

DRIFTSCAPE INNOVATION HIGHLIGHT



COMPANY OVERVIEW

Driftscape is a free mobile app that provides users with a platform to explore what's around you. From famous historical sites to popular restaurants, Driftscape offers real-time notifications highlighting experiences that are interesting and close to you.


LOCATION: TORONTO, ON

TECHNOLOGY




Data Centre and Cloud

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EXPERIENCES LAY HIDDEN

Whether exploring a new city on vacation or just strolling around your local area, discovering new things to do or immersing yourself in culture can be challenging. We often pass by tourist landmarks, restaurants, historical sites and cultural spots not knowing how valuable they would have been. Without us knowing, we often miss out on new experiences because we didn't know they existed in the first place.

GET NOTIFIED ON EXPERIENCES THAT INTEREST YOU

Looking to give users that knowledge, Driftscape was created. With access to an informative and explorative phone app, Driftscape offers users the ability to inform themselves when an interesting experience is only a few blocks away. After downloaded, users can enter in their specific interests. Driftscape then notifies users on possible opportunities that lie ahead, sharing stories on landmarks, restaurants, and other locations that are close by.

STRESS-TESTING TO SCALE

Stress-testing their platform to identify needed improvements for growing their users, Driftscape simulated their platform running one million daily active users. After the initial success of one million, Driftscape managed to scale up to three million users without any issues. While at CENG, Driftscape also identified additional hardware and app- server optimizations that will allow ways to grow past the three million daily active users mark in the future.

**"Testing
at CENG
revealed a
few important
architecture
improvements
to the
Driftscape
servers and
request
handling
that will help
us scale to a
larger user
load in the
future"**

Dan Pronovost,

Chief Operating Officer

Driftscape

