

# Case Study: My Dua List (MDL)

Crafting a Scalable Pilgrim Companion Platform from Scratch

#### **Client Overview**

**My Dua List (MDL)** is a spiritual-tech initiative aimed at enhancing the Hajj and Umrah experience. Pilgrims can access essential duas, track rituals, and plan their journey—all through one unified digital companion.

# **Project Goals**

MDL approached Halo Digital with a mission to develop a **full-stack**, **responsive**, and **highly scalable** platform that would:

- Guide users step-by-step through pilgrimage rituals
- Provide quick access to authenticated duas (supplications)
- Offer personalized itineraries and progress tracking
- Maintain performance and reliability during peak seasons

# **Our Solution**

We partnered with MDL from **concept to launch**, delivering every component of the system "from scratch":

#### Q Discovery & Architecture

- Mapped out user flows and core features through workshops with subject-matter experts
- Defined a microservices-ready architecture to ensure modularity and future growth

### 🎨 UI/UX Design

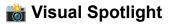
- Created wireframes and high-fidelity prototypes optimized for both mobile and desktop
- Designed an intuitive navigation system that guides users through each ritual step

### **%** Full-Stack Development

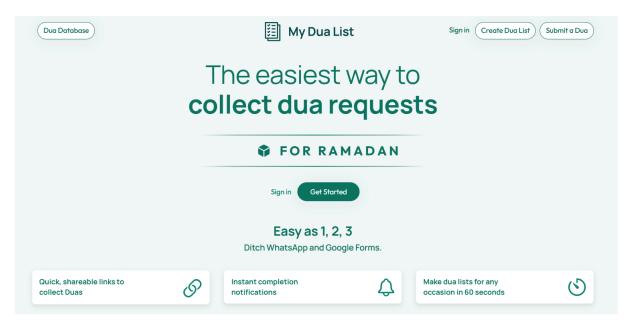
- Built on a **MERN** (MongoDB, Express.js, React.js, Node.js) foundation for rapid iteration
- Developed back-end logic for user authentication, data storage, and progress tracking
- Implemented an in-app bookmarking feature and offline caching for unreliable network conditions

#### Scalability & Performance

- Deployed on AWS with auto-scaling groups and load balancers to handle thousands of concurrent users
- Implemented CDN caching for static assets to ensure fast load times across regions
- Set up real-time monitoring and alerting (CloudWatch, New Relic) for immediate issue detection



#### MDL Dashboard – First Look



### **Results & Impact**

- (-) 99.9% uptime during the peak pilgrimage period
- **4.8** ★ average app rating across app stores within three months of launch
- 🔆 Zero crashes reported, thanks to robust error handling and monitoring
- IOK+ active users in the first month, scaling to 25K+ by the end of the first pilgrimage season
- Solve the second seco

**Tech Stack** 

React.js · Node.js · Express.js · MongoDB · AWS (EC2, S3, Lambda) · Redis · Docker · GitHub Actions · New Relic

## **Client Testimonial**

*"Halo Digital exceeded our expectations at every turn. They translated our spiritual vision into a seamless, reliable digital companion that pilgrims truly love."* 

## Ready to Build Your Next Big Idea?

From digital companions to enterprise platforms, we deliver end-to-end solutions that scale. admin@halodigital.co | ( halodigital.co