Case Study



Building an Event Registration Platform for RaceBest.com

/ RaceBest

RaceBest.com is a thriving online running entry platform that draws in a large and dedicated user base. It has become a go-to destination for athletes looking to participate in endurance events. With hassle-free race registration, secure payments, social sharing, it also has robust tools for event organisers. From managing multiple races in one centralised location to creating virtual events and race series, the platform provides organisers with the tools they need for successful event management and high volume entrants. It has flexible entry form design and collaboration capabilities to enable efficient coordination among organiser teams ensuring a smooth race execution process.

> " NewRedo were remarkable in delivering what we needed in the time and budget available. They knew exactly what could be left until later "
>
> Martin Browne - Co-Founder

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Project Introduction

NewRedo's technical solution for RaceBest.com involved leveraging Amazon AWS cloud infrastructure, Node.js, and CouchDB to build a scalable and performant platform. The use of secure payment gateways ensured safe transactions for runners. The project adopted an agile approach with mature DevOps practices, including CI/CD, regular deployments, and automated testing. The carefully designed UX, driven by user and stakeholder engagement, resulted in an intuitive and engaging platform.

Project Challenge

The project presented several technical challenges due to limited budget and timescale constraints. The solution needed to efficiently handle high traffic and peak transaction rates, ensuring smooth performance during periods of intense user activity. The event registration platform had to be business-critical for event organisers, allowing them to manage races and entrants seamlessly. Additionally, the project required a secure and trusted platform for runners, ensuring safe payment processing and protecting sensitive user data.

Project Solution

The RaceBest project was started by scheduling several group Discovery Workshops. These sessions yield insights and ideas that would be hard to foresee using traditional requirements gathering methods as they engage the full range of users from runners and organisers to timing companies, photographers, merchandise suppliers as well as the back office RaceBest staff. Within two weeks of starting the project, a private test system was available on the web for the team to use, test and provide feedback on. After twenty-five days the event registration platform was shown to prospective race organisers while final design details were worked on and negotiations with payments providers were finalised.

NewRedo's solution for RaceBest.com involved leveraging cloud hosting, specifically Amazon AWS infrastructure, to provide a scalable and reliable platform.

The use of Node.js and CouchDB facilitated efficient development and ensured smooth performance even under high traffic conditions. The platform integrated a secure payment

gateway to enable safe and convenient transactions for runners. The project followed an agile approach, allowing for iterative development, regular deployments, and continuous integration and delivery (CI/CD) processes. User experience (UX) design of the event registration platform was carefully crafted through extensive user and stakeholder engagement, ensuring an intuitive and engaging platform for runners and event organisers.

Customer Value Proposition

The project delivered a successful MVP for RaceBest.com, addressing the initial business requirements within the limited budget and timescale. The event registration platform provided a seamless user experience for runners, enabling easy sign-up for races without the need for login, flexible entry options, and social sharing capabilities. Event organisers benefited from a comprehensive management system, including bespoke race entry pages, secure organiser accounts, and real-time collaboration features. The event registration platform proved to be scalable, handling high traffic and peak transaction rates efficiently. The value delivered to RaceBest.com included establishing a trusted platform, attracting and retaining a large user base, and laying the foundation for future growth and expansion. Despite the challenges of the pandemic and the period of public event lockdowns RaceBest continues to thrive and grow as a business.

Project Skills

MVP Delivery, APIs, Agile Delivery Management, Amazon AWS, Automation, Business Analysis, Cloud Infrastructure, CouchDB, Cyber Security, Delivery Management, DevOps, Document Databases, Javascript, Express.js, Angular.js, Node.js, Product Management, IT Service Management, UX Design, Web Programming