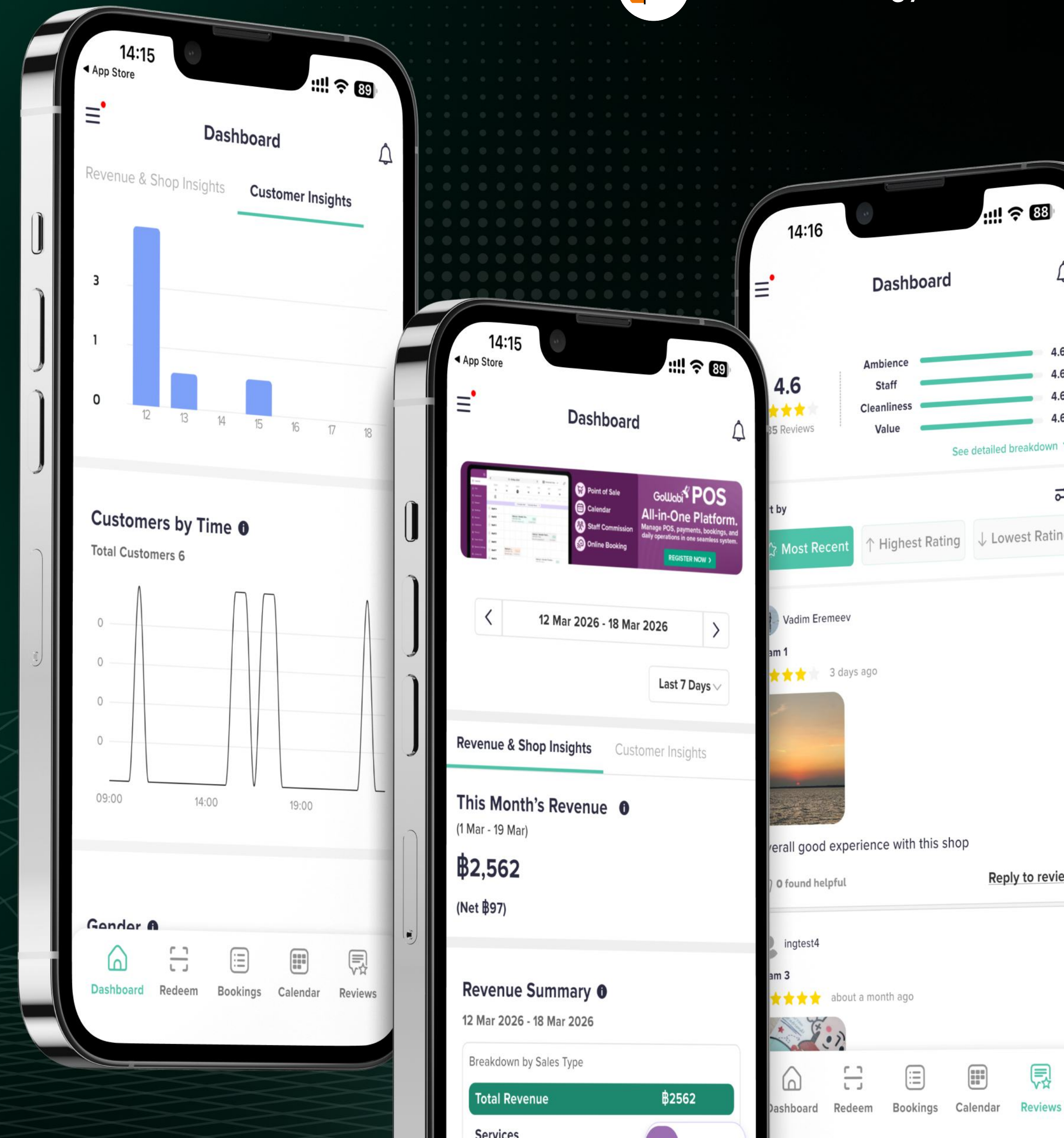


CASE STUDY

GoWabi: Scaling with Precision

Client: GoWabi



■ SCALING WITH PRECISION

Engineering the Partner App Behind Thailand's Largest Beauty Marketplace

When GoWabi set out to build the operating layer for Thailand's beauty and wellness industry, they weren't just building an app — they were building the daily toolkit for tens of thousands of salons, spas, and wellness businesses across the country. Since October 2022, NUS Technology has been the engineering partner keeping that toolkit reliable, polished, and growing.

- Industry
Beauty & Wellness Marketplace
- Market
Thailand
- Mobile
Flutter (iOS & Android)
- Integrations
QR/Barcode Scanning
(mobile_scanner, zxing2),
Bluetooth Thermal Printing,
fl_chart, Lottie



■ THE CLIENT

The Platform Powering Thailand's Beauty Economy

GoWabi operates as the marketplace connecting millions of consumers with beauty and wellness service providers across Thailand. On the consumer side, users browse, book, and pay for treatments. On the business side, over 50,000 active merchant partners rely on the GoWabi Partner App as their operational hub – managing appointments, tracking revenue, handling vouchers, and responding to customer reviews, all from a single mobile interface.

At this scale, the Partner App is not a convenience feature. It is the operations layer for thousands of small businesses that have built their workflows around it. A degraded experience does not just frustrate users – it disrupts livelihoods.

50,000+

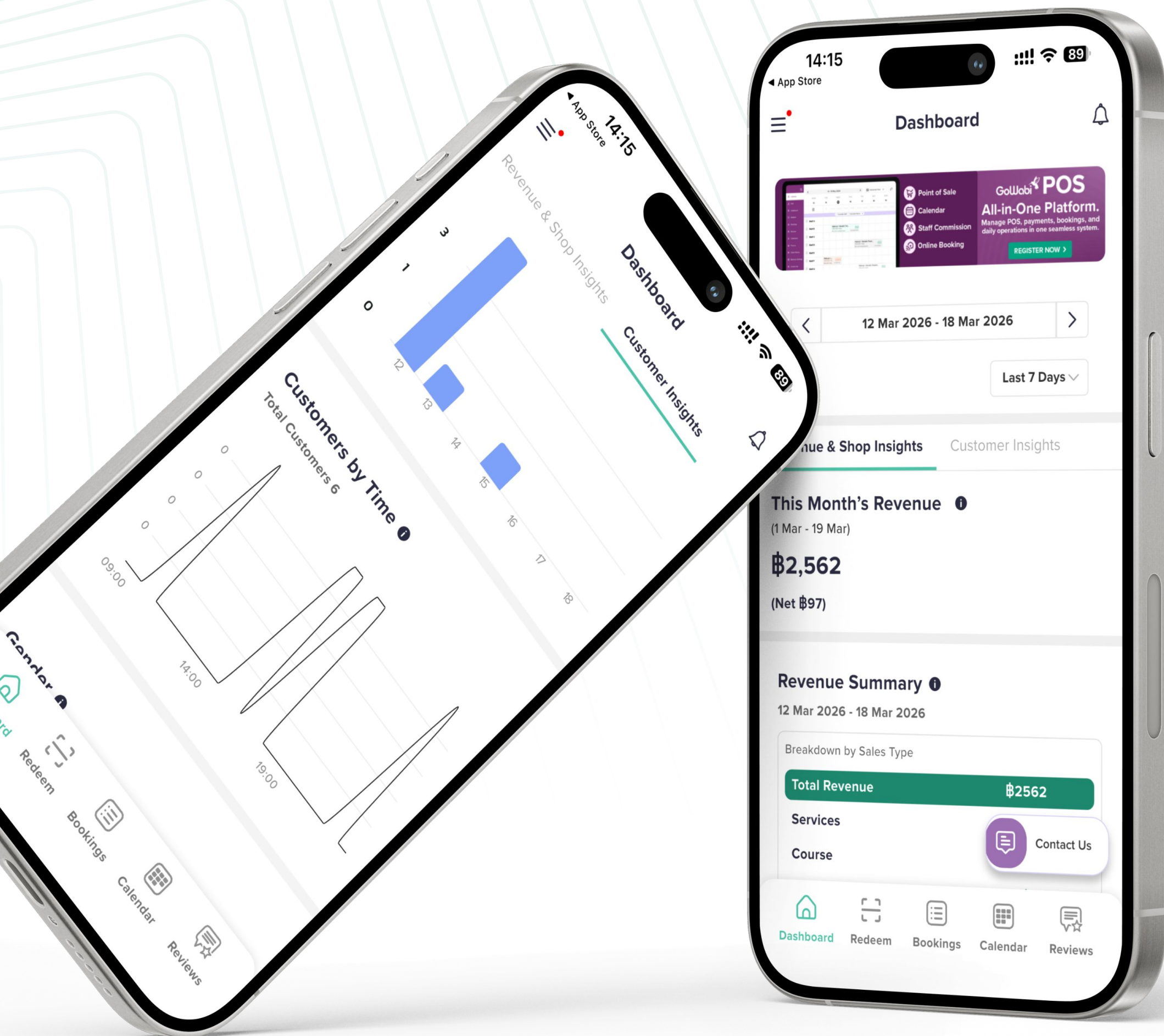
Active Merchant Partners

Millions

Consumer Bookings Supported

2+ Yrs

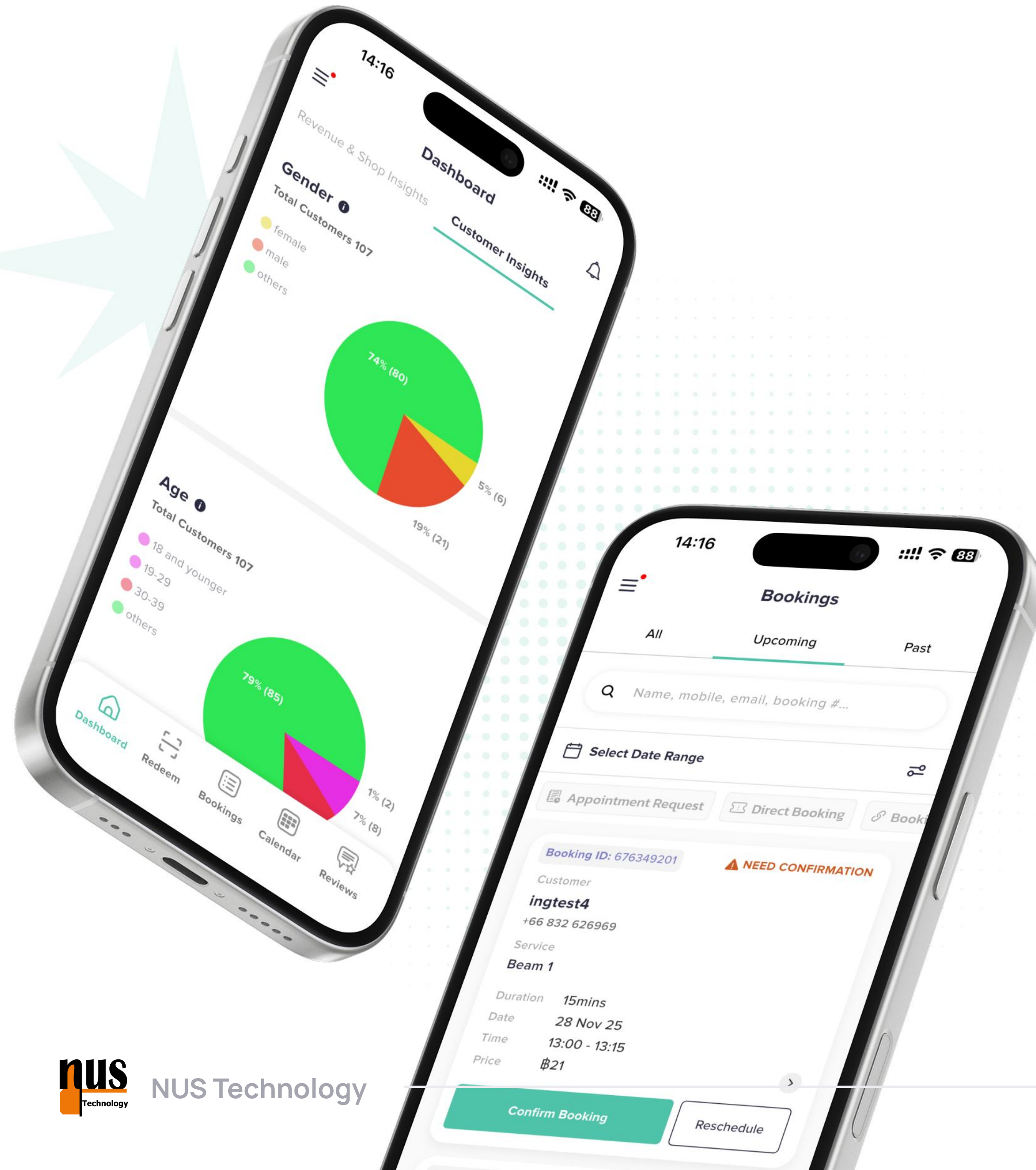
Ongoing Partnership Since 2022



THE CHALLENGE

Maintaining Quality at Scale

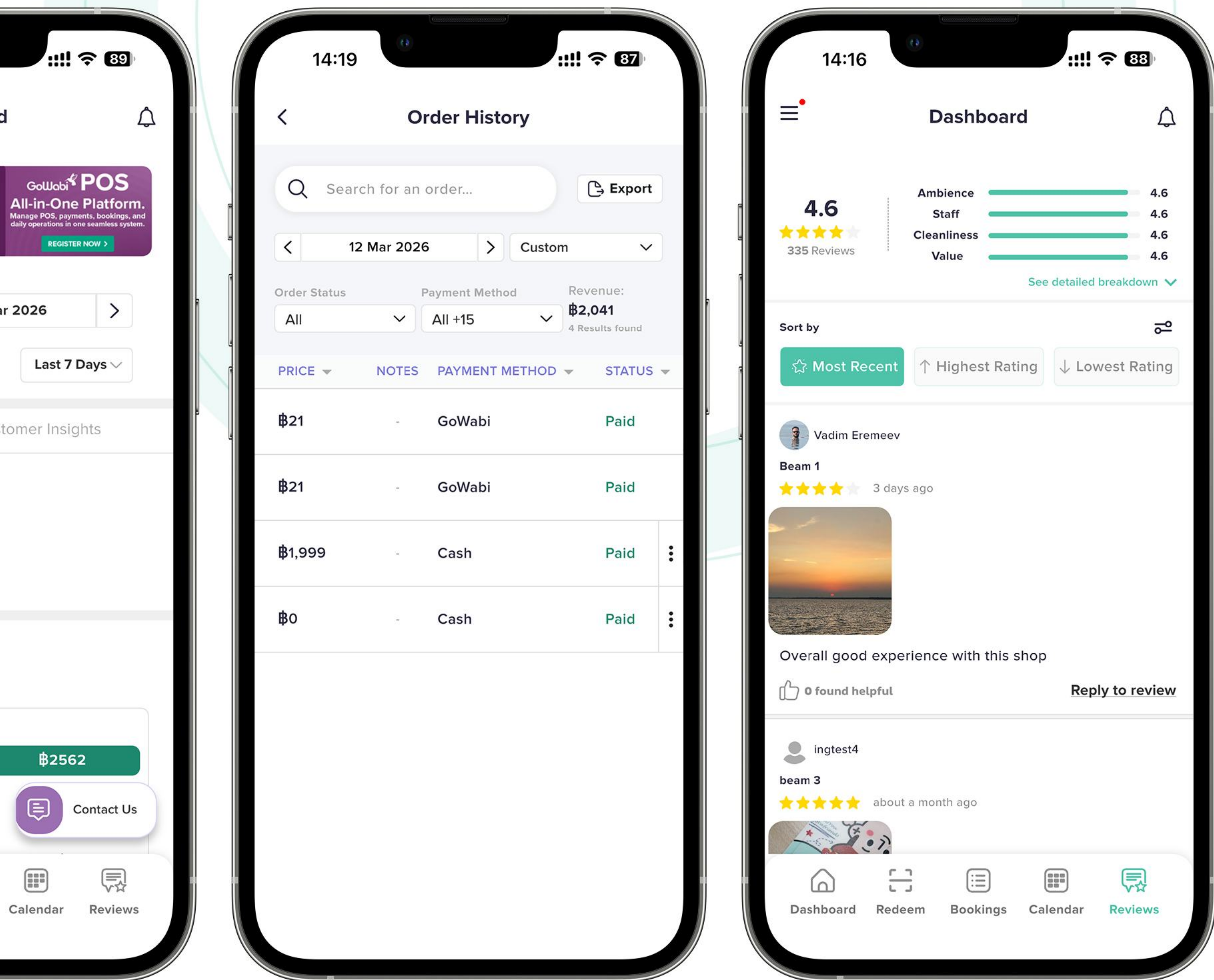
By 2022, GoWabi had already built significant momentum, but their internal engineering team lacked the bandwidth to keep pace with the platform's expansion. The product roadmap required ongoing feature development, and the stakes were high: with 50,000 businesses depending on the app daily, there was no room for rough edges.



The challenge was not rebuilding from scratch – it was raising the bar on an existing, high-traffic product. Every new feature had to meet demanding standards across three dimensions:

- **Cross-device reliability:** The merchant base spans a wide range of Android and iOS devices. New functionality had to perform consistently across all of them.
- **UI/UX precision:** Spa and salon operators are not power users. The interface needed to be intuitive enough for a front desk receptionist to use under pressure, without training.
- **Test coverage and release quality:** With a large active user base, a poorly tested release carries real business risk for the merchants who depend on the app.

GoWabi needed an engineering partner that could embed into their existing product, maintain their quality bar, and ship with confidence.



THE SOLUTION

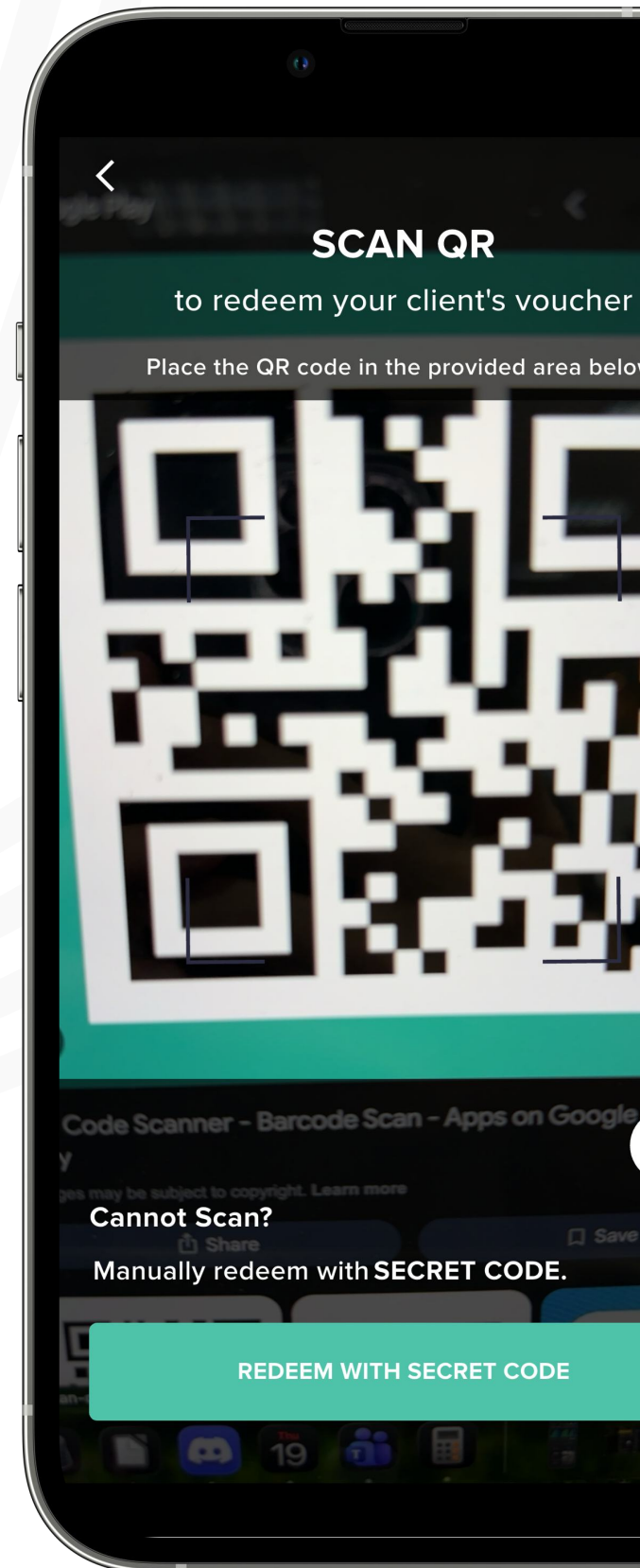
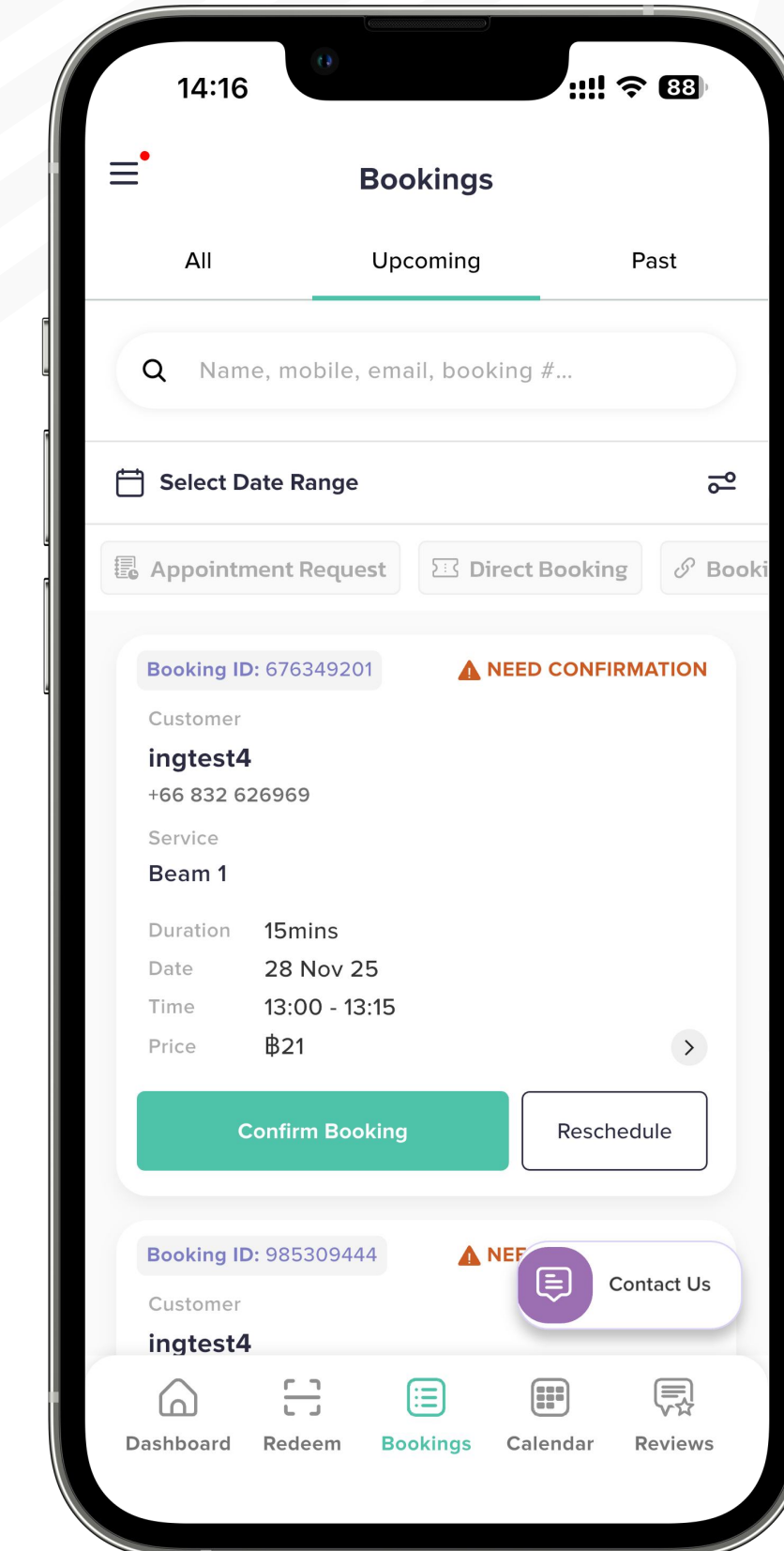
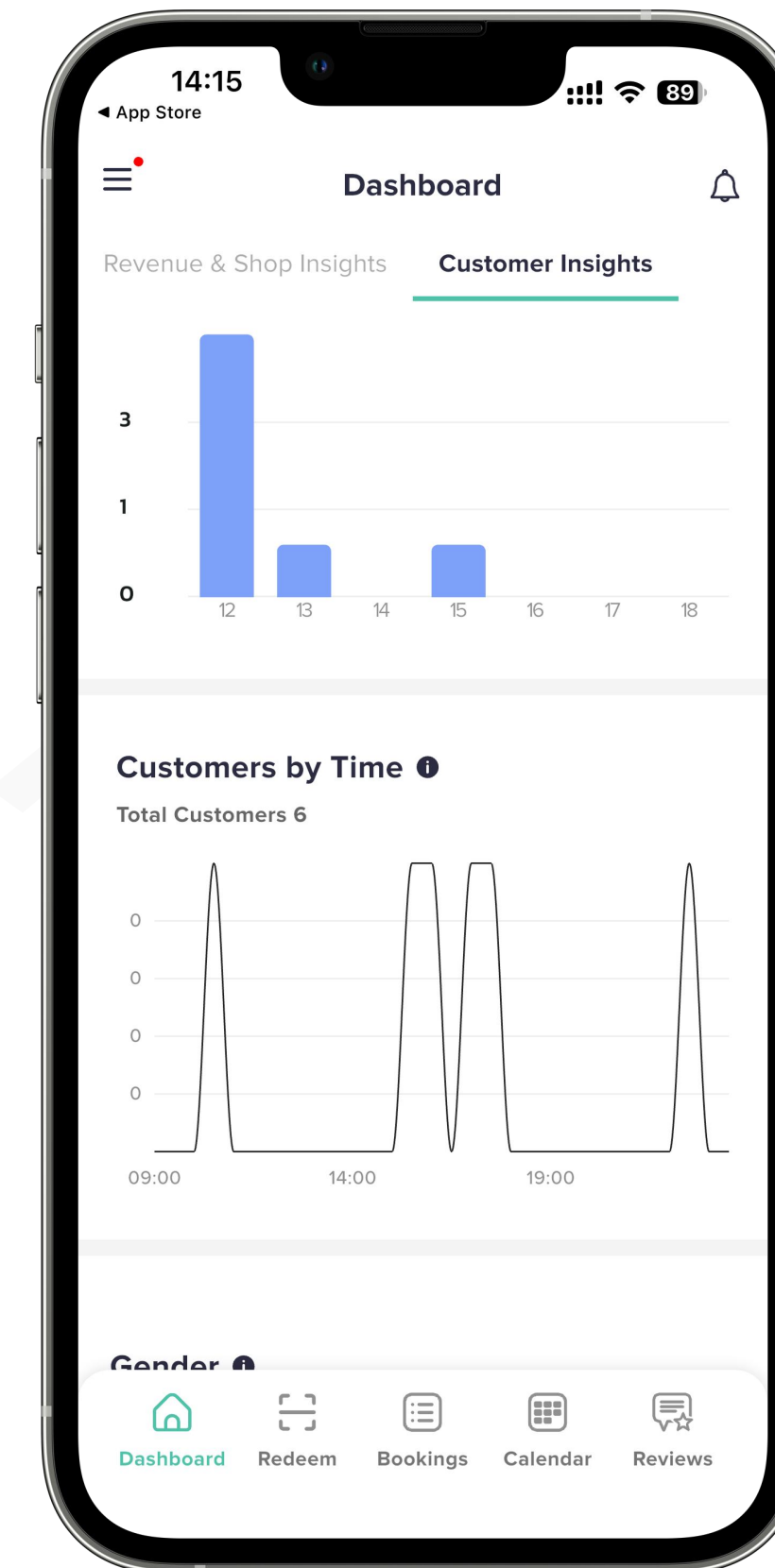
A Trusted Engineering Extension

NUS Technology joined as the extended development team, integrating into GoWabi's existing Flutter codebase and working closely with their product team to design and ship features that met the platform's standards.

Building the Merchant Operations Toolkit

The features NUS developed form the functional core of how GoWabi's merchant partners run their day-to-day business:

- **Real-Time Dashboard:** Merchants can monitor revenue, booking volume, and performance trends at a glance. Built with `fl_chart` to deliver clear, responsive data visualizations – line, bar, and pie charts – without compromising app performance.
- **Appointment Calendar:** A staff scheduling view organized by day and week, allowing salon managers to see team availability and avoid double-bookings at a glance.
- **Voucher Redemption with QR Scanning:** Integrated camera-based QR and barcode scanning, allowing front-desk staff to verify and redeem customer vouchers in seconds – no manual lookup, no delays at the point of service.



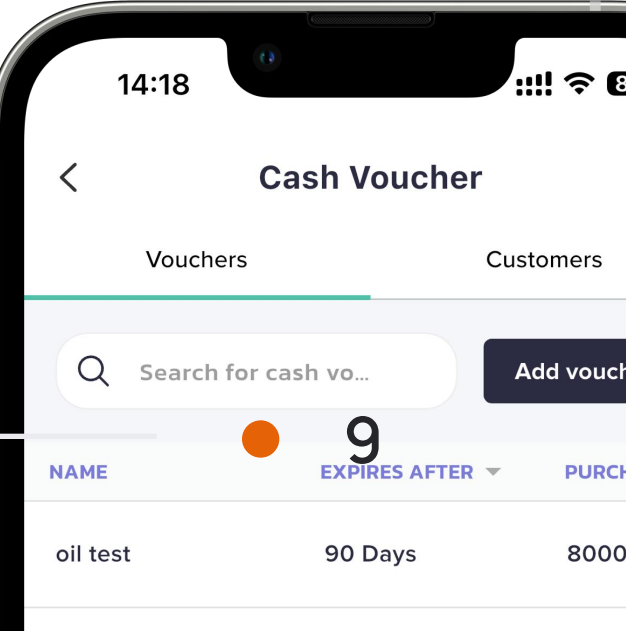
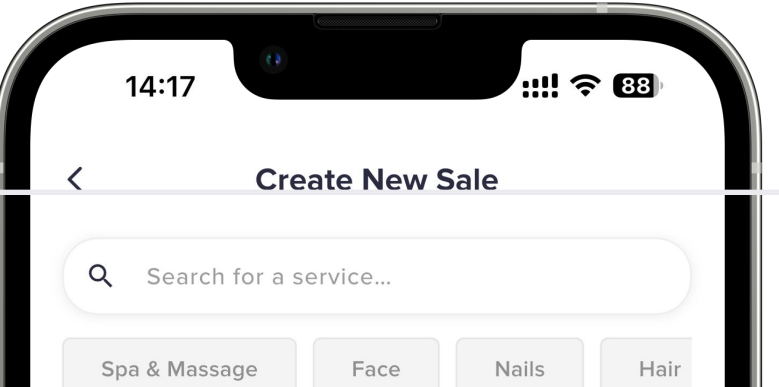
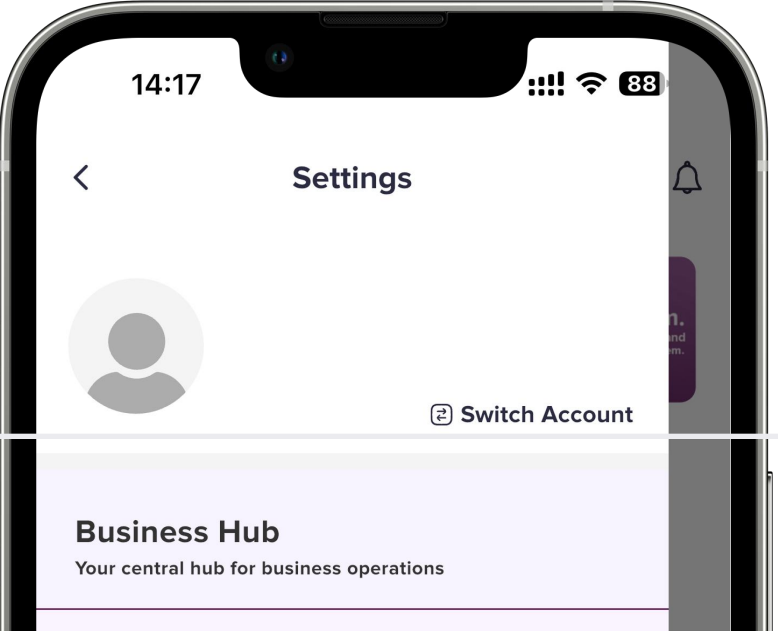
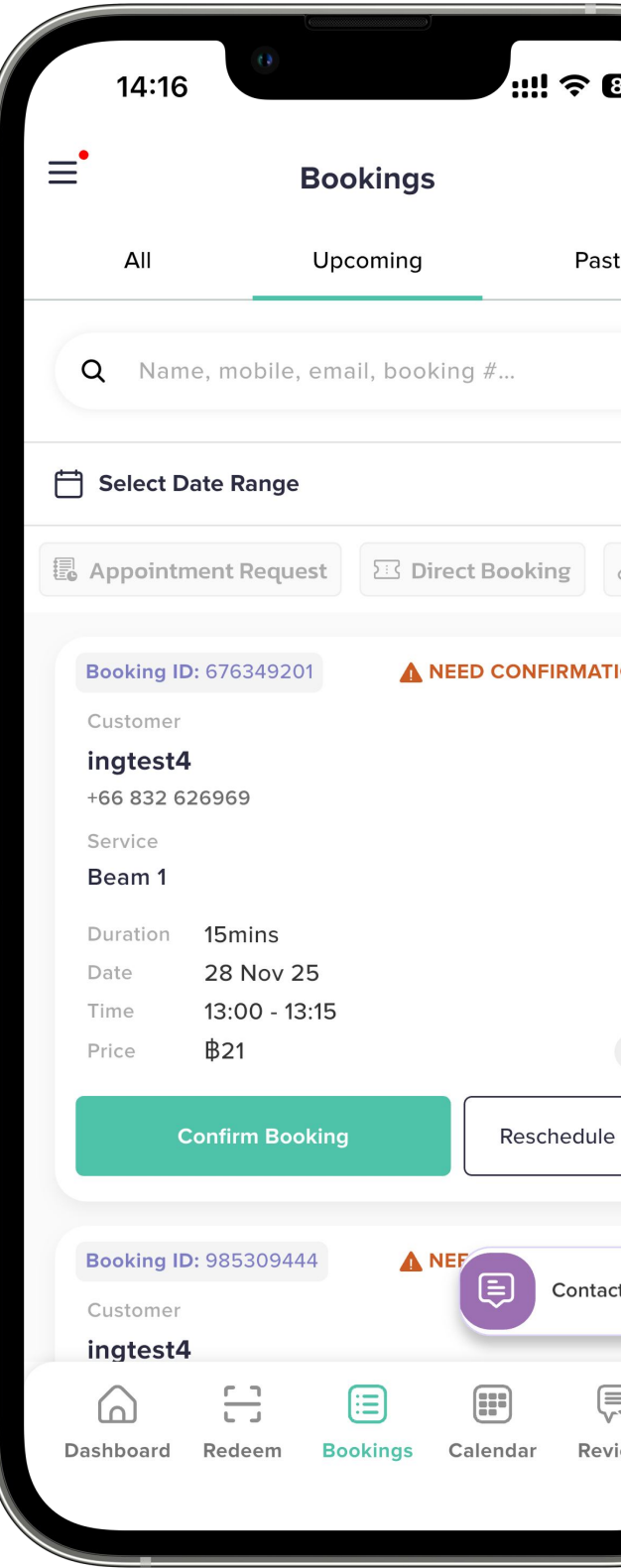
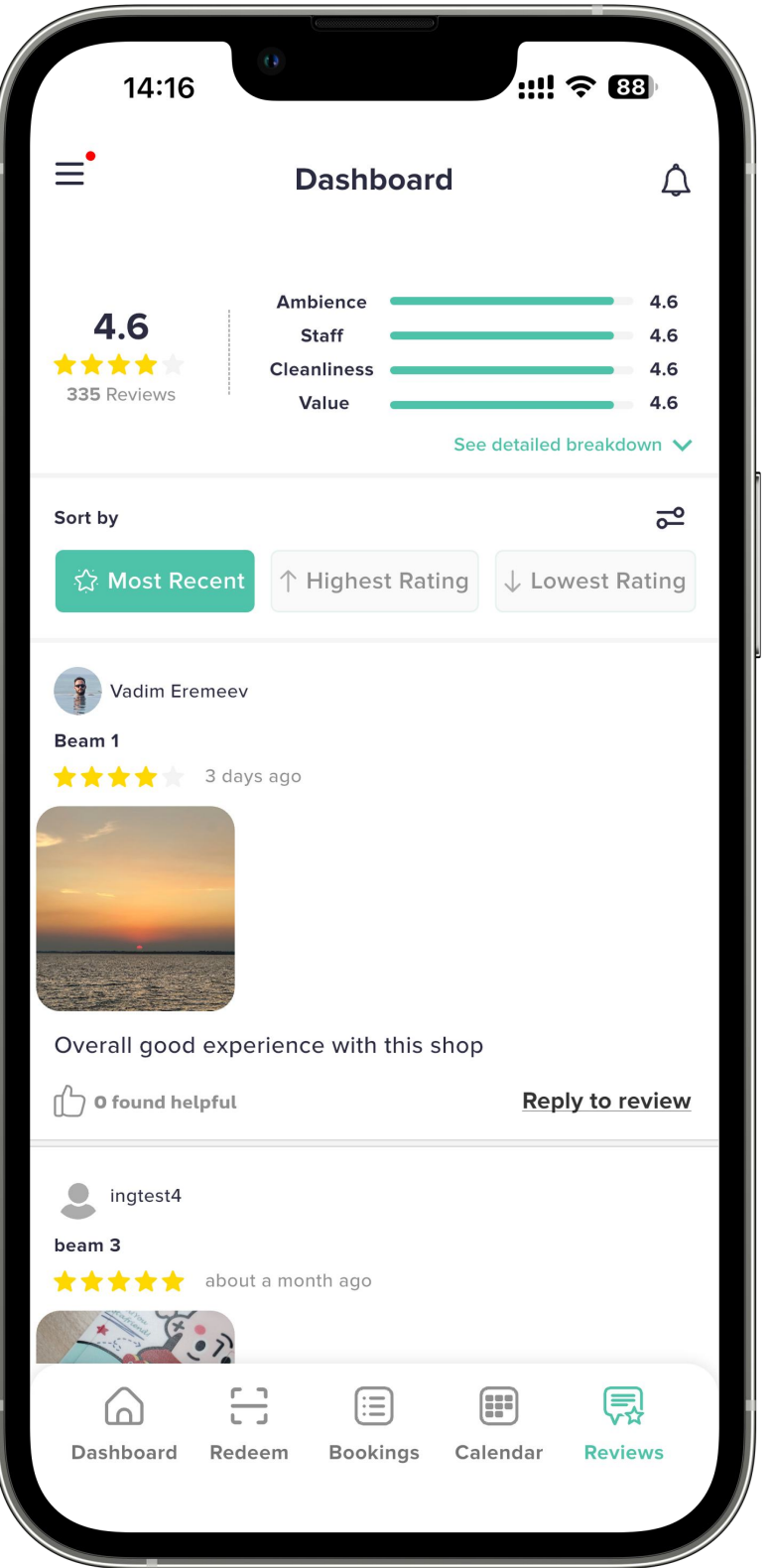
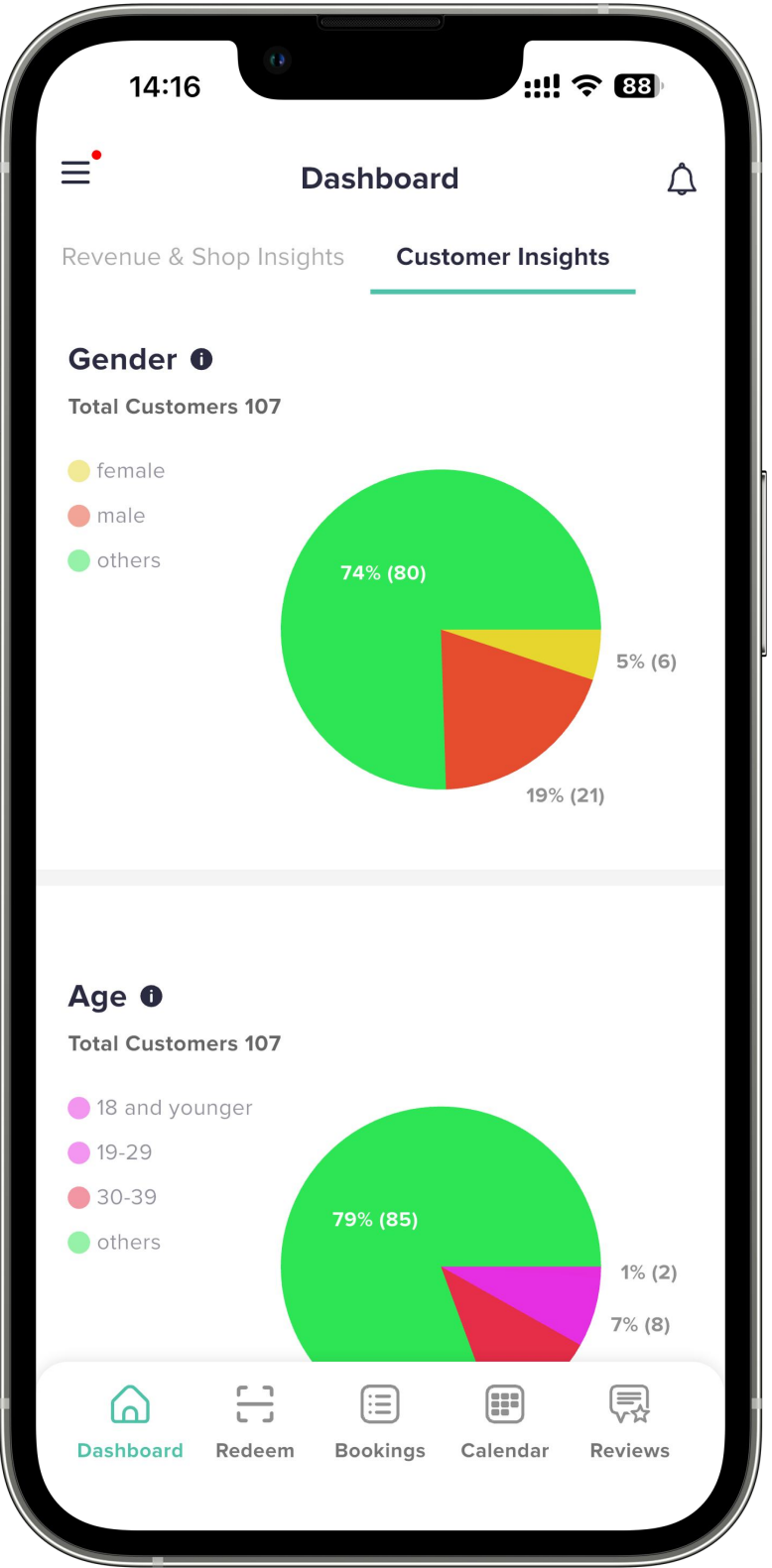
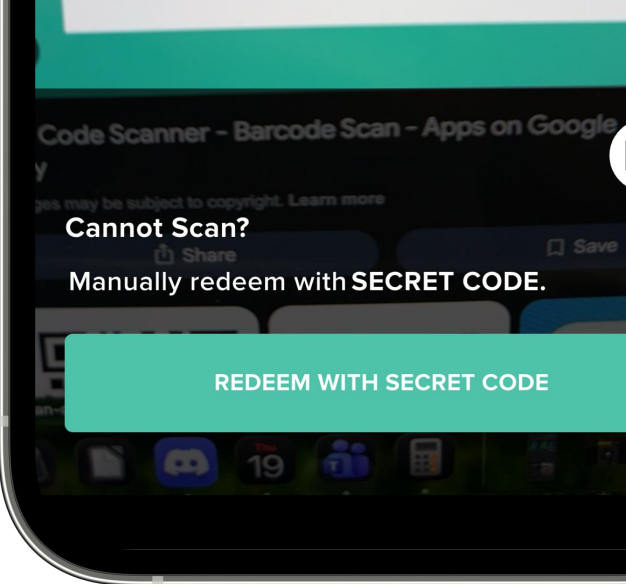
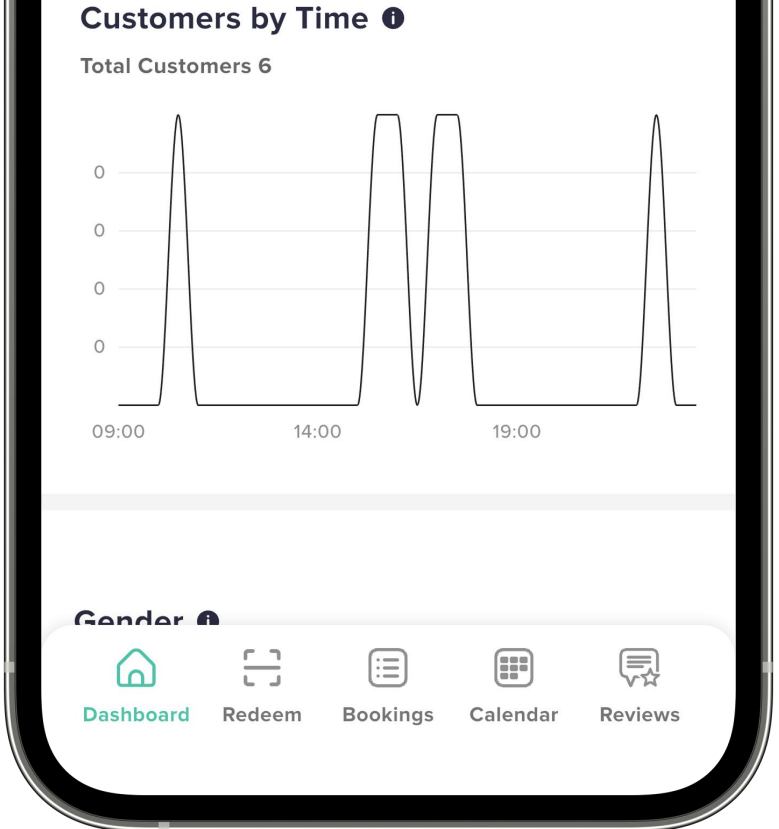
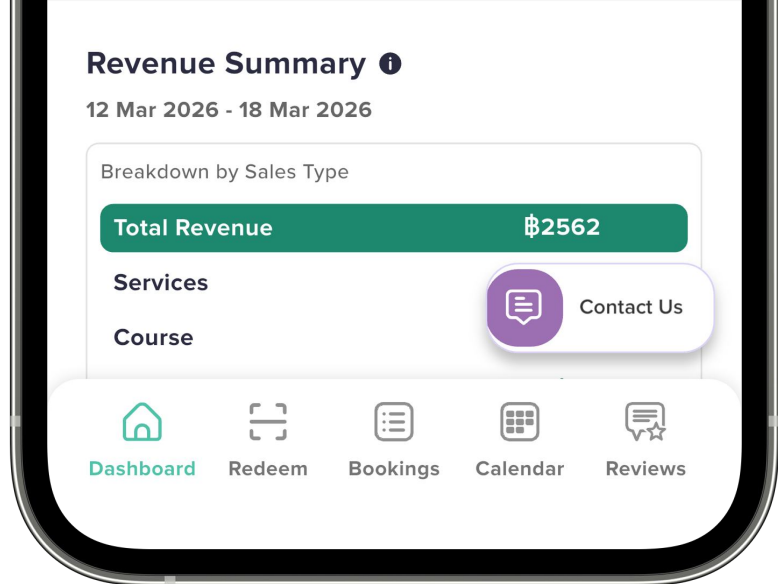
- **Rating & Review Management:** Merchants can read customer feedback and respond directly from the app, giving them a closed feedback loop to manage reputation and act on service issues quickly.
- **Customer Records:** A loyalty-focused customer management module that gives merchants visibility into their returning clientele.
- **Bluetooth Thermal Printing:** Integrated direct printing to Bluetooth thermal printers via flutter_thermal_printer, allowing merchants to issue receipts and booking confirmations on the spot – a practical requirement for businesses operating without desktop infrastructure.

Throughout development, Lottie animations were used to smooth transitions and empty states, maintaining the polished feel the platform's merchant base expects.



Precision as a Requirement, Not a Goal

At 50,000 business users, the margin for error is narrow. NUS applied rigorous cross-device testing across the Android and iOS ecosystem to ensure that each release performed reliably before reaching production. The discipline was not just technical – it was about protecting the business continuity of the merchants who run their operations through the app.



■ THE RESULT

A Platform That Keeps Pace with Its Users

NUS Technology's contribution to the GoWabi Partner App delivered tangible improvements across merchant operations and platform stability:

~60%

Voucher redemption time cut from minutes of manual lookup to under 5 seconds with QR scanning, reducing front-desk wait times during peak hours.

25%

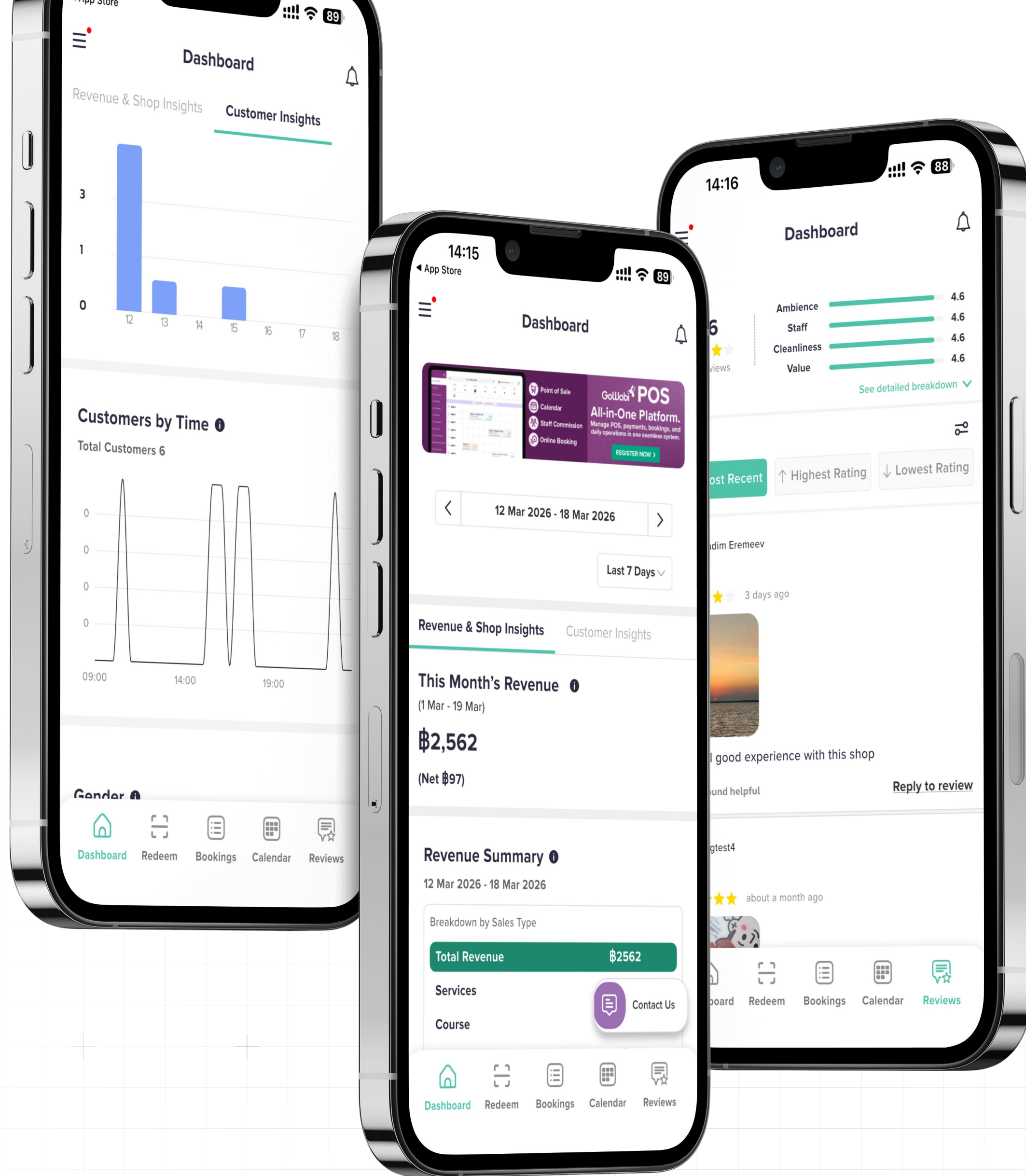
Decrease in merchant support inquiries related to booking management and revenue tracking after the dashboard and calendar features went live.

99.5%

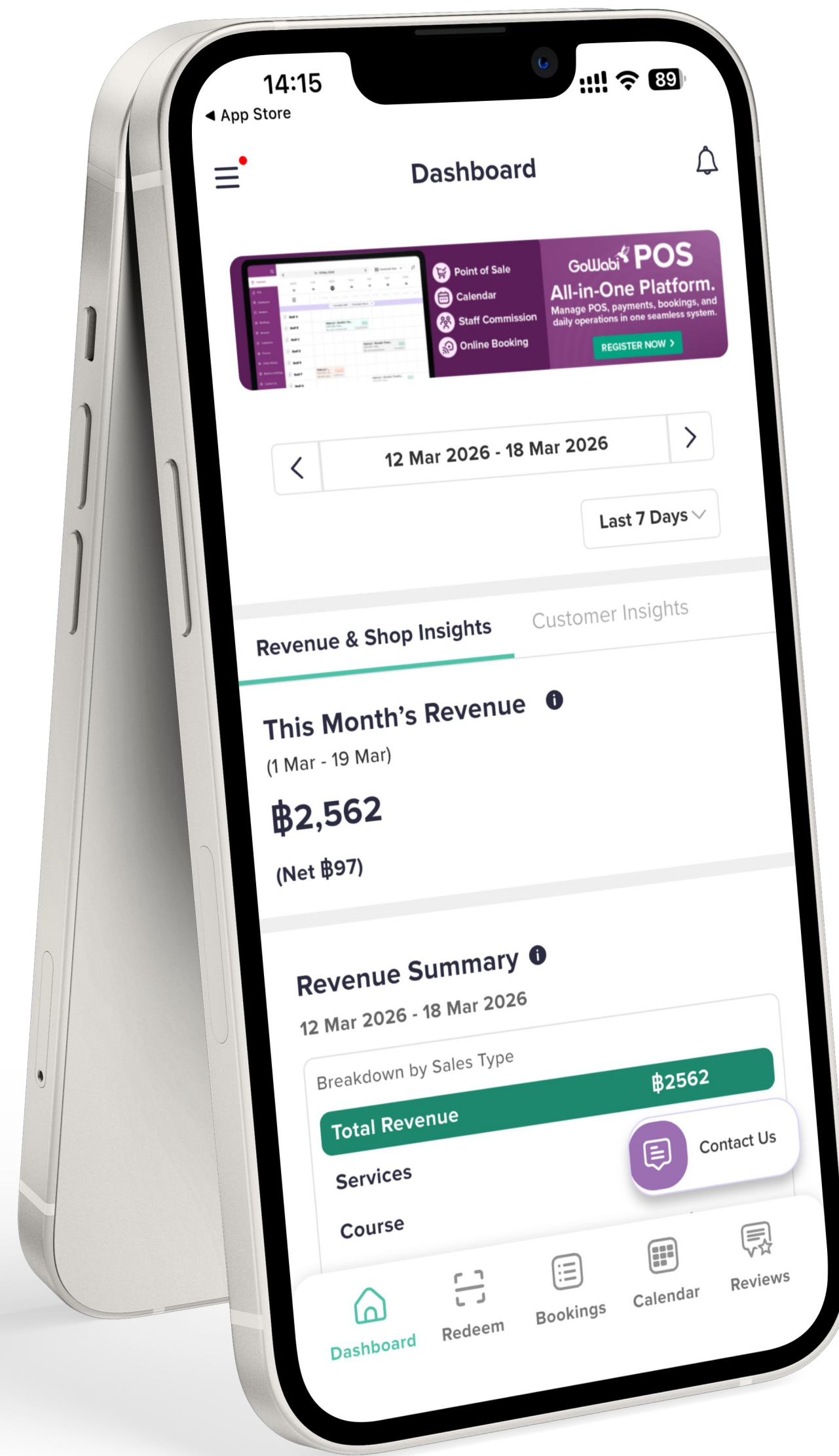
Crash-free session rate maintained across releases, ensuring uninterrupted daily operations for the merchant base.

2×

Faster feature delivery cycle compared to the client's pre-NUS development pace, enabling GoWabi to ship roadmap items without growing their internal team.



The collaboration has been durable: NUS has remained a trusted engineering partner since October 2022, including returning to active development after a period of pause – a reflection of the working relationship GoWabi's team chose to re-engage rather than replace.



The NUS Difference: We Build It, We Run It

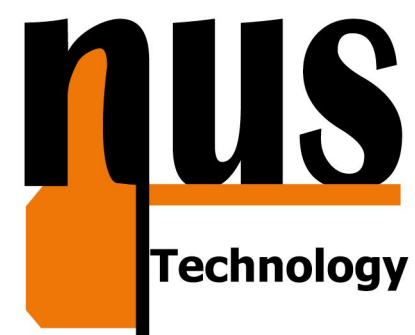
For a marketplace business, the partner-facing product is as critical as the consumer experience. GoWabi's ability to retain and grow its merchant network depends on the app working exactly as expected, every day – across thousands of devices, in thousands of salons, under real operating pressure.

NUS Technology did not arrive to rebuild GoWabi's platform from scratch. We embedded into an existing product with an active user base of over 50,000 businesses and delivered the features those merchants needed – carefully, reliably, and at the quality bar a high-traffic app demands. When GoWabi's roadmap required more engineering capacity than their internal team could provide, NUS stepped in as the partner who could ship without compromising standards.

That is what a long-term operations partnership looks like: not a one-time engagement, but a team that understands the system, earns trust through consistent delivery, and is there when the work resumes.

THANK YOU

For Reading Our Case Study



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