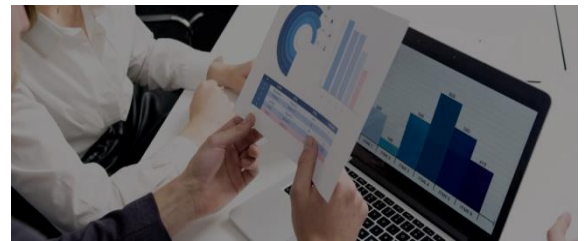# GATO

A Boston, Massachusetts-based company provides an e-marketplace exclusively for the outdoor community, providing outdoor enthusiasts a trustworthy way to buy and sell their used gear!

GATO elevates the online experience for both Buyers and sellers, allowing them to transact with each other in a more trustworthy & effective way.

Engagement Overview

Crownstack partnered with the GATO team in 2021 as an Engineering partner, working closely with their team to develop an MVP version of the GATO marketplace and then keep enhancing the product. The scope included the backend, mobile applications and quality assurance of the platforms.

About the Customer,

GATO, founded in 2019, built a dedicated marketplace app for outdoor people & products. Trading outdoor gear (fishing/hunting/camping) on the secondary market should be fun & easy – yet searching across generalist sites is time-consuming and fails to provide either side trust or confidence in who/what they are dealing with. Built exclusively to meet the needs of the outdoor community, GATO elevates the online experience for both Buyers and sellers, allowing them to transact with each other in a more trustworthy & effective way.

GATO is a "TECCC" company built around the following values:

- Trust – Improving user confidence in C2C transactions
- Environmentalism – Extending product life cycles while reducing landfill
- Connectivity – Matching like-minded outdoor people for social e-commerce
- Community – Enabling outdoor enthusiasts to support local people/businesses
- Convenience – Making it fun & easy to trade outdoor products on a smartphone

Industry	Software Development

CROWNSTACK
Building Sustainable Solutions

Business Challenges

The GATO team wanted their platform to be fast and scalable with excellent user experience. To achieve these factors, they must address the following:

- The platform should be clean, easy to navigate and fast.
- Secure profile creation for all users.
- The system should be straightforward and allow for multiple levels of searching to narrow for specific items.
- The application should be type-safe.
- Although multi-language was not in the initial scope, its architecture should be built in a way to address it in the future.
- Applications should use pre-built high-performance components to speed up development and maintain quality simultaneously.
- Primitive components must be highly optimised as the UI builds on top of them.
- A smooth integration with a known and secure transaction engine

Business Solution

Our Tech and quality assurance team worked in unison with the GATO marketplace team and implemented the following solutions.

- Crownstack helped build an application architecture to ensure the platform was scalable, provided multi-language support, and optimised the Primitive components to improve the application's overall performance.
- The search engine is built so that a combination of search criteria can provide the best possible output per user expectations.
- The UI and navigation of the application are straightforward.
- The team integrated a Stripe payment gateway for smooth transactions and built a system to manage transactions in case of any dispute.

Technology Stack

Frontend -Mobile	React Native
Backend	Node
Database	Postgres
Web server	Nginx
Hosting	AWS
Testing	Manual
Backend API Language	JavaScript
Backend API Framework	NestJS

Business Outcome

- Better end-user experience due to simple, smooth and easy-to-navigate application.
- Architecture is built scalable, which helps the GATO team enhance the platform without making substantial changes in the system architecture.
- A better-performing application due to efforts in performance and usability testing.
- User onboarding was simple and secure, increasing the platform's user base.

Further Links

Learn More About Crownstack's Offerings
Learn More about GATO Marketplace