

## Customer Spotlight

# z million eyez

## Reinventing Visual Storytelling

How **million eyez** delivers stunning web and mobile experiences from a single code base with ionic.





## MILLION EYEZ

### How million eyez powers its global community of visual storytellers with Ionic

**million eyez** is a fast-growing startup with a big mission: To reinvent visual storytelling. Their community-driven platform connects storytellers with carefully curated photo collections, sourced from a global community of contributors.

Curators can use the million eyez website and mobile app to view and organize collections into Photoboxes. The mobile app also allows contributors to upload and select photos right from their devices.

## **Managing Complexity Across Digital Experiences**

In the early days, the million eyez platform relied on separate code bases for desktop and mobile apps. The challenge for this small team (just two of the co-founders at first, Carmit Hirsch and Idan Elgar) was how to maintain parity across all digital experiences. Adding a feature in one app meant replicating it in the others in parallel. Things quickly got out of sync.

## A Single Codebase, Running Everywhere

Knowing they wouldn't be able to scale this way, Carmit and Idan began looking for a cross-platform solution that would allow them to consolidate down to a single code base. They also wanted a development framework that was web based. "We're web people" says Idan, the company's CTO. "We think web is the future, and so we wanted something based on open web standards."

After evaluating other cross-platform solutions, they chose the open source Ionic Framework.





Today, the entire million eyez platform, including their browser-based website and mobile apps for iOS and Android, now run on Ionic - all developed with a single code base.

## The Benefits of Going Cross-platform

#### Faster time to market

The move to Ionic has helped accelerate app development by a factor of 3x or more, according to the million eyez team. With Ionic's pre-built UI components, they can create and modify apps quickly, without having to build from scratch.

#### **Greater flexibility**

lonic gives the million eyez team greater flexibility, with the ability to easily modify design themes and elements. "I could change whole look and feel of the app using just CSS. That was a big wow for me", says Carmit, the platform's Chief Product Officer and Lead Designer.

#### THE CHALLENGE

- Multiple code bases
- Trouble maintaining feature parity

#### THE SOLUTION

 One codebase for both mobile and desktop apps with lonic Framework

#### THE BENEFITS

- Faster time to market
- · Greater design flexibility
- Streamlined development
- Leverage existing skills and talent

### Streamlined development

The biggest benefit of all? One code base for mobile and desktop apps. "Any member of the team can handle anything in the code, regardless of which platform.", explains Idan. "And now every feature we have for mobile we have for desktop. We didn't have that before, you had features in different places. Now it's more complete and more consistent."



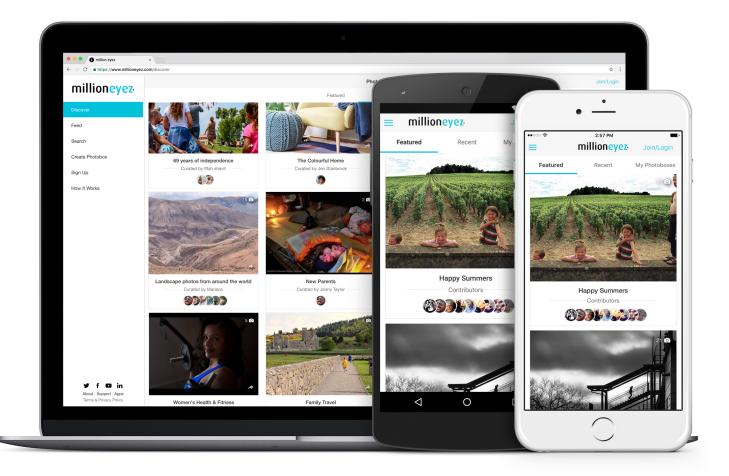












The million eyez platform is available on the Apple App Store, Google Play Store, and as a progressive web app and desktop website.

