



Saying “I Do” to a Twitter-Based Social Photo Album



Challenges

Zola is the creator of a beautiful and highly customizable online wedding gift registry service designed around the needs of the modern couple and their guests. Their app gives engaged couples access to the latest products and experiences in one location while also providing a single checkout experience for their family and friends. Zola’s founders had deep online fashion and retail backgrounds and this inspired them to add a host of innovative new features to their app. These included things like gorgeous personalized registry designs for telling the couple’s unique story, coordinated package delivery scheduling and a mobile barcode scanner app to include items found beyond the site.

The Zola team realized that mobile technology could also be used to enhance, and even replace, other aspects of the traditional wedding experience. While cheap disposable cameras at guest tables had long been the top option for crowd-sourced wedding pictures, Zola’s developers knew there was a better way. The picture quality from smartphone cameras far surpassed that of throw-away film cameras and could be then used to instantly share images with the couple and their guests. The company just needed a way to quickly and seamlessly integrate this new functionality into their mobile registry experience.

“The less time I spend on the technical details of communicating with Twitter, the more I can focus on our product. The Fabric SDK allows me to do just that.”

Charles Scalesse
Principal Mobile Engineer
Zola

Solution

Zola leveraged the Twitter Kit from the Fabric SDK to easily add Sign-in with Twitter, search and embedded Tweet functionality into their existing mobile registry app. The Twitter Kit gave their developers a fully supported, one-stop-shop for all of this new social functionality and Zola was able to integrate each in just a line or two of code. The company was able to further customize the new Twitter Kit functionality for their particular application, including pre-populating automated Tweets with suggested messages for the couple.

The developers’ wanted to take advantage of the fact that modern weddings often made use of a unique thematic hashtag, such as #LindsayandBlakeley. This new feature enabled the users to automatically pull Tweeted photos from before, during and after the wedding that contained the couple’s hashtag in order to create a custom Twitter timeline. The couple would then be able immediately view their guests’ images in an easy to use wedding album, all without leaving the Zola mobile app.

Results

Zola recently launched the new #Love wedding album feature just in time for the company's one-year anniversary. Instead of having to build each individual social component on their own, the Twitter Kit provided a turn-key solution that allowed Zola's mobile developers to focus their energy on developing the core registry components instead. The real magic was evident in the fact that it only took a matter of days to build the app on the new toolkit as opposed to the weeks or months that it would have previously taken. Countless hours of invaluable developer time was freed up for other projects thanks to the Fabric SDK, and #Love was shipped to the delight of couples throughout the US.



Location: New York City, NY

Industry: E-Commerce & Online
Wedding Registry Services

Kits: Twitter Social

Quick Facts:

- 30,000+ Couples Created Wedding Registries on Zola in the Last Year
- Zola's Founders Met and Worked Together at Gilt Groupe
- Zola has Been Featured in Fast Company, Inc., Bloomberg and More

