Web and Mobile App Development Solutions

We Deliver.

WHATEVER YOUR DIGITAL PRODUCT NEEDS, SALSITA HAS YOU COVERED

Salsita is a digital product agency that designs and develops exceptional web and mobile solutions which differentiate our clients, engage their customers, and grow their business.

We provide design-driven development services that cover the entire software development cycle, including product discovery, UX research, UX design, frontend and backend development, quality assurance, project management, build engineering and deployment. We have a bias towards rapid delivery, early user testing and incremental improvements using agile development practices.

We have developed award-winning digital solutions for dozens of companies, ranging from household names like eBay, SAP, Texas Instruments, and First American Financial, to innovative startups across Europe and North America.

Our diverse team boasts members from over 20 countries, united by a strong corporate culture that values inclusion, mutual respect, and outstanding customer service.

Product Design and UX
Creating a successful web or mobile app is more than just writing code. If you haven't yet completed your UX work, we conduct UX workshops to map out your user interface in detail with a clickable prototype. We favor rapid prototyping and regular user testing in order to validate UX decisions as early as possible in the process.

Multidisciplinary Teams

Once we are ready to kick off the implementation phase, we put together a multidisciplinary team consisting of developers, QA engineers, UX designers and build engineers. A product manager serves as your primary point of contact while ensuring that priorities and deliverables are clearly communicated to the team. We typically set up a shared channel on Slack so that our clients can interact in real-time with the team if they desire.

Continuous Improvement in Close Collaboration with Our Clients

We employ an agile methodology based on Scrum or Shape Up that organizes work into fixed-length sprints, typically 2 weeks long. Our clients are involved at every stage of development. We hold planning meetings via video conference at the beginning of each sprint and demo the results of the sprint when it is completed. We also hold regular retrospective meetings. Continuous improvement is part of our DNA, and we focus in particular on areas where we can fine-tune our process on each project to achieve optimal results.

State-of-the-Art Development Practices

We do peer code reviews to promote knowledge sharing, explore alternative approaches and catch defects early. On every project we use state-of-the-art continuous integration/delivery techniques so that changes to the code are immediately built and deployed to the development and/or production servers. QA automation engineers are embedded in each team, writing tests in parallel with the development work. In this way we build up a rich suite of automated tests over time that are part of the project deliverables.

Deployment, Maintenance and Support

Our involvement does not end when the project is completed. We help our clients to configure their deployment environment on popular cloud platforms such as AWS, Azure and Google Cloud. We can also help with submitting mobile apps to the Apple and Google app stores. And naturally we remain available for maintenance, production support and ongoing development.

1_ Develop a web or mobile app from start to finish

The first step is to thoroughly investigate your idea. We do a competitive analysis and talk to potential customers about their current pain points. If necessary, we also build a simple landing page and launch marketing campaigns to determine the best messaging and targeting to help your idea gain traction.

Once we validate your idea, we conduct a Design Sprint workshop. In four days we brainstorm a solution together, prototype, and user test it. The Design Sprint gives us a better understanding of what we want to build and how users interact with the planned user interface.

Instead of spending months delivering the finished product, we deliver an Minimum Testable Product (MTP) in just six weeks. The MTP is a working product containing the core functionality we have agreed on. You can immediately share it with potential customers, investors, and other stakeholders to get their feedback.

Feedback on the MTP gives us a great basis to create a detailed plan for a Minimum Viable Product (MVP) that you can launch publicly.

- [Example of UX Research Summary](#)
- [Demo: Clickable Prototype](#)
- [Summary with workshop notes](#)
- [Demo: MTP Application](#)
- [MVP application](#)

2_ Accelerate development with our teams

We provide complete teams tailored to our clients' requirements including full-stack development, UI and UX development, project and product management supported by quality and build engineering.

Our designers and developers are accustomed to working in an internal or external team environment, allowing us to slot them into existing projects.

We can help you to rapidly scale up project managers, designers, and engineers. When finished, we can provide a smaller team to continue to support your efforts, or hand over completely to your internal team.

We hire our designers and developers for their creative and engineering prowess, not specific narrow skill sets, and less than 5% make it through our rigorous interview process.

We also provide experienced quality assurance engineers. They spend most of their time writing automated tests because they amplify the impact that QA has on project delivery.

Benefits

- **Simpler operations and communication.** When you hire experts to help develop your product, you can stay focused on your business and strategy.
- **Save time and improve the quality of your product.** With a team of external specialists, you can accelerate development to hit critical market windows while improving the quality of your product and processes.
- **Great value.** Thanks to our location we offer world-class app development services at about half the cost of a top Western web and mobile agency.

3_ Boost your current code and/or UX

We can perform a detailed audit of your existing code base and/or a UX audit to assess your entire app, then resolve any issues we find and help get your project across the finish line.

Technical Code Audit

A successful product requires a great software architecture. With dozens of complex projects under our belt, we can validate your architecture and development process and offer suggestions for improvement.

The goal of the Technical Audit is to identify the strengths and weaknesses of your software architecture, source code, development process, QA and build engineering. The output of the audit is a detailed analysis and a list of recommendations for improvement.

Example of deliverables

- General architectural evaluation and source code review
- Key findings from development process analysis
- Suggestions for technical improvements
- Recommendations for next steps

UX Audit

Our experts do a deep-dive of your entire app to assess its UX. We conduct user testing, check analytics, review customer feedback, and do everything we can to gather insights about any problems you've been facing and uncover those you may not know about. We also research your competition to see where you outperform them and where you need to improve. Then we draft a document that lays out the problem areas.

Once we've identified the main issues, it is good practice to brainstorm collaboratively and come up with solutions for each of the issues.

Example of deliverables

- Summary of UX Audit findings
- User testing recordings and rough notes
- Workshop notes

4_ Add a new feature to your app

We conduct UX research followed by a remote Design Sprint, if appropriate, prior to feature development. We have found that proper UX work leads to faster development times and lower costs. Depending on the size and complexity of the planned features, we can perform more extensive prototyping and user testing prior to kicking off development.

After the design phase, we implement the new features seamlessly into your existing codebase.

5_ Expert advice and consultation

Our senior engineers in areas ranging from machine learning to database design can provide expert advice and consulting on whatever issues your project faces.

THE TECH WE USE

App development doesn't stop at the front end. Our trained computer scientists are as comfortable writing GraphQL endpoints for a Node.js server as coding slick React-based user interfaces. This means we can easily move resources to the front or back tier depending on where they are most needed.

We've delivered dozens of production-ready web and mobile apps over the past 10 years. As a result, our team has gained hands-on experience with a wide range of cutting-edge technologies.

LANGUAGES	JavaScript, TypeScript, Python, Swift
DATABASES	MongoDB, ElasticSearch, MySQL, PostgreSQL
USER INTERFACE	HighCharts, Material Design, MaterialUI, Bootstrap, Three.js
DATA	RxJS, GraphQL, Apollo Client, Apollo Server
LIBRARIES	Redux, Redux Forms, Redux Saga, MobX, Next.js, Router5, Nuxt, Vuex
FRAMEWORKS	React, React Native, Vue, Angular, Node

At Salsita we have been providing JavaScript engineering talent to our clients since 2010. We were early adopters of Angular, Node.js, Vue, React, and React Native and many others.
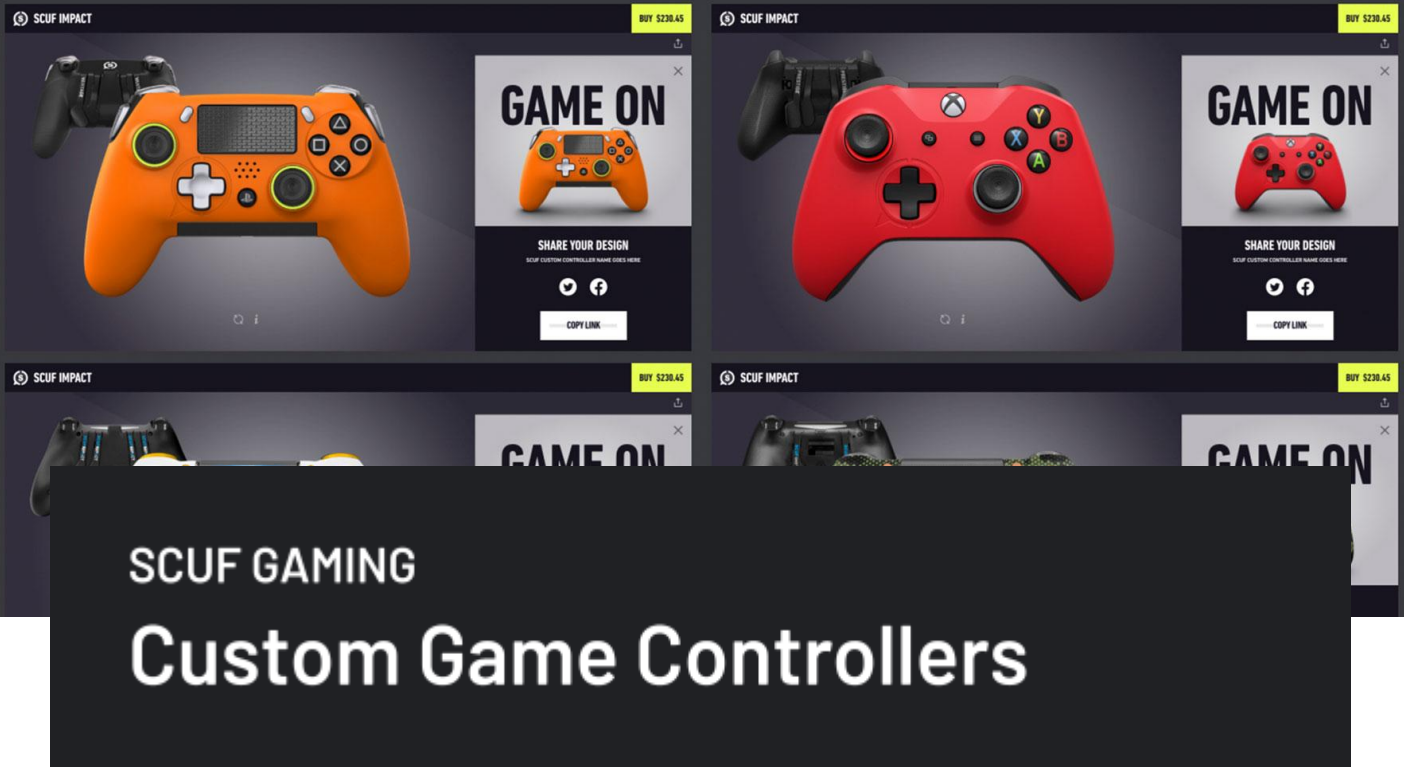
CLIENT QUOTES AND SHOWCASES

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Salsita has become the go-to agency for our most challenging projects.

Emile van den Ende
Technical Director/Partner, Purple Creative Innovators

SCUF GAMING
Custom Game Controllers

ABOUT

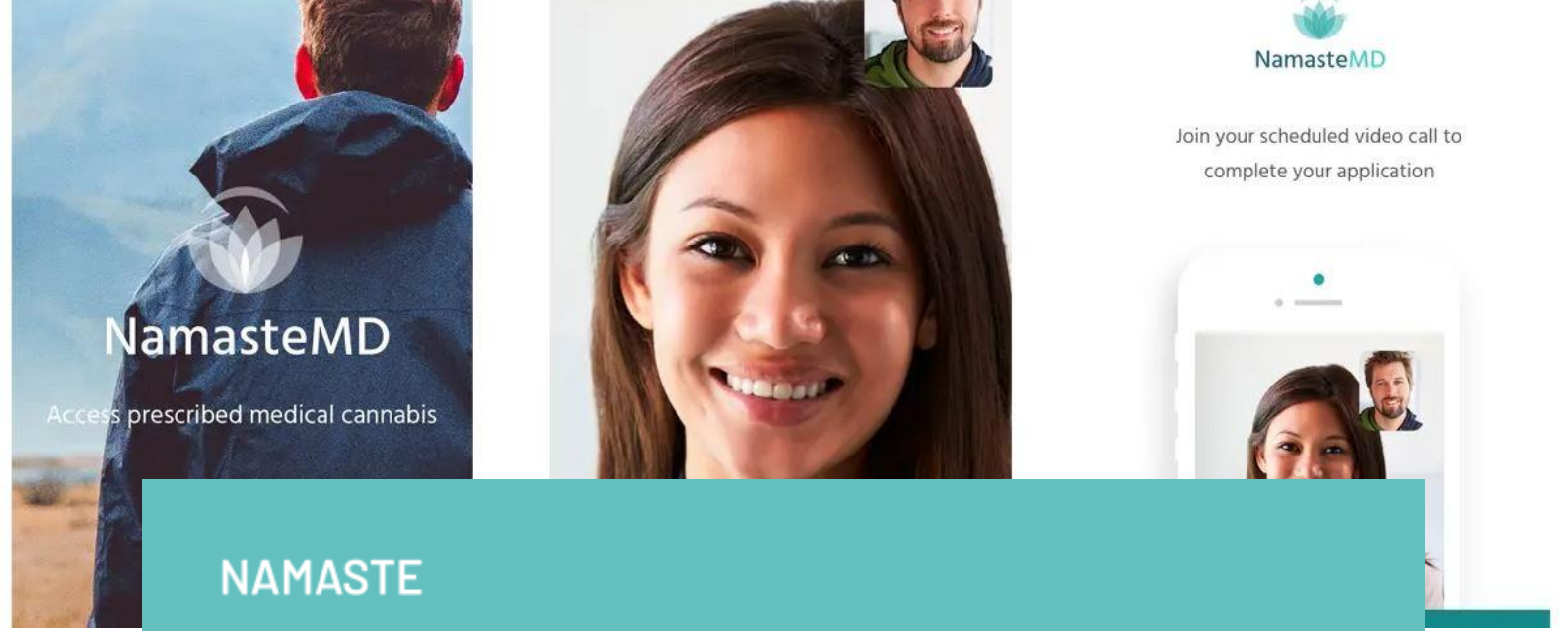Advanced configurator for customizable XBox and PlayStation controllers

WHAT WE DID

Salsita's UX and front-end specialists architected the configurator for high performance and ease-of-use. It scales up from smartphones and tablets to desktop computers. Throughout the project, Salsita's engineers provided strategic advice on tricky UX decisions and architectural best practices.

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Every member of the team has been fun to work with and great at their job.

David Guerra
IT Director, SCUF Gaming

NAMASTE
Medical Cannabis App

ABOUT

A telemedicine web and mobile app for remote prescriptions via video conference

WHAT WE DID

Salsita led development of this cross-platform app which greatly accelerated delivery, helping Namaste to hit a critical launch deadline. With a successful mobile implementation under their belt, Salsita's engineers then created a web app for desktop use and rewrote the video server to improve code quality, performance, and reliability.

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They have continually exceeded expectations, helping not just with the mobile app but with continuous integration, UX, automated testing and backend improvements.

Chad Agate
CTO, Namaste

ABOUT

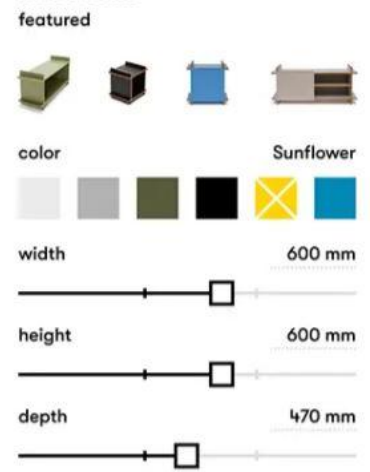An interactive tool for electronic manufacturers for quoting custom PCB assemblies

WHAT WE DID

The wizard interface provides information about the price and availability of requested parts. Electronic engineers can configure and finalize the whole assembly, order, and pay for it. ADCO Circuits then orders all the parts, assembles them, and sends the circuit boards to the customer within a few weeks.

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Their overall expertise in B2B website development is impressive.

Archie Damman
President, ADCO Circuits

KILO
Furniture WIthout Limits

ABOUT

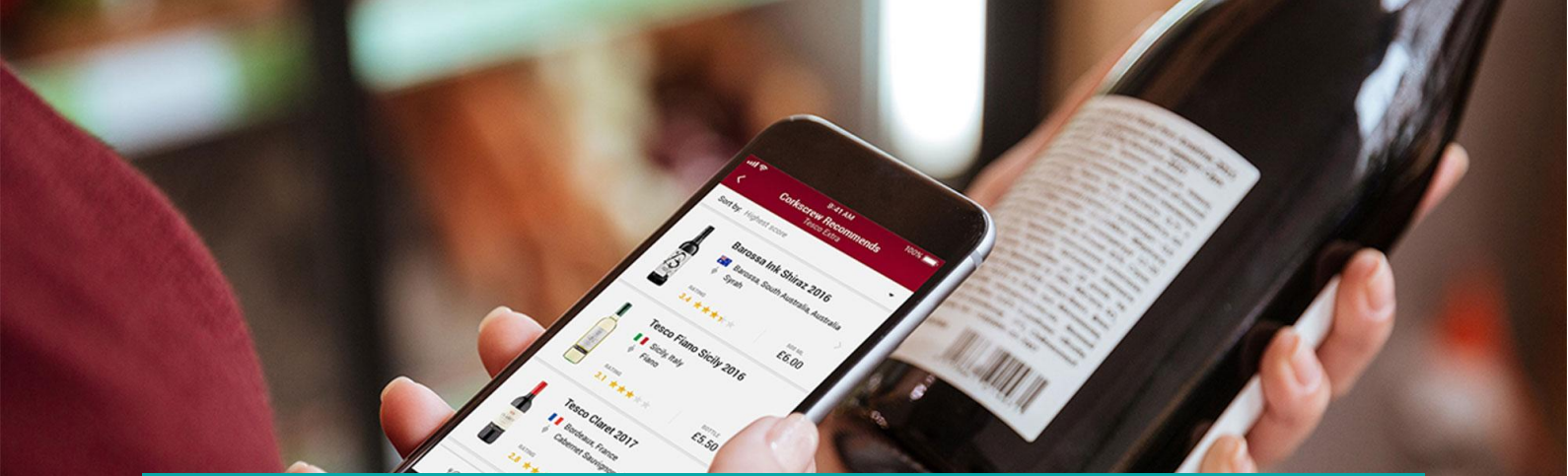Advanced B2C furniture configurator integrated directly into the manufacturing process

WHAT WE DID

KILO takes a unique approach to furniture configuration, using a CNC (computer numerical control) machine to manufacture pieces to customers' exact specifications. Salsita's configurator lets customers customize their furniture to their exact requirements, with the resulting configuration fed directly into the CNC machine.

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The Orders Dashboard looks absolutely amazing. I'm flabbergasted. I don't know what to say. I'm very impressed.

Jan Paul Koning
Co-Founder, KILO

STAFFBASE

Turbocharged Development

ABOUT

Accelerated development thanks to Salsita's developers and designers

WHAT WE DID

Staffbase was experiencing enormous user growth and was unable to hire developers fast enough to keep pace. Salsita helped to keep up with customer demand by implementing critical new features and components.

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Salsita contributed to the success we currently have on the market.

Mirko Swillus
Engineering Manager, Staffbase GmbH

GET IN TOUCH

hello@salsitasoft.com

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At the end of the day, we succeed when our clients succeed. That's why we've expanded far beyond our roots in software engineering to provide expert staff who can tackle every challenge facing a software development project.

Matthew Gertner
CEO and Founder, Salsita Software