

deqode.

Aqua Digital Rising

The first company to create real-time
indices on human beings.

Background

Aqua Digital, part of the Aqua community, is a next-generation alternative asset and esports platform. It is the first company to use Big Data, AI, algorithms, mathematics, and analytics to construct real-time indices on people, and use that data for esports.

The company has created marketable value for individuals by capturing and analyzing data from hundreds of global sources using a proprietary real-time pricing engine. To expand their operations, they were seeking a software vendor with a successful track record of delivering similar projects as well as broad web development experience. After several unproductive engagements with contractors and developers, Aqua approached Deqode seeking solid frontend expertise and proficiency in UI/UX.

9+ Developers

12+ Months Engagement



Web Development

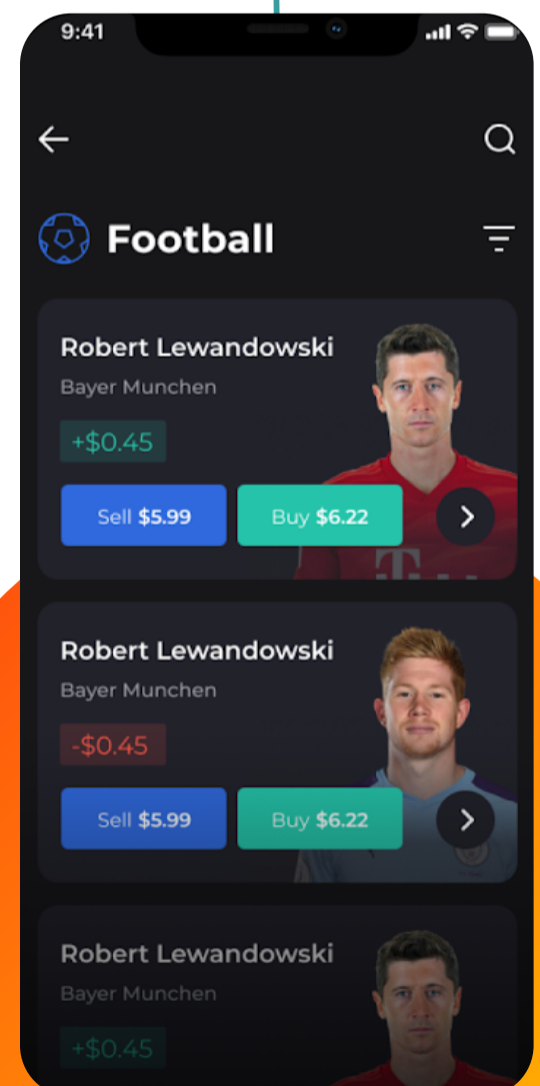


Challenges

In 2020, Aqua decided to launch their marketplace - **AllStars Trader**, offering users to trade exciting new alternative asset CFDs, based on real people, alongside traditional trading products such as FX, commodities, oil, metals, and cryptocurrencies. At that time, the performance output was only 9% with poor user interface, flickering UI, and cache problems among others. Due to poor code quality and delays, the costs were increasing and it was high time to revamp the application and work on performance enhancements.

The new platform needed to be built from scratch in 9 months, with interactive UI/UX, separate trading accounts, affiliate programs, live match statistics and API solutions to quickly integrate and adapt as per changing customer needs. Another key challenge was moving from React.js to Next.js which required additional expertise.

 **AllStars
Trader**
Trade Your Passion

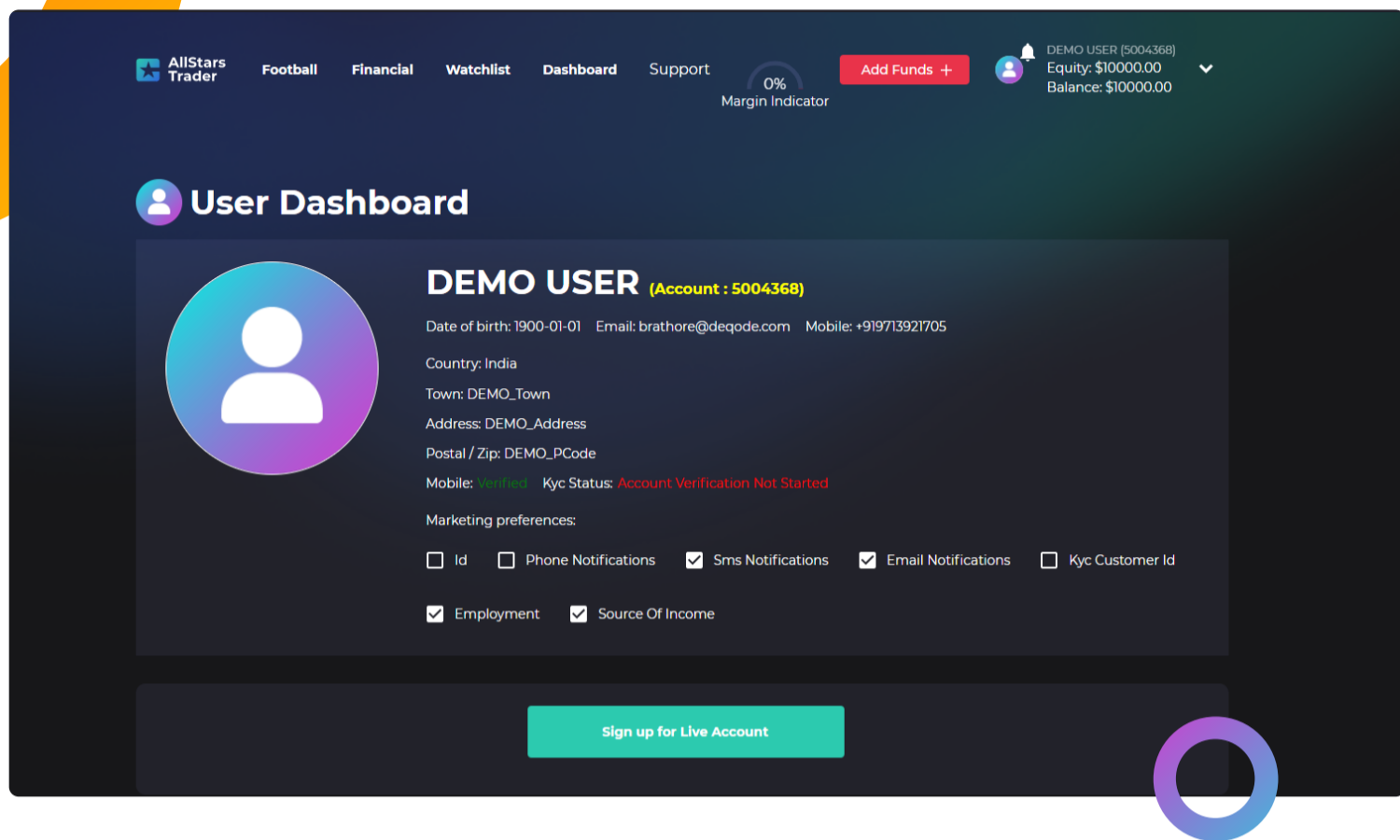


Solution

As a test task, our developers built a Match centre for AllStars Trade - the main component of their business. They were impressed with the ideas and the same was implemented in their platform with minor changes.

Match Centre		Fri, 17 Dec, 1:00 am		English Premier League	
Leicester City FC		vs		Tottenham Hotspur FC	
STATS	PERFORMANCE CHART	TIMELINE			
Tottenham Hotspur FC TAELD9 Defender	Tottenham Hotspur FC HKANE3 Forward	Tottenham Hotspur FC HSSON2 Forward	Tottenham Hotspur FC EMSON9 Defender	Tottenham Hotspur FC DSHEZ6 Defender	
0.00 ▲	0.00 ▲	0.00 ▲	0.00 ▲	0.00 ▲	
Toby Alderweireld	Harry Kane -0.93% ▼	Heung Min Son -0.20% ▼	Emerson 0.45% ▲	Davinson Sanchez -0.29% ▼	
Match Begins Fri, 17 Dec, 1:00 am	Match Begins Fri, 17 Dec, 1:00 am	Match Begins Fri, 17 Dec, 1:00 am	Match Begins Fri, 17 Dec, 1:00 am	Match Begins Fri, 17 Dec, 1:00 am	
Sell Buy	Sell 22.40 Buy 22.61	Sell 20.44 Buy 20.64	Sell 18.02 Buy 18.20	Sell 16.93 Buy 17.11	
Leicester City FC JJTIN8 Defender	Tottenham Hotspur FC CREROB Defender	Leicester City FC JVARD2 Defender	Tottenham Hotspur FC PHERG5 Midfielder	Leicester City FC JEANS8 Defender	
0.00 ▲	0.00 ▲	0.00 ▲	0.00 ▲	0.00 ▲	
James Michael -0.53% ▼	Cristian 0.07% ▲	Jannik 1.17% ▲	Pierre Hojbjerg 0.80% ▲	Jonny Evans 0.13% ▲	

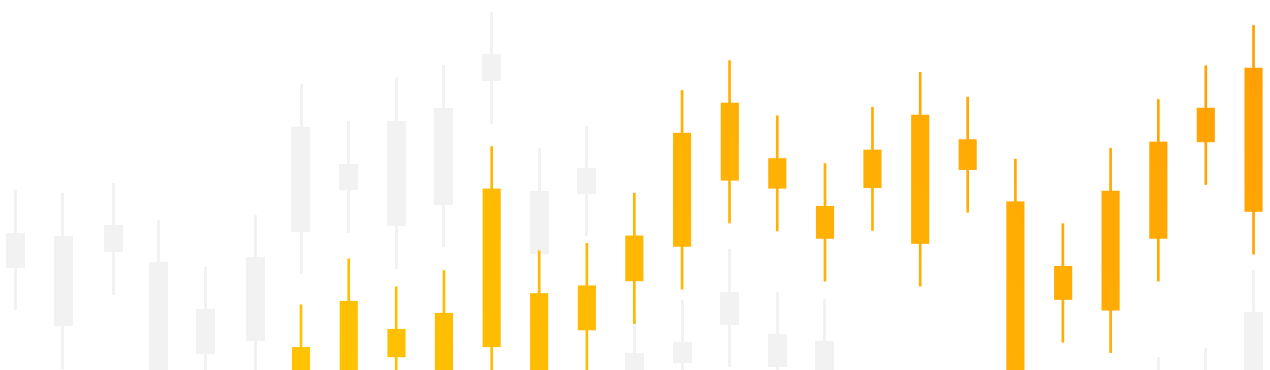
Within a few days, we had identified automation opportunities - prioritizing those that would be most impactful. Our team started off by integrating API tools and implementing single sign-on technology to eliminate the repetitive and predictable tasks. Next, we extended and adopted a data model as per the esports industry's best practices.



Our developers developed a demo account where users can sign-up, practice, and understand the price activities. We also created an Affiliate Program where users can run their own digital campaigns, share referral links on social media channels, or organize their own offline seminars. The team integrated an API solution that is available for full integration of the ADRIX indices sports stock CFDs with the MT5 platform.

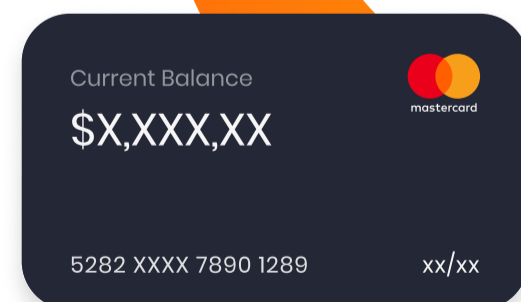
Finally, upon rolling the full-fledged web app, Deqode's senior engineers performed a comprehensive evaluation and end-user training to drive results and achieve higher ROI.

Happy with the results, the client asked us to work on its other esports projects, Attix Matrix (Aqua Bet) and AllStars Play.



Deliverables

- Built the AllStars Trader (AST) platform, a revolutionary brokerage allowing anyone to trade CFDs, based on real people, alongside traditional trading products
- Worked closely on delivering the home page, supporting elements and match centre
- Moved the entire application with testing from React.js to Next.js within 15 working days
- Introduced three types of users in the AST platform: Live user, B2B, and Demo user to support different functionalities
- Improved the web application performance by 60% with lighthouse
- A KendoReact (Telerik) was used to implement real-time match timeline, statistics charts, and price updates for cryptocurrencies
- Integrated Secure Payment Gateway and Token-based KYC verification process for the traders
- Enabled push notifications, 2-way authentication, and Zendesk support
- Introduced a new CI/CD pipeline
- Delivered Support app with advanced features as required by the client
- Built server-side rendering along with reusable modules for web pages
- Integrated a web socket to fetch the latest news and real-time updates
- Segregated the React components into NPM Packages

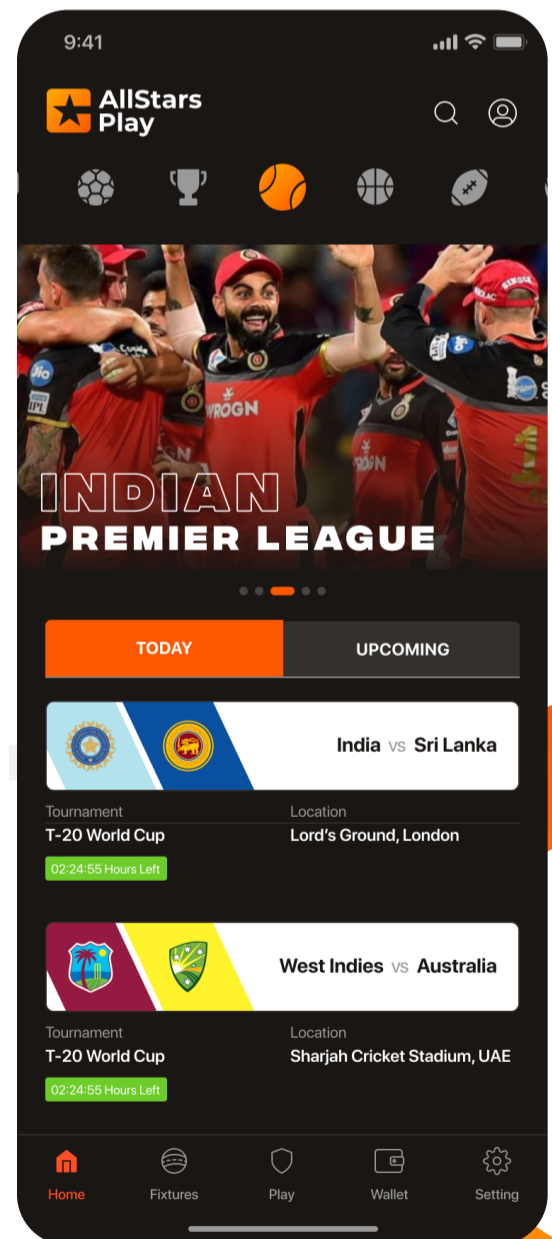
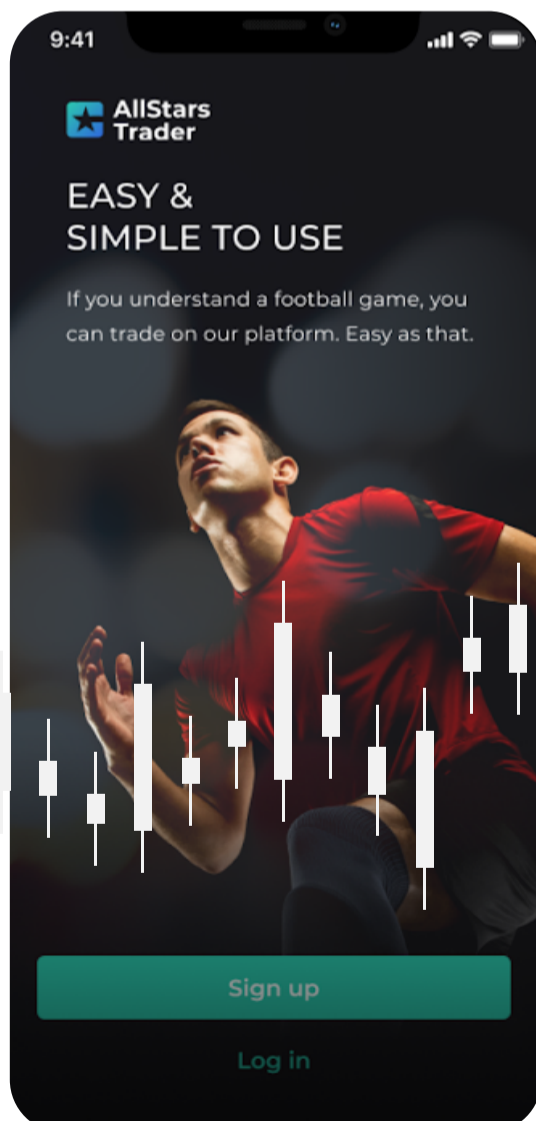


Impact









We successfully delivered the first product and partnered for their next esports project - Attix Matrix (Aqua Bet) and AllStars Play.

In just three months, AllStars Trade's productivity climbed 20% and time spent on manual work was split in half; as a result, the company managed to expand its offering from football to cricket, soccer, hockey, and other games.

We plan to upgrade the AllStars Trade application with additional expertise to enhance performance by 100%, connecting their different platforms to a range of critical tools, and seamlessly integrating the profiles of players.



Tech Stack

 React JS	 NEXT.js	 Material UI	 Firebase
 Kendo React	 Redux	 node.js	 WebSocket

