scope Definition – 2 weeks
- UI/UX Design & Prototyping – 4 weeks
- Web App Development (Frontend & Backend) – 12 weeks
- Testing & Quality Assurance – 6 weeks
- Deployment, Training & Go-Live Support – 2 weeks

BENEFITS

- Highly engaging, niche social platform for BBQ enthusiasts
- Real-time community conversations and reactions
- Frictionless posting & discovery of BBQ content
- Strong moderation tools for safe community growth
- Scalable architecture ready for rapid feature expansion

PHASES

Phase 1: Foundation & Core Features (12 Weeks)

Objectives

- Launch the MVP with core community features and scalable architecture.

Deliverables

- Requirements, UI/UX, core web app build
- Community feed (posts, comments, likes, bookmarks)
- User registration, social login, profiles
- Real-time updates (Socket.IO)
- Basic admin panel for moderation
- Initial notifications & activity history

Key Features

- Post creation & media upload
- Real-time commenting & replies
- User profiles & activity tracking
- Core moderation workflows

Phase 2: Advanced Engagement & Governance (12 Weeks)

Objectives

- Elevate engagement, analytics, and governance depth.

Deliverables

- Advanced admin dashboard with analytics
- Enhanced notifications & community tools (e.g., tagged posts, challenges, featured creators)
- Performance optimization & security hardening
- Community reporting and escalation workflows
- Optional integrations (email drips, social sharing)

Key Features

- Advanced search & discovery
- Community health metrics & dashboards
- Role-based enhancements for moderators & admins
- Growth mechanisms (badges, highlights, featured posts – optional roadmap)

RESULTS ACHIEVED

- Successful launch of qitup.com as a community-first BBQ platform
- Smooth real-time interactions (live feed, comments, notifications)
- Rapid adoption & active participation from BBQ enthusiasts
- Robust admin controls enabling safe, scalable community growth
- Authentic, BBQ-inspired design resonating with the target audience