



## Case Study: My Dua List (MDL)

### Crafting a Scalable Pilgrim Companion Platform from Scratch

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#### 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”:

### 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

### Visual Spotlight

## 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
- 🌐 **10K+ active users** in the first month, scaling to 25K+ by the end of the first pilgrimage season
- ↺️ **30% repeat engagement rate**, with users returning daily for guided duas and reminders

## 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.”*

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