



WHIZZL

SUMMARY

Whizzl was originally started as a condo management app. It grew to handle bookings, appointments, and complaints, then became a location-based social media app as it scaled up.

Current use cases for the app:

- Security guards for visitor management
- Verified location based check-ins for distributors
- Complaint ticketing for real world defects, such as trash or leaks
- Site records and reports for communication within construction companies





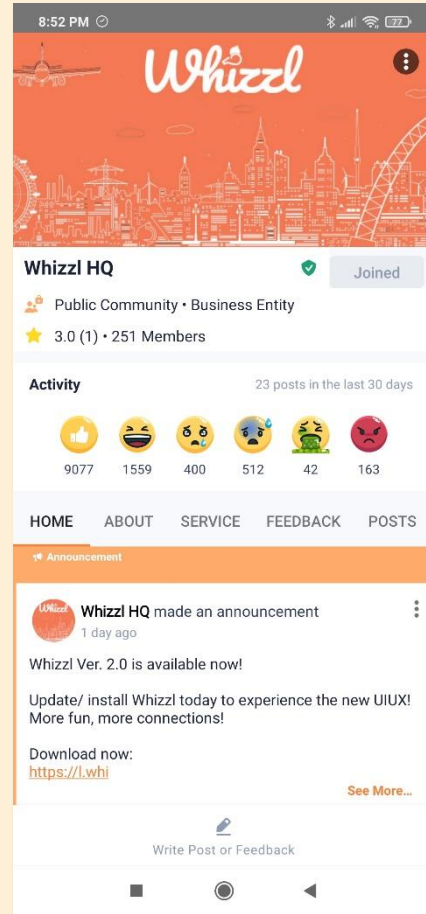
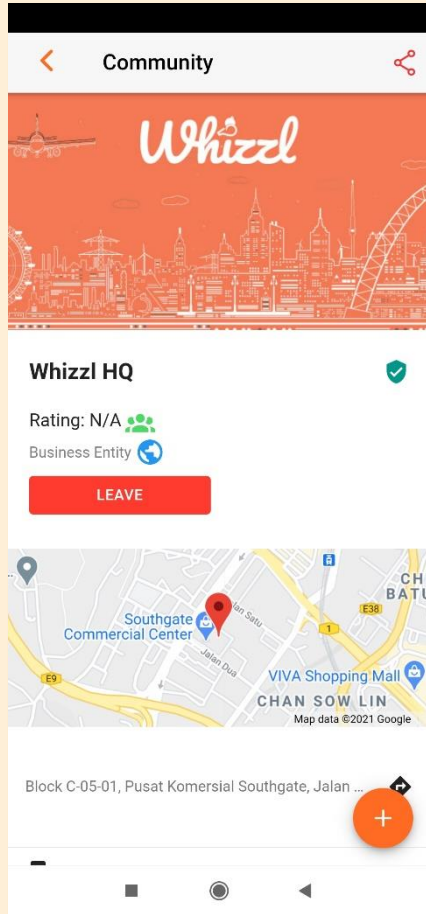
WHIZZL

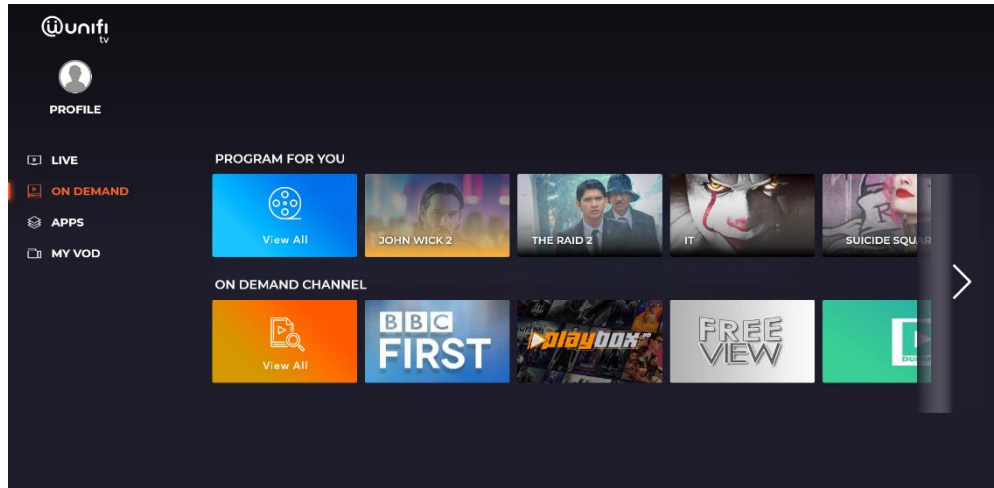
CHALLENGES

- App was built quickly to get initial funding and users, and many problems were rapidly fixed months after release.
- App switched hands many times and was undocumented, so a lot of reverse engineering on both the API and app were required.
- One of the key features was verifying that photos and complaints were genuine.

BUSINESS IMPACT

- The native Android app rewrite was used to pitch for a round of crowdfunding, increasing the valuation to RM49 million.





ROLE

As the lead technical manager/system analyst, my role was clearing obstacles before the programmers did the work.

- Fully understanding the system
- Seeing if client wishes were possible
- Directing the tech team to the right documentation
- Writing use cases/tests and doing testing
- Reverse engineering legacy things which were undocumented.

SUMMARY

Client is one of the top media companies in the region, with millions of active daily users. The system was built on Huawei's Envision, which handled everything from decoding transmissions to DRM/CA and video playback. The system had both live channels and video on demand.

The client wanted to upgrade an existing legacy system into something similar to Netflix, which would sell VODs as well as browse channels. Our role was mostly in UI, building in JavaScript.

MANAGEMENT CHALLENGES

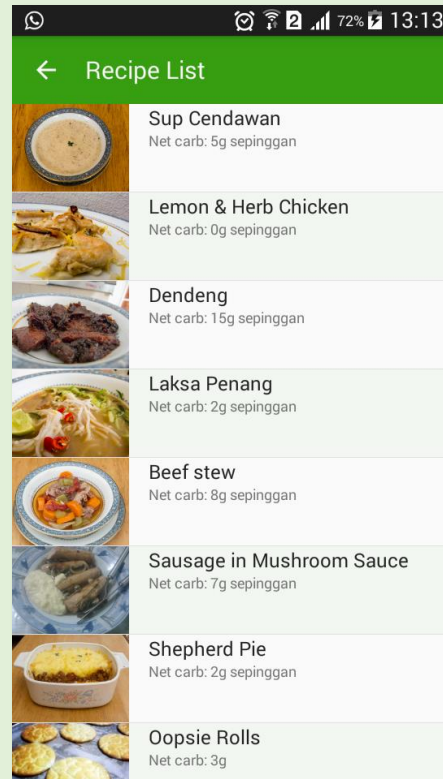
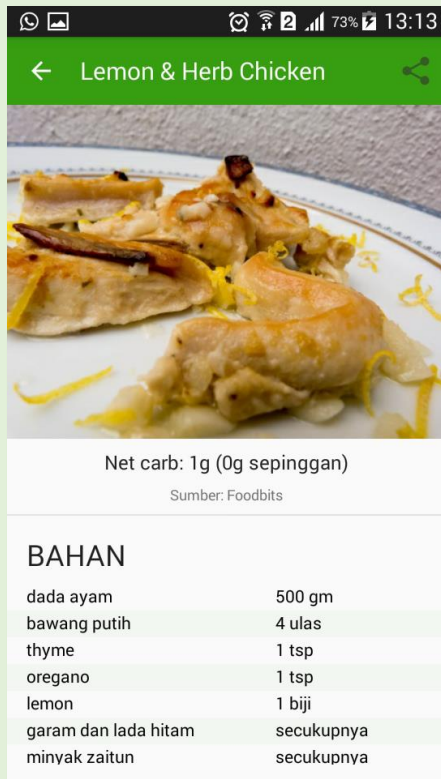
- Mostly remote team – developers in Indonesia, management/client in Malaysia, consultants from India and Hong Kong.
- Huawei's quality standards were very high. Test case documents ran into hundreds of pages, and the testing period takes months.
- Large project involving two giant stakeholders in multiple countries. Two week sprints were too short. And project schedule had to be designed around people who were flying in on different visas.
- Circular dependency – hardware needed software to test their features, software needed hardware to test on.

BUSINESS CHALLENGES

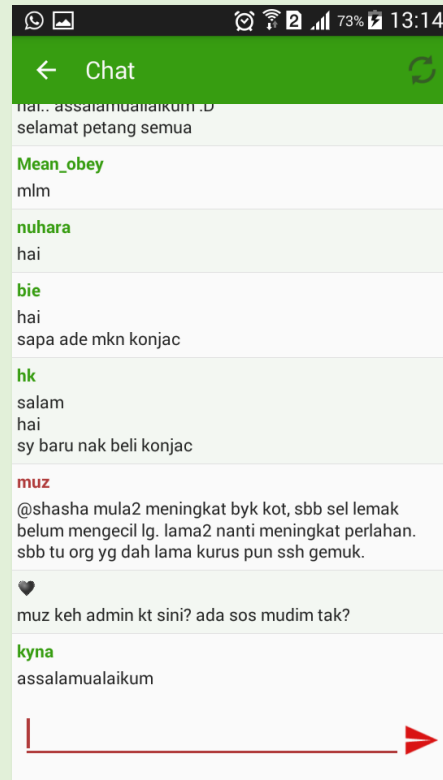
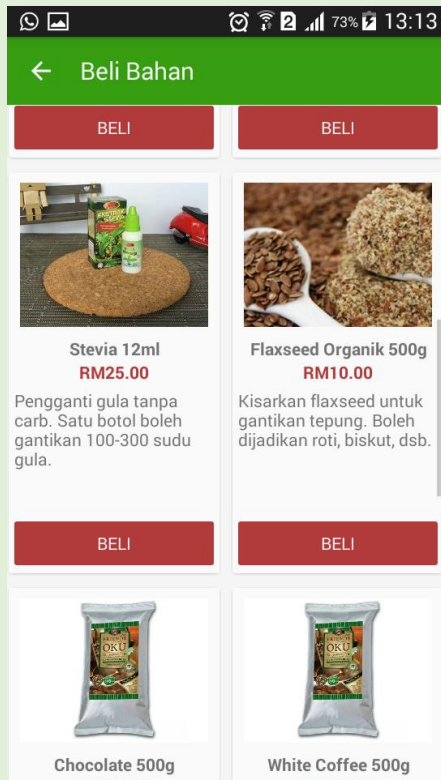
- Old hardware since 2010, incapable of supporting CSS3 and frameworks like Angular or React.
- We had no legal access to the previous source code. A lot of systematic reverse engineering was needed.
- Many hacks were built into the old system (e.g. voucher system) and we had to rewire new code to work with those hacks.
- Strict caching and optimization; every inefficiency is scaled to millions of users and very costly. The devices also had very limited memory and CPU.
- Many additions to the API were untested in production and we had to build many prototypes.

SUMMARY

Foodbits is a recipe app, initially targeting low carb Malaysian dieters. We also built a community on top of the app. As it was difficult to monetize via advertising, we integrated food e-commerce into it, selling rare ingredients.



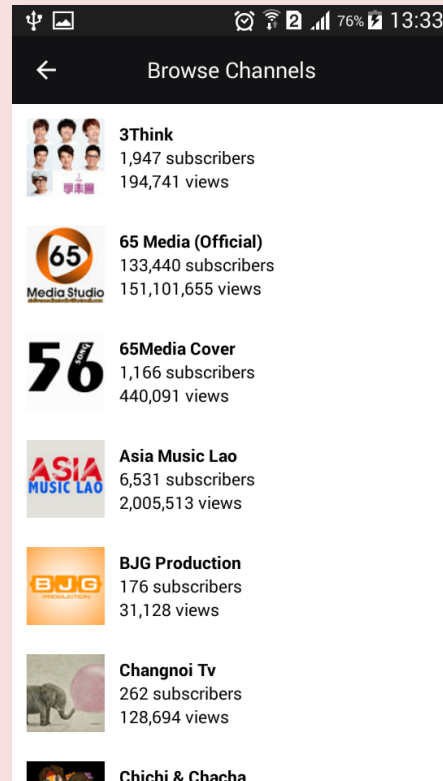
BUSINESS IMPACT



- There was no guarantee the project would succeed, so I built it in 2 weeks, full stack, to test the market.
- Pivoted quickly after release, as the market requested low carb recipes as opposed to low calories.
- Miscellaneous community features were requested, like BMI and chat, which prevented them from relying on competitor apps and Facebook/WhatsApp groups.
- Floods of orders came in as soon as we released it. To manage orders better, I built an order management system in hours, which tracked delivery status and whether someone picked up an order.
- Target market did not use credit card, so the entire system was designed to handle bank deposit and cash.
- Iterated the UI/UX around user feedback. We targeted people who came in from Facebook, and designed it to be a more “feed” like style.



SUMMARY



WebTVAsia is one of the biggest YouTube publishers in Asia.

YouTube itself would recommend videos unrelated to their channels, so the app was designed to keep viewers browsing through their videos, instead of unrelated videos. It would recommend similar videos on their own channels.



BUSINESS IMPACT

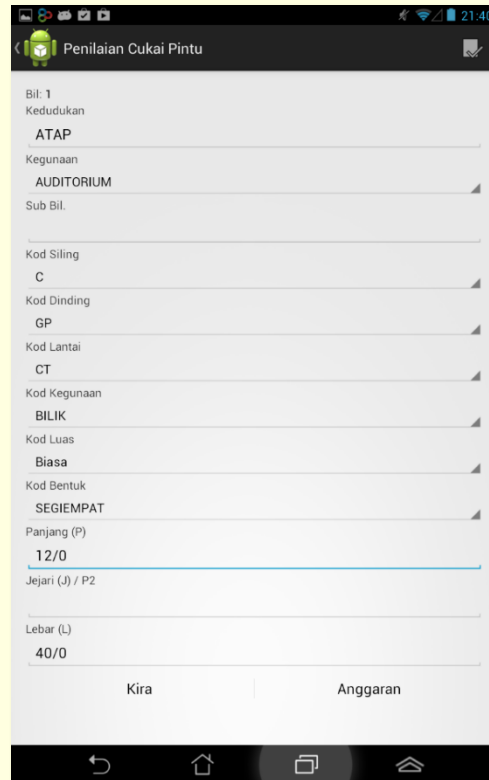


- Very brief work period – the API was ready only 5 days before the deadline.
- The app helped the company keep views and recommendations on their own channels, instead of the usual YouTube recommendations.

CLIENT: WebTVAsia



SUMMARY



Valuation of a building is a time-consuming process, but necessary for tax purposes. Thick, heavy documents have to be brought onto the site. The value of the house was estimated based on the size and shape of room, type of room, flooring, walls, ceiling. Calculations are time consuming and required constant references to many different values. After this data was collected, it was either stored in physical documents (with no backup!) or entered into the database through an expensive data entry process.

The app saved much time on calculations, data retrieval, and references. It allowed the data to be entered directly into the database, saving costs on manual data entry.



MBSA BUILDING VALUATION APP

BUSINESS CHALLENGES

Penilaian Cukai Pintu

Tingkat	Kegunaan	Luas	Kdr SKP	Sewaan SB Nilai Pasaran
GND	WET KITCHEN	198	2.20	435.60
GND	DRY KITCHEN	81	2.15	174.15
TKT 1	BATHROOM	50	1.50	75.00

Jumlah Sewa --> 684.75
Jumlah Keluasan : 329.00
Kadar Cukai : 4.00

Katakan --> 700.00
Nilai Tahunan : 8,400.00
Taksiran Tahunan : 336.00

Penilaian Cukai Pintu

Kegunaan	Siling	Dinding	Lantai
GND			
WET KITCHEN			
WET KITCHEN	A	B	CT
11 x 18			198 kp
Jumlah Keluasan: 198			
DRY KITCHEN			
DRY KITCHEN	C	B	GR
9 x 9			81 kp
Jumlah Keluasan: 81			
TKT 1			
BATHROOM			
BATHROOM	B	GP	CxPV
10 x 5			50 kp
Jumlah Keluasan: 50			
Tarikh Sedia : 21/07/2013		Tarikh Semak : 22/07/2013	
Disediakan oleh : nilai		Disemak oleh : nilai	

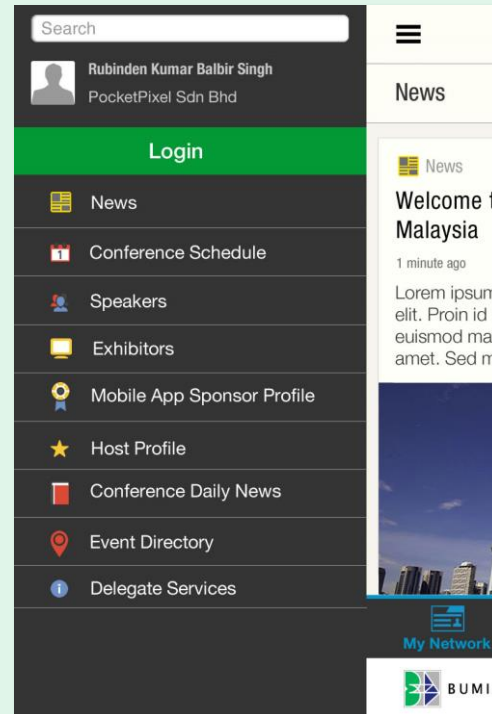
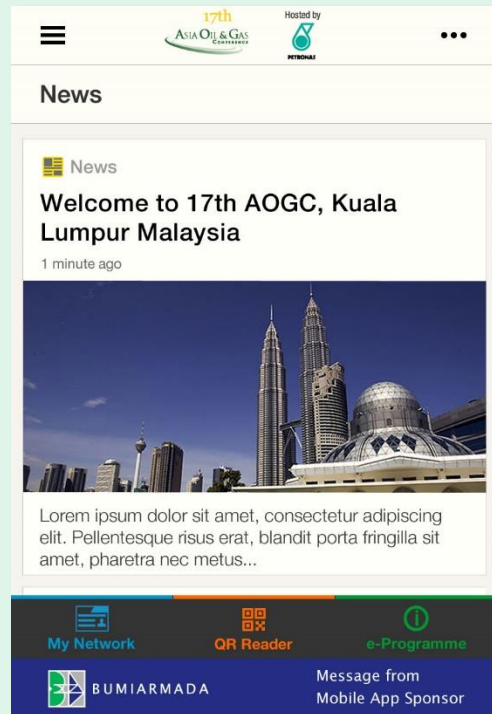
- Data was stored offline and batch uploaded to server
- Values like floor prices and formulas were continually synchronized with server
- Complex organization of rooms and floors – multiple floors, and some rooms were of complex shapes
- Integration of schematics. This was done through a hack allowing an external program to export an image of a schematic, rather than allow full schematics within the app.

CLIENT: Shah Alam City Council



ASIA OIL AND GAS CONFERENCE 2013

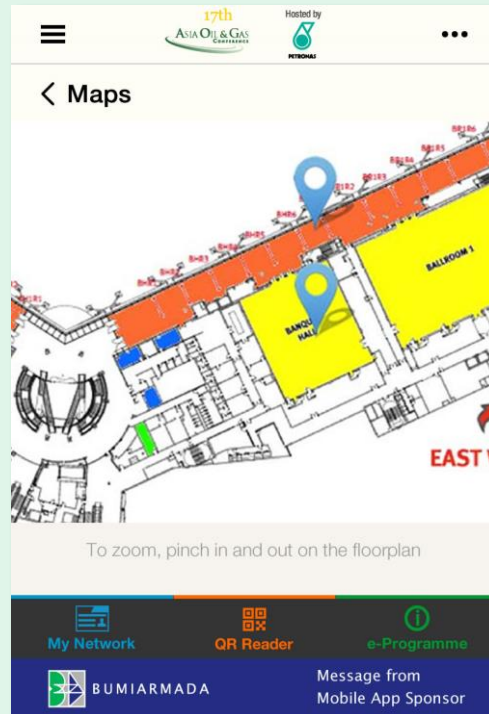
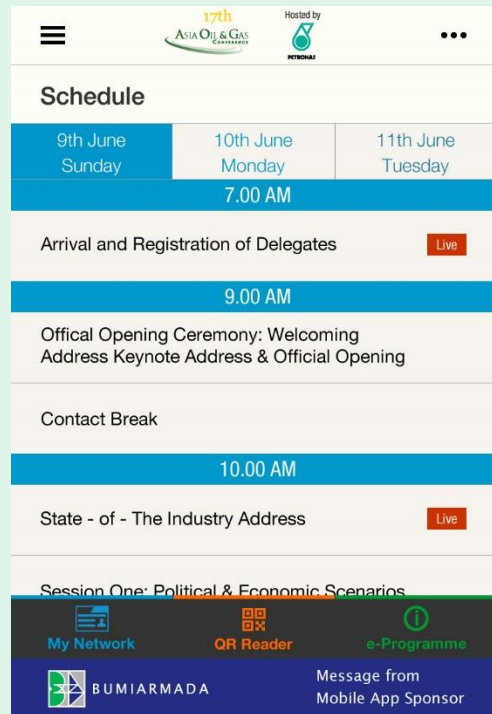
SUMMARY



The AOGC 2013 was a multimillion dollar event. As the participants were very wealthy, they chose to give out tablets with an AOGC app pre-installed rather than give out multiple paper flyers.

The app had support for login, schedule for the conference, news released during the event, stored business contact information of other attendees and speakers, and allowed downloading for PDF files for daily news. It also gave maps of the locations during the event and had sponsored advertisements.

BUSINESS CHALLENGES



- Android development period was only one month, with a hard deadline.
- App had to read PDF.
- For business networking, the app would scan the QR code of another attendee's app and store it within the app database.
- A portion of the app was pulled from a server, which was set up only a week before the event.

CLIENT: iCEP, event management branch of Petronas

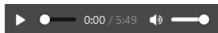


CLARITY

SUMMARY

Module-2 Getting Traction is just about establishing your daily routine with *Clarity*. It's about taking just 5-minutes a day to still your mind in your home environment and to identify the distractions.

Going through the motions of creating the time and integrating a new experience into your life can be seriously challenging, if you are not prepared.



Clarity 5-minute Session, by Stuart Mackay

4-way Response Tracking

VISUAL RESPONSE

PHYSICAL RESPONSE

EMOTIONAL RESPONSE

MENTAL RESPONSE

<< Distortion or Discomfort <<

>> Peace and Clarity >>

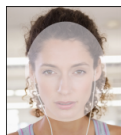
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TODAY'S RESPONSE



50%

Clarity is a self-guided meditation app. The focus is to heal people who face mental trauma or stress – cancer patients, prisoners, management executives. The technique has been running for decades on a paper workbook, and was to be scaled digitally.

BUSINESS CHALLENGES

- Full stack website, from scratch
- Showing progress of the groups – how many felt their discomfort levels go down as they progressed throughout the course, as a group

CLIENT: Clarity



CHINA NEWS APP

SUMMARY

A news aggregator for the many news sites and provinces in China. The news was displayed in multiple different ways, such as browsing via images or via individual news.

BUSINESS CHALLENGES

- Implementing pop-ups in 2013, when Android 3.0 was still new.
- Getting information through the Great China Firewall. We had to reroute it through Singapore.

CLIENT: Chinese software company





THE DRAGON HOTEL

SUMMARY

My first Android app. It was for a 5 star hotel which wanted to showcase their facilities and do reservations.

BUSINESS CHALLENGES

- Very precise layouts, which was difficult on multiple devices.
- Inexperience and lack of maturity in Android. We created our own templates and networking libraries.
- A lot of the design was taken from web. For example, image sliders didn't exist and had to be custom built.

CLIENT: The Dragon Hotel Hangzhou



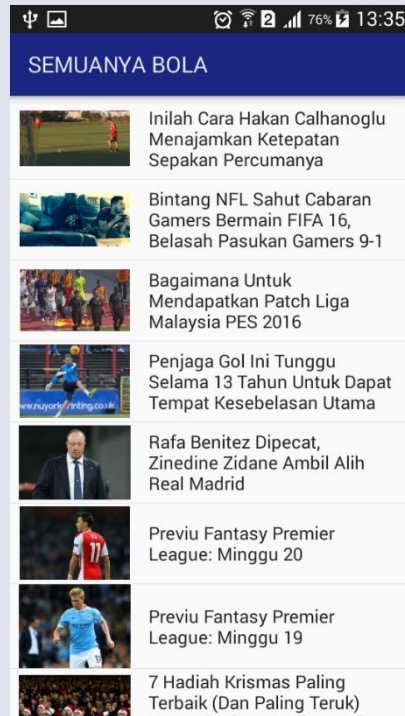
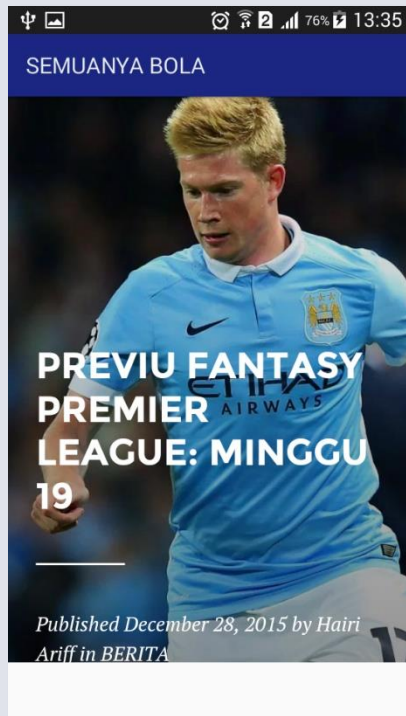
SUMMARY

Prototype app for Semuanya BOLA, the largest soccer media in Malaysia. The app was to drive push notifications, so that readers would know when new articles were out.

BUSINESS CHALLENGES

- There was almost no budget for this, so it was built very quickly to see if it was financially viable
- Implemented a lot of different kinds of advertising, from AdMob to Facebook Audience Network

CLIENT: Semuanya BOLA



SPEED REPORT

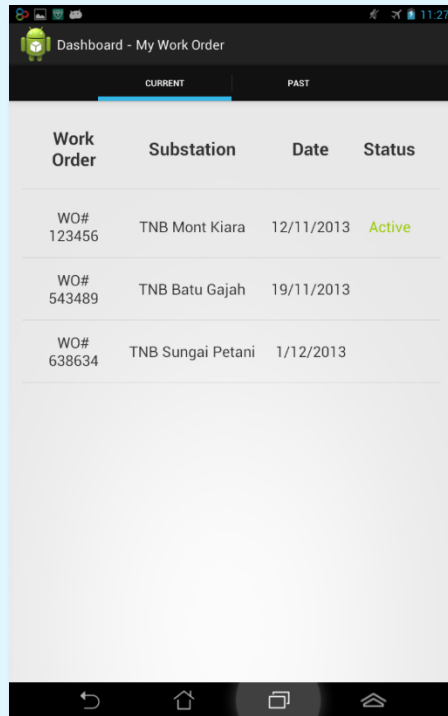
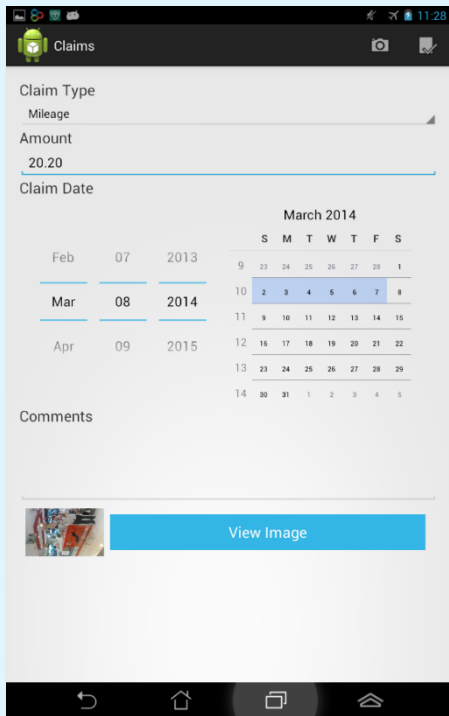
SUMMARY

The app replaces physical forms and shortened the process of maintaining electrical substations by a few months. It would take pictures, upload forms, and record sounds from the substations.

BUSINESS CHALLENGES

- Very complex database structure.
- This database needed to be synchronized offline and online.
- Camera and microphone support.

CLIENT: Tag Team Engineering Sdn Bhd



ELECTION APP

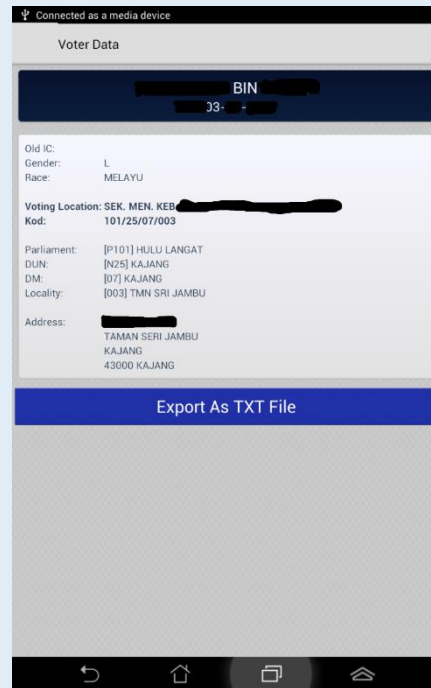
SUMMARY

A political party would go door-to-door to meet potential voters. The app was a portable database, which allowed the party to search addresses and identify which households had multiple voters.

BUSINESS CHALLENGES

- It was for an imminent election and had to be finished from scratch in 3 days.
- The database contained over 50,000 people and compared their addresses offline.
- We had the hardware limitation of targeting low cost Android devices in 2013.

CLIENT: A Malaysian political party



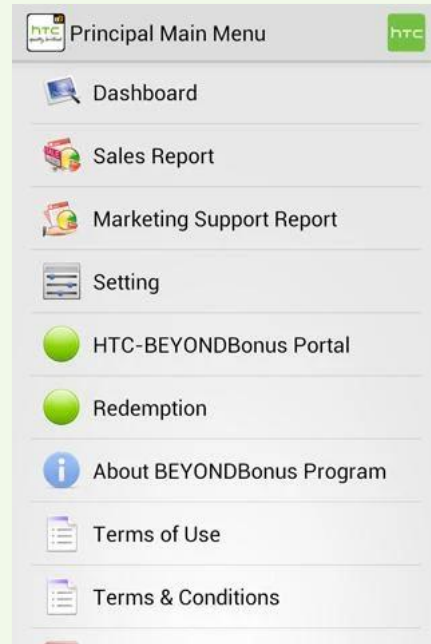
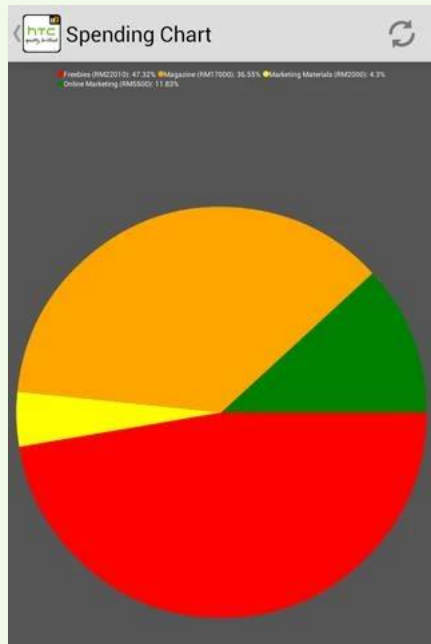
HTC MARKETING MANAGEMENT APP

SUMMARY

A company gives incentives for vendors to sell products associated with them. The requested an app to generate sales reports, create marketing campaigns, add and announce news.

BUSINESS CHALLENGES

- Graphs and data visualization



CLIENT: Beyond Bonus



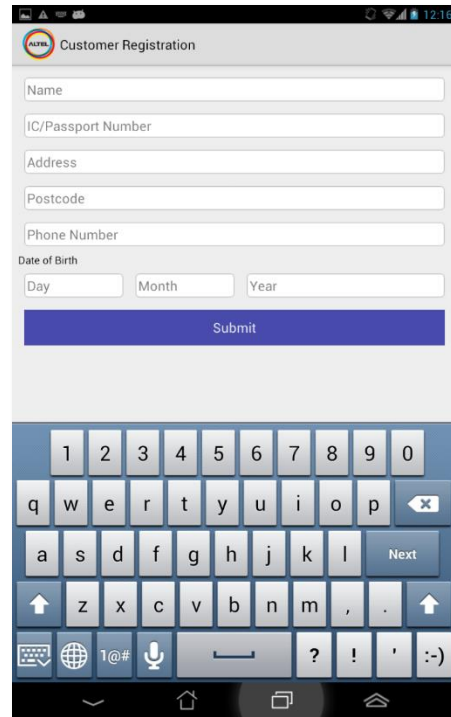
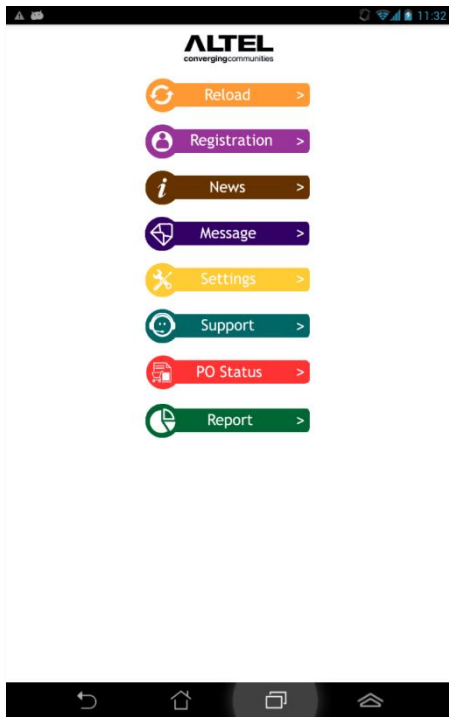
ALTEL RELOAD

SUMMARY

Help vendors to reload, subscribe new users, track sales data, latest news, and easily contact call centres.

BUSINESS CHALLENGES

- Communication with a SOAP API

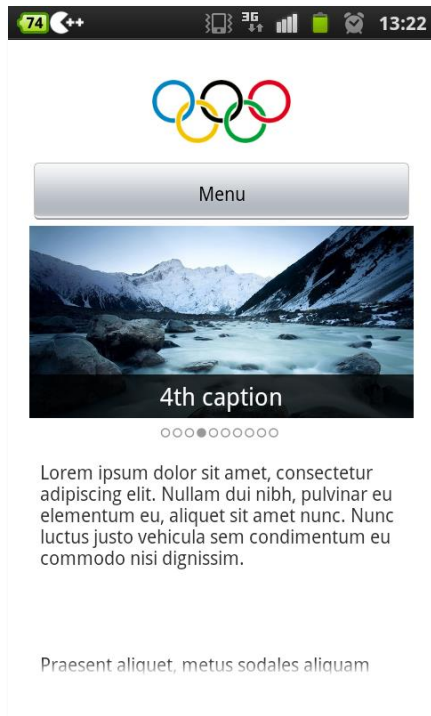


CLIENT: Possimo Technologies, a telco reload provider

MOBEEGEN INSTANT

SUMMARY

A CMS style product that allowed people to instantly build websites and apps.



CLIENT: Websight Sdn Bhd