



HobbyMate

HobbyMate Case Study

Connecting Individuals, Groups & Communities through shared passions








PRESENTED BY:

Sajal Tech Solutions

 <https://sajaltech.com/>



Agenda

-  About HobbyMate
-  Project Objectives
-  Pain Points & Drivers
-  Challenges & Issues
-  Solution Approach
-  Benefits Delivered
-  Final Outcome & Conclusion



Who is the Client

About HobbyMate

HobbyMate is a dedicated hobby-based social networking application. It goes beyond casual connections by creating a meaningful space where individuals, groups, and communities can come together around their shared passions. The platform encourages collaboration, knowledge sharing, and community growth.



Client

HobbyMate App – a platform for hobby enthusiasts



Focus

Building connections among hobbyists worldwide



Vision

Encourage people to collaborate, share, and grow together

Project Objectives

- ➔ **Mobile-First Platform**
Deliver an intuitive app experience crafted for on-the-go hobbyists with responsive UI and fast performance.
- ➔ **Connect Hobbyists**
Enable meaningful connections between Individuals, Groups, and Communities around shared interests.
- ➔ **Subscription Revenue**
Build a sustainable, subscription-driven model with clear value tiers and upsell pathways.
- ➔ **Scalable Modules**
Create scalable Marketplace & Event features designed to grow with user demand.





Key Pain Points

Generic Platforms

Existing social media doesn't focus on hobby-driven communities.

Poor Group Engagement

No structured way for groups to connect with and attract new members.

Event Hosting Gap

Lack of integrated platform to organize, promote, or manage events.

Revenue Challenge

Limited monetization options for hobby-based networking apps.



Key Pain Points

Community Empowerment

Help users showcase hobbies, grow their skills, and monetize expertise.

Increased Engagement

Encourage daily activity through hobby connections and live events.

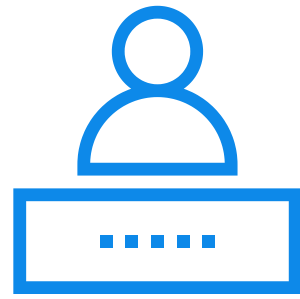
Revenue Model

Subscriptions, premium features, and a marketplace to drive growth.

Ecosystem Expansion

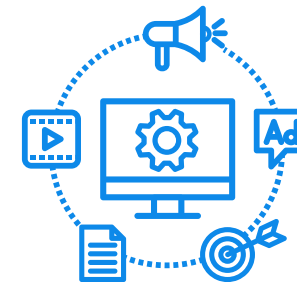
Transition from a social app to a full hobby ecosystem events & marketplace.

Challenges & Issues



Multi-role Logins

Designing smooth experiences for Individuals, Groups, and Communities is complex. Each role requires unique workflows while keeping the platform consistent and intuitive.



Scalability with Media

Supporting high-quality photos and videos at scale requires strong infrastructure. Handling storage, speed, and cost without breaking user experience is a major challenge.



Balancing Free vs Paid

Offering value to free users while pushing premium adoption is tricky. The model must feel fair and rewarding, avoiding a sense of restriction.



Event & Marketplace Clarity

Managing events and marketplace features in one platform risks clutter. The challenge is to keep navigation clean while ensuring all modules are accessible.

Our Solution Approach



Technology

- Mobile-first architecture built for Android & iOS devices.
- Scalable backend to handle diverse roles and large events.
- Marketplace module for product listing and seamless sales.
- Event module enabling creation, booking, and discovery.



Design & Development

- User roles with intuitive flows for Individuals, Groups, and Communities.
- Minimal design ensuring smooth navigation and clear layouts.
- Media handling optimized for photo & video sharing.
- Balanced model between free and premium users.



Collaboration Tools

- Agile sprints for fast iterations and delivery.
- CI/CD pipelines for smooth deployments.
- Figma design system for consistent UI/UX standards.
- Team collaboration with structured workflows and clear roles.

HobbyMate - Explore UI

Category Icons (Tabs)

Enable options flow tracking that helps users monitor market activities and identify key trading opportunities efficiently.

Bottom Navigation Bar

Build a scalable & responsive platform designed to adapt to growing user needs and perform seamlessly across devices.



Top Navigation Bar

Deliver real-time volatility insights by providing users with clear, data-driven analytics to make smarter trading decisions.

Event Cards

Combine education with analytics, offering users both learning resources and actionable insights in one seamless platform.

Key Benefits Delivered



Seamless User Journey

Onboarding is quick and simple, with smooth navigation across the platform. The consistent design keeps interactions natural and easy to follow.



Monetization Opportunities

Subscriptions and event-based earnings give creators financial growth. The platform balances user value with sustainable revenue.



Community Growth

Creators and hobbyists connect through events and marketplace features. Shared interactions build an active, growing community.



Global Scalability

Our cloud-native solutions scale effortlessly, supporting businesses from hundreds to millions of users without performance compromise.

The Final Outcome

HobbyMate successfully delivered a phased rollout — starting with core social networking, and extending into marketplace and events. The platform now positions itself as a comprehensive ecosystem for hobby enthusiasts.

- ➔ Phase 1 – Built social networking foundation
- ➔ Phase 2 – Extended marketplace & event modules
- ➔ Positioned as an all-in-one hobby ecosystem



*Thank
You*