



K&C

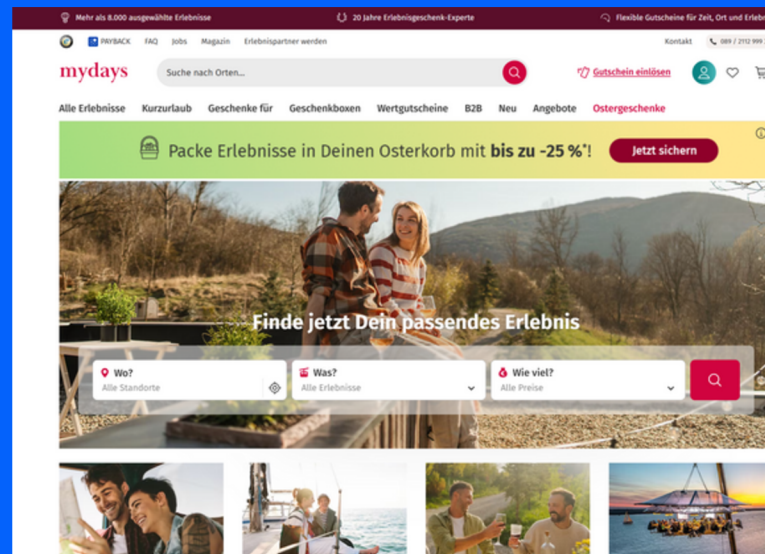
From Frustration to Innovation: MyDays' Booking System Overhaul

How MyDays Enhanced User Experience with Scalable, Reliable, and Flexible Booking Solutions



About MyDays

mydays is an online platform specializing in experience gifts and is part of the Jochen Schweizer mydays Group. Since 2003, mydays has offered a wide selection of experiences. Users can purchase digital vouchers, allowing recipients to book their preferred activity at any partner location across Germany. The platform simplifies gifting with instant delivery, flexible redemption, and a seamless booking system.



**Experience
gastronomy &
leisure services**



>320



Germany



**React, Nodejs.
& more**



**15 Team
member**

Challenge

- **User Interface:** Developing a simple user interface that is easy to work with.
- **Integration:** Ensuring seamless integration with various experiences and booking options.
- **Scalability:** Building a system that can handle a large volume of bookings and experiences.
- **Flexibility:** Allowing for flexible redemption and instant delivery of digital vouchers.
- **Reliability:** Ensuring the system is reliable and can manage real-time updates and availability.

Solution

- **Enhanced Shopping:** Developed customer-facing products to improve the shopping experience.
- **Scalable Microservices:** Built microservices with polyglot persistence, ensuring scalability and cloud-readiness on AWS.
- **Seamless Integration:** Integrated various booking options and experiences smoothly.
- **Flexible Redemption:** Enabled flexible redemption and instant digital voucher delivery.
- **Efficient System:** Delivered a reliable booking system that met MyDays' goals and enhanced user experience.

Success Story

The new booking system for MyDays was implemented through an agile, collaborative approach, allowing continuous feedback and prioritizing critical components. Close collaboration with MyDays' internal teams enabled prompt challenge resolution.

The system lets MyDays manage offers independently, accept multiple payment methods, and sell through over 140 channels. It also supports real-time updates and integrates a mobile app for ticket scanning and guest check-ins, enhancing the user experience and streamlining the booking process.

Why K&C?



Resource Availability: Quick and flexible resource allocation



Location of Resources: EU-based resources ensuring compliance and ease of collaboration



Proven Expertise: Extensive experience in building scalable, cloud-ready solutions tailored to client needs

About Krusche & Company

With over 25 years of experience, Krusche & Company (K&C) is a leading IT outsourcing provider, specializing in web and cloud technologies. Our team of 150+ IT experts operates from six offices worldwide, delivering top-notch services in UX/UI design, software development, cloud development, DevOps, quality assurance, agile project management, and cybersecurity.



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