

Building a modern web app UI that attracts users



Learn how VetChef attracted 1000s of users to use their "My VetChef" web app, allowing dog owners to tailor food to their pets' individual needs and preferences.

Gained 1000+ qualified users in a few months since launch

Saved 100s of hours of internal dev time to focus on customers

Implemented value-added features to drive business development

CHALLENGE

Developing a compelling user interface

VetChef sells a variety of products and services to help dog owners prepare nutritious, natural food for their pets instead of using highly-processed, mass market food.

Joe and Edward are the co-founders of the startup, and they wanted to build a modern-looking web app that could attract dog owners who have the time to prepare food for their pets to keep track of all the natural recipes that go in line with VetChef supplements.



Dr Joe Inglis
Founder, VetChef

The challenge for them was to take care of the user interface and overall front-end development of the "My VetChef" application, which is live for people to use.

1. How do you design a **compelling UI**?
2. How do you **go to market quickly**?

These are the key questions that were presented to Datavid in light of VetChef's efforts to bring their business development strategy together on the web.



Edward Thomas
CTO, VetChef

SOLUTION

Going to market fast with a React web app

Web technologies evolve so fast that it's often hard to choose which tool to use for the job, especially as a startup with limited resources.

Datavid's approach to VetChef's problem was to:

1. **Understand the underlying algorithms** developed by Edward
2. **Design a user interface** that would match the users' preferences
3. **Develop the frontend** using the React ecosystem (JavaScript library)

Since the data that would power the app was already there, Datavid focused extensively on the tooling and development necessary to ship frontend features fast and effectively.

This resulted in the **app being released to the public just a few months after the project started** (January 2021), allowing VetChef to market it and start capturing users.

In the months following the release, Datavid also helped deliver a number of new features to the app, including a shopping list, dashboard, diary, and favorite recipes.

In the months following the release, VetChef gained upwards of a 1000 users, enabling them to invest in the app further.

About VetChef

VetChef is on a mission to make a real difference to the lives of pets across the world by providing nutritional supplements that are tailor made to their preferences.

Industry: Pet

Size: Startup

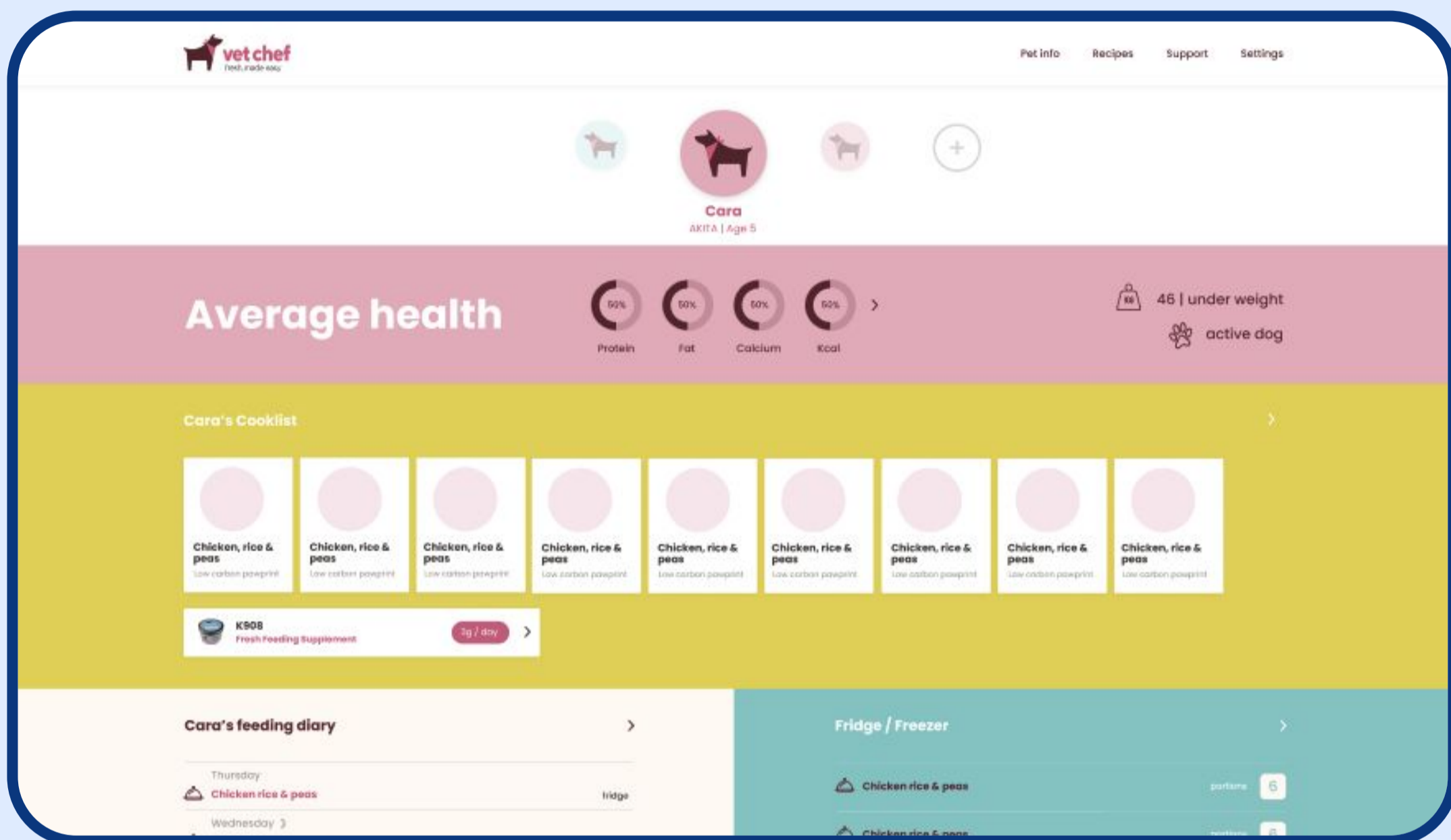
Location: United Kingdom

Services offered by Datavid: Web development

RESULTS

Gaining 1000s of active users in a few months

Software isn't helpful if it isn't used. **Datavid** gave priority to developing a **great user interface** that would compel people to use My VetChef.



Once released, **VetChef** experienced a relative ease in users signing up to the application when it was pitched to them either via digital marketing campaign or word of mouth.

They have **gained upwards of a thousand users quickly**, which enabled them to invest in the application further and develop features that would help their user base better keep track of their dogs' recipes.

Most importantly though, **people are becoming more active users of the application**, saving more recipes and adding them to their diary.

Want to solve your own UI or data challenges and develop your business? We're here to help.

DATAVID

Schedule a call with Datavid