

# CASE STUDY

**Deliver Personalized Healthcare Services**

**softserve**

## SoftServe created an ecommerce solution for an innovative healthcare startup.

Our client helps to bring relief to patients suffering from conditions such as Irritable Bowel Syndrome (IBS), Inflammatory Bowel Disease (IBD), and Celiac Disease. Dietary modification is a recommended treatment. They offer a product that helps people follow a “Low-FODMAP” approach which limits foods that aggravate the gut and cause IBS symptoms.

When introducing this product into the market, the client faced several challenges:

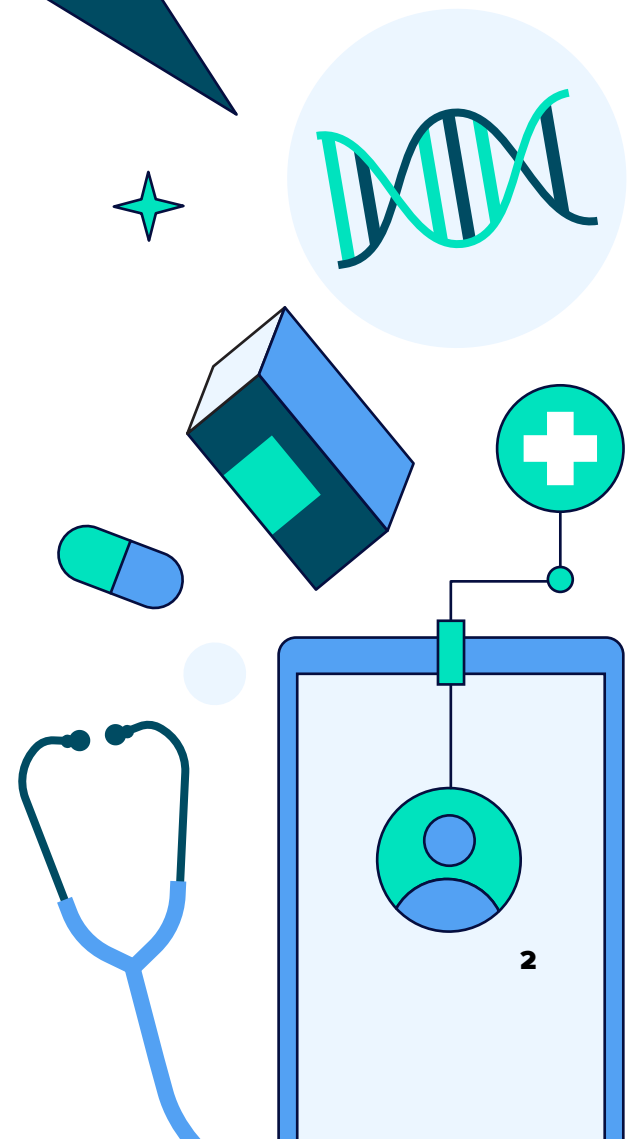
- Target audience awareness
- Tight time to market
- Creating a subscription business model
- Development of a mobile app that collects feedback from customers
- Food vendor integration

SoftServe integrated Shopify with the client’s mobile app. Key features include a subscription model, customer health reports with dietitian feedback, and integration with external vendors.

**LET’S TALK** about how SoftServe can create an engaging experience that helps introduce your offer to new audiences while improving experiences.

To solve these challenges, SoftServe created a Shopify solution in 90 days that:

- Handles heavy user traffic
- Acquainted the user with the product through unique design
- Collects in-app customer feedback
- Features a patient response reporting module



## ABOUT US

SoftServe is a digital authority that advises and provides at the cutting-edge of technology. We reveal, transform, accelerate, and optimize the way enterprises and software companies do business. With expertise across healthcare, retail, energy, financial services, and more, we implement end-to-end solutions to deliver the innovation, quality, and speed that our clients' users expect.

SoftServe delivers open innovation, from generating compelling new ideas, to developing and implementing transformational products and services.

Our work and client experience is built on a foundation of empathetic, human-focused experience design that ensures continuity from concept to release.

We empower enterprises and software companies to (re)identify differentiation, accelerate solution development, and vigorously compete in today's digital economy. No matter where you are in your journey.

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### NORTH AMERICAN HQ

201 W 5th Street, Suite 1550  
Austin, TX 78701 USA  
+1 866 687 3588 (USA)  
+1 647 948 7638 (Canada)

### EUROPEAN HQ

30 Cannon Street  
London EC4M 6XH  
United Kingdom  
+44 333 006 4341

### APAC HQ

6 Raffles Quay  
#14-07  
Singapore 048580  
+65 31 656 887

[info@softserveinc.com](mailto:info@softserveinc.com)  
[www.softserveinc.com](http://www.softserveinc.com)

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