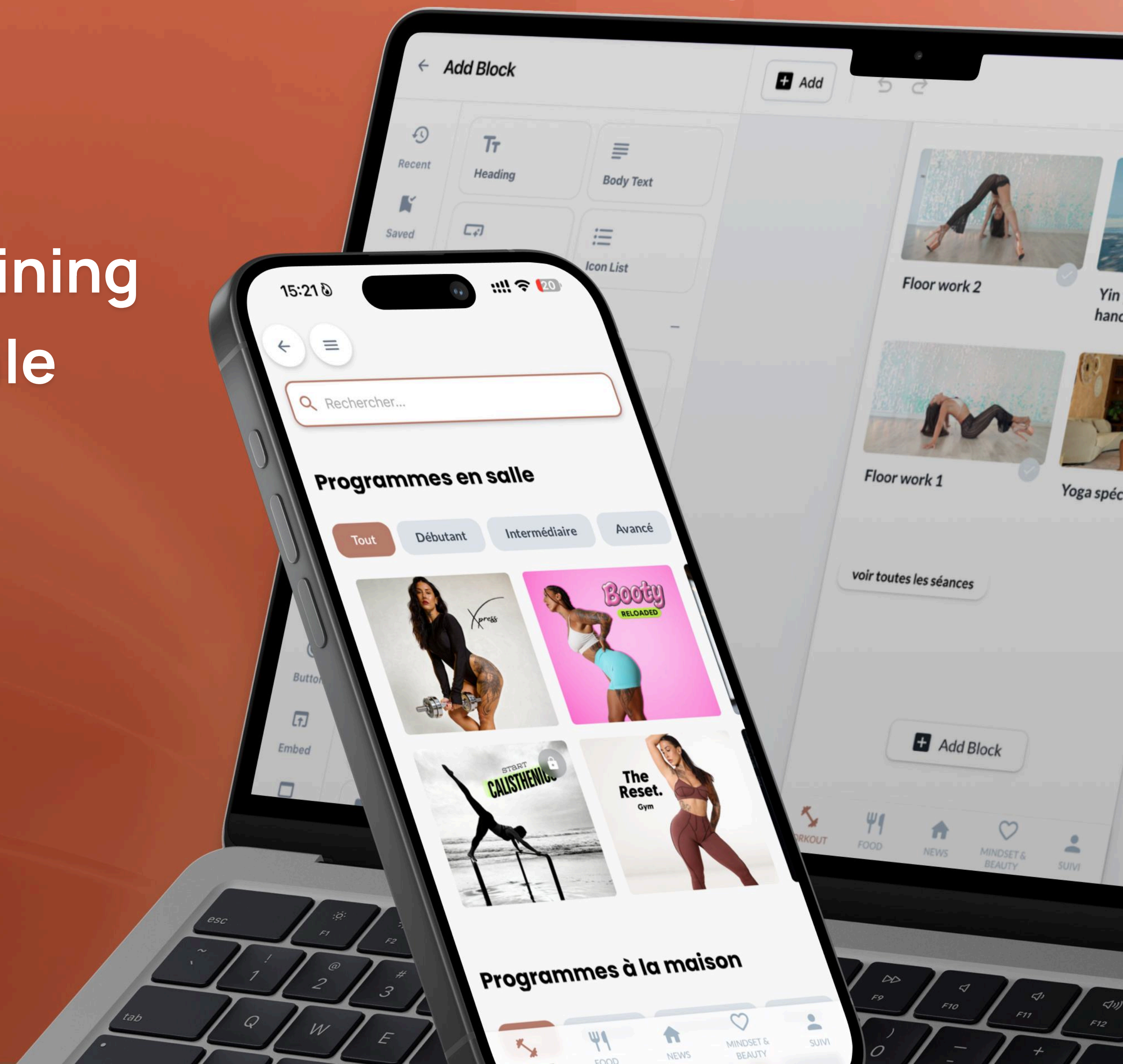


CASE STUDY

Movement: Building and Sustaining a No-Code App Platform at Scale

Client: Samuel Parry (Movement)



A Platform That Builders Depend On, Every Day

Movement is a no-code app builder platform that empowers creators, coaches, and communities to design and publish fully functional mobile applications, without writing a single line of code. Founded by Samuel Parry, the platform lets users construct their own apps from scratch, manage content and member access, and customize experiences for their audiences. Movement is used globally, spanning fitness coaches, course creators, and community operators who rely on it as the operational core of their digital product.

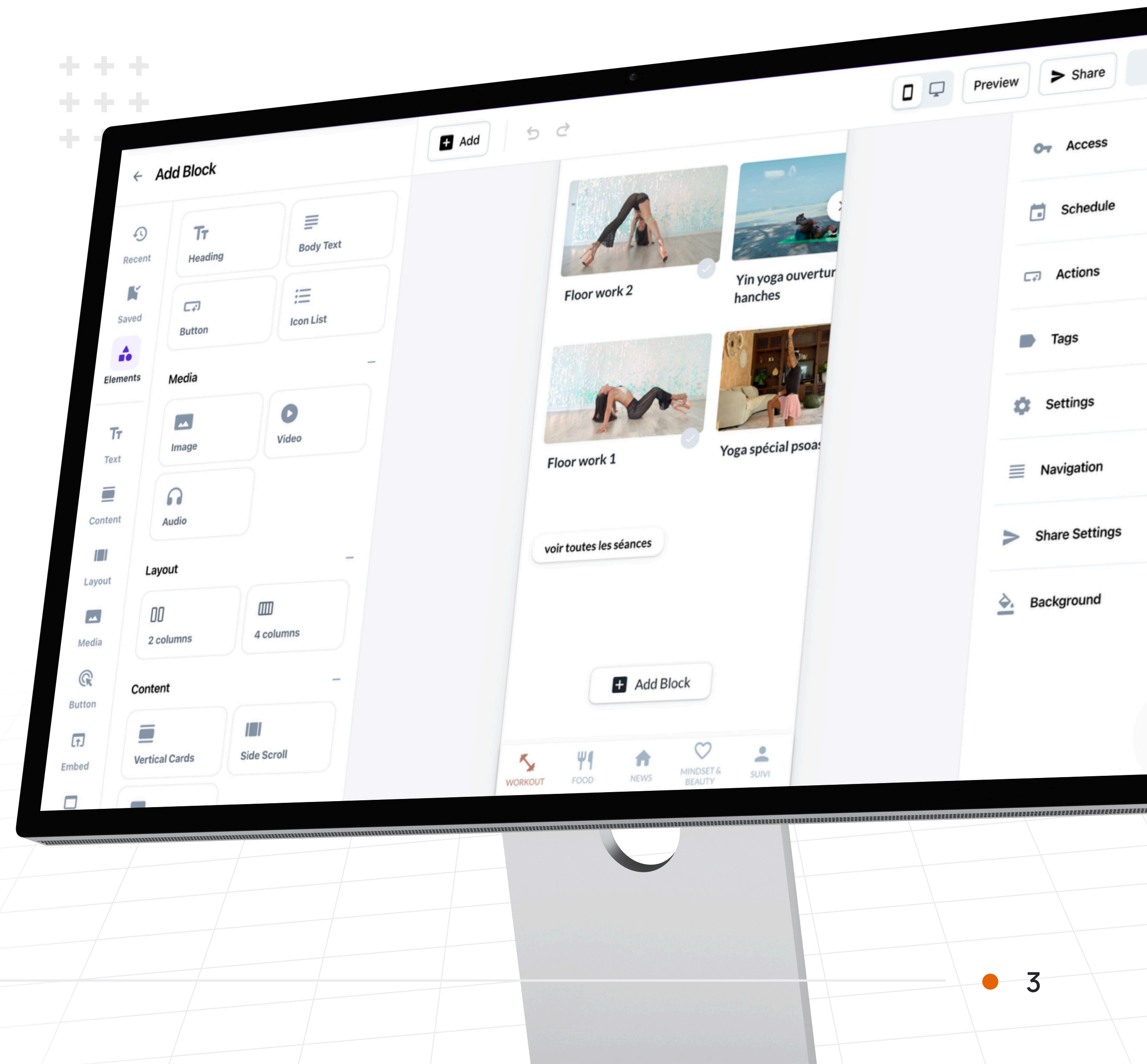
NUS Technology joined the project as an extended engineering partner, embedded directly into the core development team. What began as an engagement to augment the development capacity has grown into an ongoing collaboration, with NUS engineers handling feature development, platform stability, and continuous improvement across the full product lifecycle.

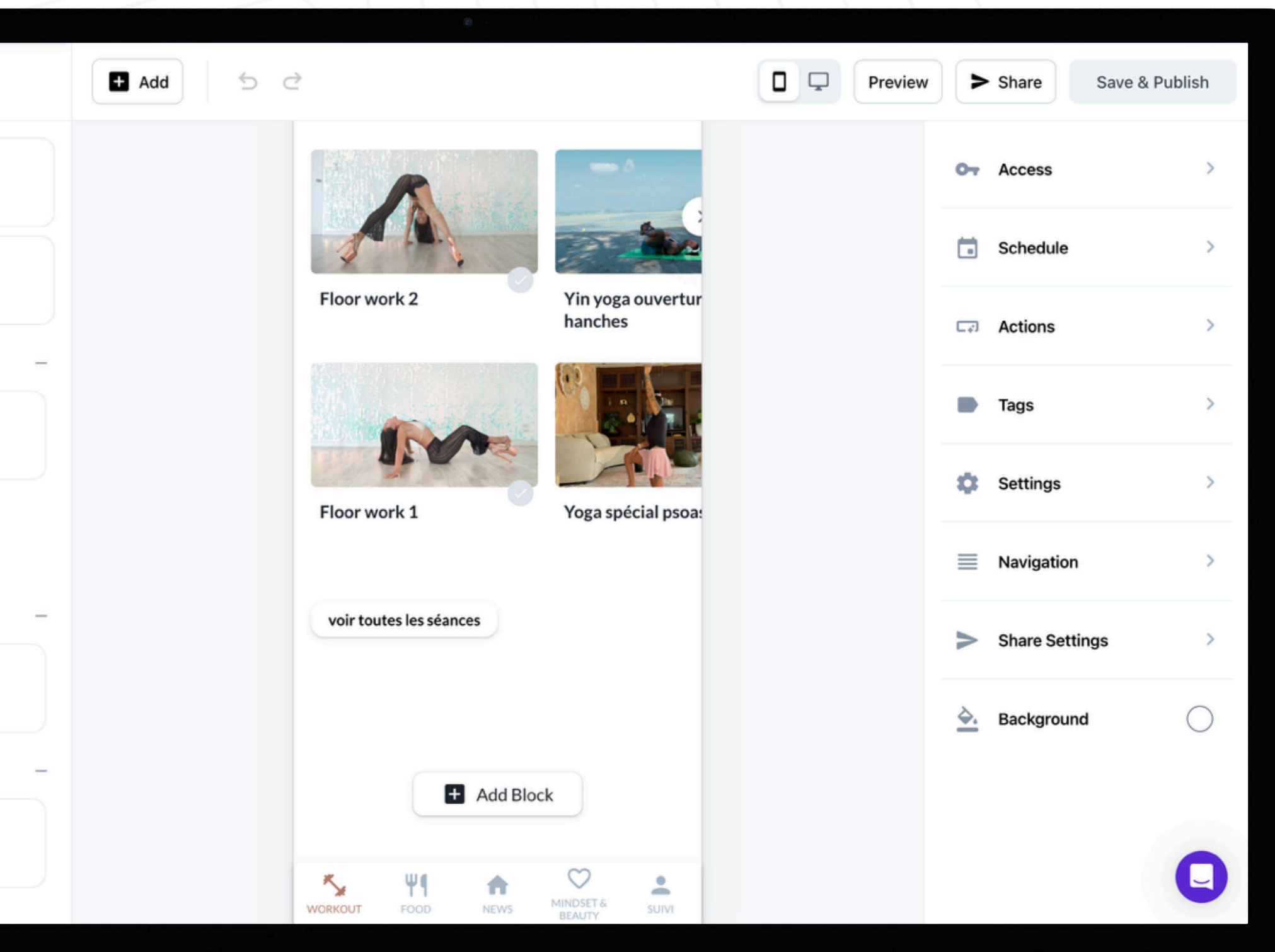
- Industry
SaaS / No-Code App Builder
- Market
Global
- Frontend
Vue.js
- Integrations
Stripe, Google Auth, Firebase, HealthKit, Zapier, Google Analytics, Google Tag Manager, Localazy
- Backend
Ruby on Rails
- Database
MySQL
- Infrastructure
DigitalOcean

THE CHALLENGE

Scaling a Custom-Built Platform Without Slowing Down

Unlike SaaS products built on standardized components, Movement is a fully custom CMS and app-building engine. That architectural flexibility is exactly what makes it powerful, and exactly what makes it demanding to maintain.





As Movement's user base grew and use cases diversified, three pressure points emerged that required consistent, expert engineering attention:

- **A Living System with Constant Edge Cases:** Because users can configure and build their own apps within the platform, the range of interactions is effectively unbounded. New feature combinations exposed unexpected behaviors. Bugs surfaced in production as users pushed the platform in ways no staging environment could fully anticipate. The backlog of issues was real and continuous.
- **Feature Velocity Without Stability Trade-offs:** Samuel and the Movement team had a clear product vision and a pipeline of improvements, better UX flows, new content types, deeper integrations, that needed to ship regularly. The risk was letting feature work outpace platform stability, leaving users with a product that gained new capabilities while accumulating unresolved friction.
- **A Complex Integration Layer:** Movement doesn't operate in isolation. The platform orchestrates payments via Stripe, authentication via Google, push notifications through Firebase, multi-language support through Localazy, and workflow automation through Zapier. Each integration added surface area for failure. Keeping these synchronized required engineers who understood both the integrations and the broader system.

OUR APPROACH

Embedded Ownership, Disciplined Prioritization

NUS Technology's role was never to deliver a fixed scope and step back. From day one, the engagement was designed for continuity, an engineering team that understood the platform deeply enough to make decisions, not just execute tickets.

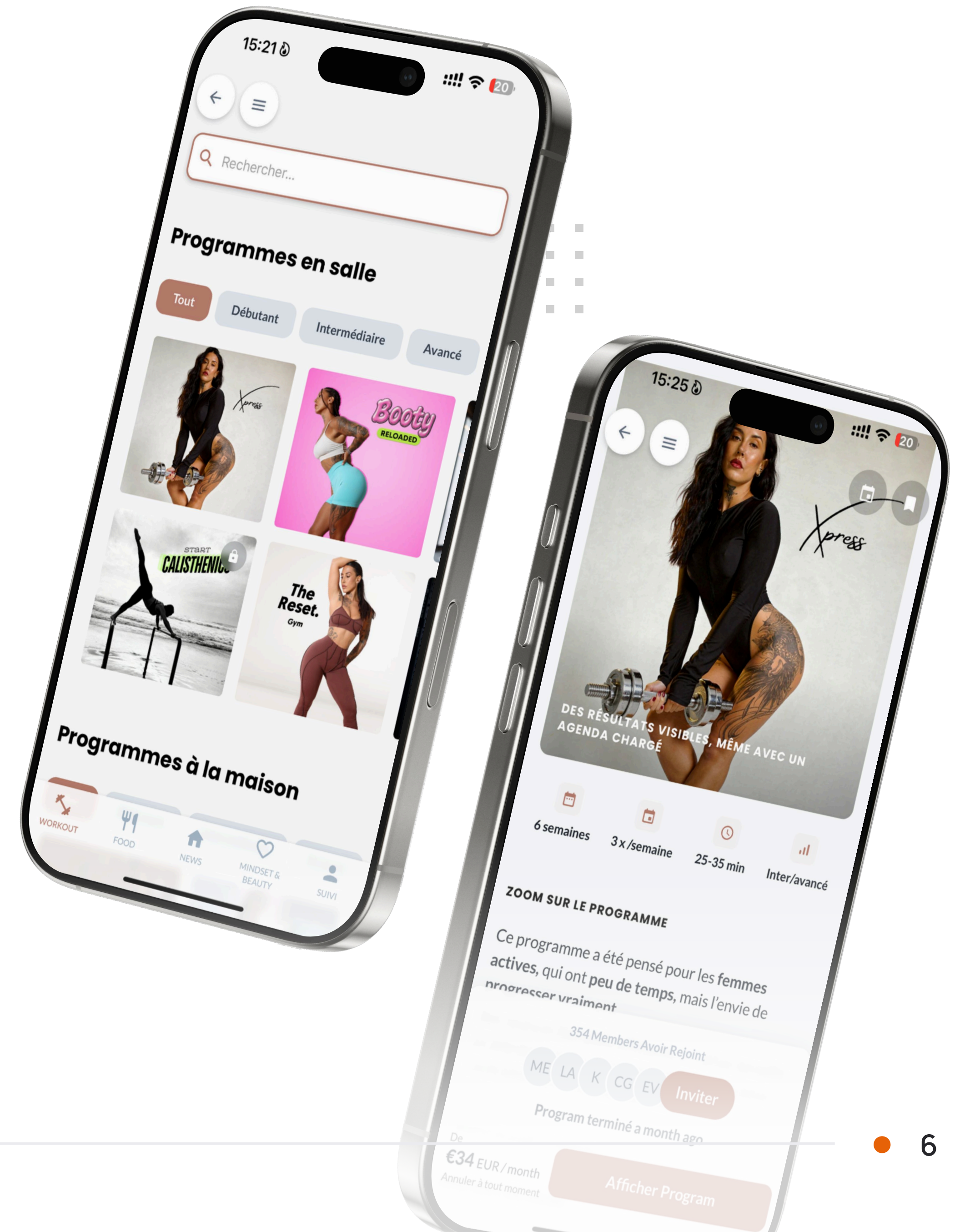
The screenshot displays a mobile app editor interface. On the left, a sidebar contains navigation options: 'Main Navigation' with 'WORKOUT', 'FOOD', 'NEWS' (highlighted), 'MINDSET & BEAUTY', and 'SUIVI'; and 'Sidebar Navigation' with 'Communauté', 'Programme personnalisé', 'Coaching VITALITY', and 'Envoi ton évolution'. The main editor area shows a page layout for 'BADASS STUDIO' with a hero image of a woman in a green outfit and a countdown timer for a 'NOUVEAUX CHALLENGE ÉPHÉMÈRE DANS' (5 DAYS, 20 HOURS, 53 MINS, 19 SECS). Below the timer is a section for 'Nouveaux programmes'. On the right, a settings panel includes 'Access', 'Schedule', 'Actions', 'Tags', 'Settings', 'Navigation', 'Share Settings', and 'Background'. The top of the editor features a 'Pages' header, an 'Add' button, and action buttons for 'Preview', 'Share', and 'Save & Publish'.

Triage and Prioritization at Pace

With a constant stream of bug reports and feature requests coming from active users, the challenge wasn't identifying what needed to be done, it was sequencing it correctly. NUS worked closely with Samuel to establish a clear prioritization framework: critical production issues were addressed first, followed by user-facing friction points, then feature enhancements. This ensured that stability was never sacrificed for velocity.

Systematic Bug Resolution

Each bug was treated as a signal about the system, not just an isolated fix. When an issue surfaced in one area of the platform, NUS engineers investigated whether the same root cause could produce failures elsewhere, addressing systemic issues rather than symptoms. This approach reduced regression rates and gave the platform more predictable behavior over time.

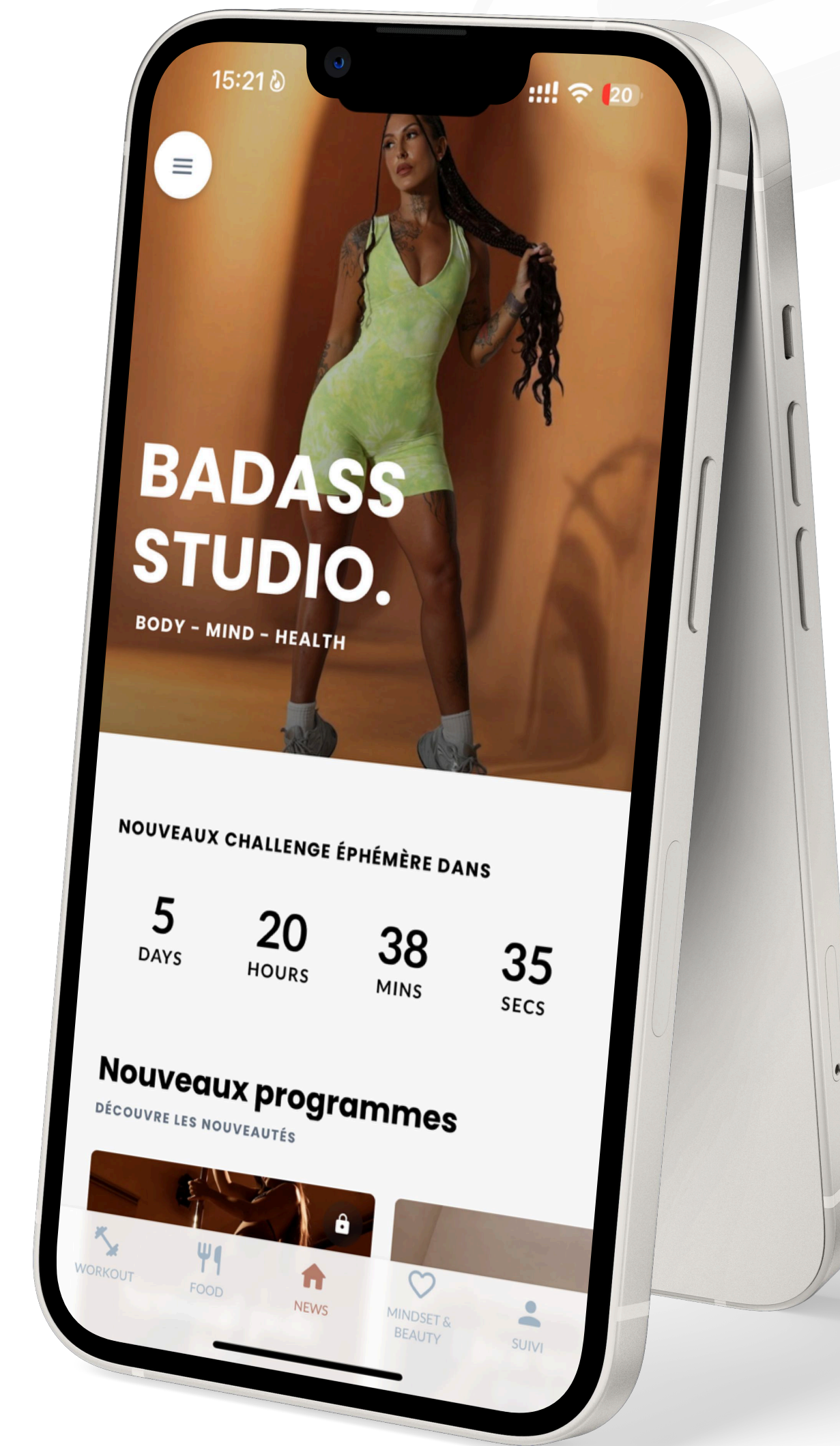


Continuous Feature Development

In parallel with maintenance, NUS shipped a steady cadence of feature improvements, enhanced app templates, refined member management flows, and UX refinements based on user feedback. The goal was to ensure the platform improved visibly for users month over month, not just stayed stable.

Deep Integration Management

Managing Movement's integration layer required more than standard API connections. NUS maintained the full suite of third-party synchronizations, ensuring Stripe subscriptions remained consistent with platform access permissions, that Firebase push notifications delivered reliably across devices and OS versions, and that Zapier workflows connected correctly to Movement's internal data model as the platform evolved. Localazy's i18n layer was also maintained to support Movement's global user base without breaking localized experiences during updates.



THE RESULT

A Platform That Improves, Not Just Persists

The ongoing NUS partnership has allowed Movement to grow without the instability that typically follows rapid feature expansion in custom-built platforms.



60% Reduction in Open Bug Backlog

Within the first six months of collaboration, NUS's systematic triage and root-cause approach reduced the outstanding bug backlog by 60%, shifting the engineering focus from reactive firefighting to proactive improvement.



45% Faster Resolution Time for Critical Issues

Priority-one bugs that previously sat unresolved for days were addressed within hours under the NUS prioritization framework, reducing average critical issue resolution time by 45%.



15+ Features Shipped per Quarter

NUS maintained a consistent delivery pace of over 15 feature enhancements and UX improvements per quarter – including new app templates, content management tools, and member permission flows – without introducing regressions to existing functionality.

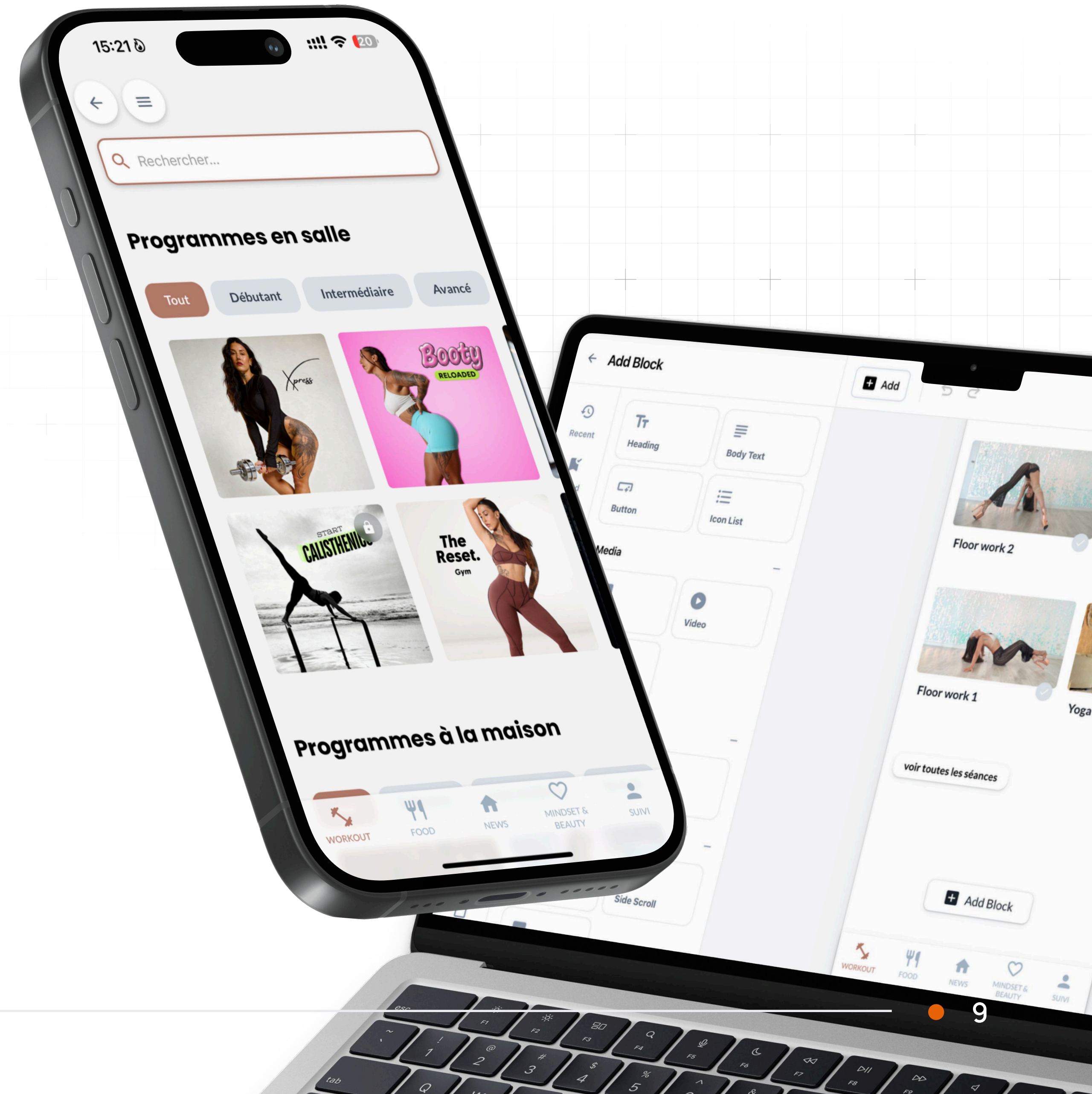


Zero Integration-Related Outages

Movement's six third-party integrations – Stripe, Firebase, Google Auth, Zapier, Localazy, and Google Analytics – have been maintained through multiple platform updates without a single integration-caused service disruption.

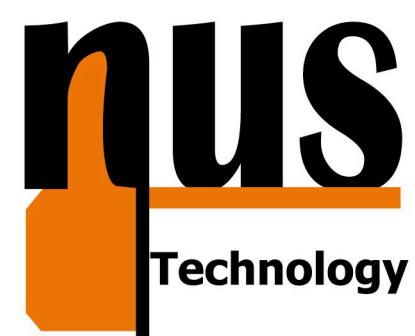
The NUS Difference: We Build It, We Run It

For Movement, NUS Technology is not a vendor on a contract, we are the engineering layer that keeps the platform running and moving forward. We hold the institutional knowledge of how the system behaves, what the edge cases are, and how to balance new capability with existing stability. That depth of ownership is what separates an operations partner from a development agency.



THANK YOU

For Reading Our Case Study



Contact Us

 Website
<https://www.nustechnology.com/>

 Office Address
Level 3 & 3B, Scetpa Building, 19A Cong Hoa Street, Bay Hien
Ward, Ho Chi Minh City, Vietnam

 Email
info@nustechnology.com

 Phone Number
+84 28 6296 7087

NUS Technology