



IMU CASE STUDY



About the Client

IMU Discounts is a fast-growing digital platform in Pakistan that connects users with exclusive discounts and promotional offers from partnered brands. The platform aims to simplify discount discovery, enhance user engagement, and create a seamless experience for both users and administrators.

1 Market Reach::

Targeting users across Pakistan looking for verified, convenient, and instant access to brand discounts and promotional deals.

2 Operational Model:

A mobile-first platform powered by an AI-enabled backend, offering discount discovery, OCR-based coupon scanning, subscription management, and secure cloud-integrated operations.

3 Core Value:

Enabling users to easily explore, validate, and redeem discounts while providing brands with a scalable digital ecosystem for promotions, analytics, and customer engagement.

Background

As digital commerce continues to expand in Pakistan, IMU Discounts sought to establish itself as a trusted and user-friendly platform for discovering brand deals.

The client required a modern mobile application and a corresponding admin dashboard to manage users, offers, and analytics - all built to align with IMU's brand identity and support future scalability.



The Challenge

IMU Discounts faced several challenges that required a comprehensive digital solution:

- Improve user navigation and engagement across mobile platforms
- Simplify the discovery and redemption process for discounts
- Create an admin dashboard for efficient deal and user management
- Maintain design consistency with IMU's evolving brand identity
- Ensure responsiveness, scalability, and performance across devices



Solution DTF Provided:

DTF delivered a complete UI/UX design and full-stack development solution built around user experience, scalability, and operational efficiency. The project included:

- **Research & Discovery:** An in-depth study of user behavior, business objectives, and competitors in the Pakistani digital discount ecosystem.
- **UI/UX Design:** Low- and high-fidelity prototypes created in Figma, with consistent design systems for mobile and web.
- **Mobile App Development:** Fully functional Android and iOS applications offering smooth navigation, optimized discount workflows, and robust performance.
- **Testing & QA:** Comprehensive testing for app performance, data security, and usability across multiple devices.
- **Training & Handover:** The client team was trained on dashboard functionalities and operational tools for independent management.

Implementation

Deployment Scope: Android & iOS apps, FastAPI backend, AI workflows, and admin dashboard development.

Timeframe: Completed in 12 weeks, plus 2 weeks for QA and optimization.

Integration: LLM contract generation, OCR scanning, and subscription systems integrated with cloud infrastructure.

Testing & QA: Verified app performance, AI accuracy, and data security across devices.

Training & Handover: Client trained on dashboard, subscription management, and monitoring tools.

Outcome: Deployed on schedule with stable performance and zero critical issues.

Technology Stack Used: FastAPI, Flutter, Google Vision OCR, LangChain + LLM, Pinecone/FAISS, cloud-encrypted storage.



Results & Benefits

The IMU Discounts app and admin dashboard were delivered within timelines, followed by QA and optimisation.

The delivered application achieved:

- ✓ Seamless UI flow for easy navigation and discount discovery
- ✓ Engaging, intuitive interfaces on mobile and web to improve user retention
- ✓ Fully functional admin dashboard to manage discounts, users, and subscriptions efficiently
- ✓ Scalable, reusable design system for future updates and feature additions
- ✓ Optimized mobile experience for Android & iOS, and a responsive web dashboard
- ✓ 100% adherence to project scope, timelines, and deliverables

IMU Discounts offers users in Pakistan a seamless discount platform, while enabling admins to manage operations efficiently, bridging user engagement and backend management.

Testimonial

“DevTech Fusion delivered a complete solution—modern, intuitive mobile and web interfaces that truly represent our brand. Their professionalism, attention to detail, and end-to-end development expertise made the process seamless. The result is an app and dashboard that engage users and streamline our operations.

Ammad Ali, CEO, IMU Discounts