dTECH

FARCASTER
CASE STUDY

SUPERCAST LLC

BUILDING VIRALITY

Supercast was the 2nd largest Farcaster client.
Super flourished through it's vibrant community.
dTech's growth & technical expertise aided Super
to be acquired by MerkleManufactury (Warpcast).

During the project dTech
- migrated the whole authentication system
- added a Cryptowallet to the web application
- built viral features and scoped key features

WWW.DTECH.VISION

TECHNOLOGY & SOLUTION

THE DTECH APPROACH

We were tasked to solve the hardest technical challenge. Rewrite the whole authentication system to a new mechanism. While working on it we provided product insight and strategies for growth.

When the migration was complete, we kept working on Super to build viral features.

Combining a sense for great user experiences and technical expertise is how we dTech it!

THE TECHSTACK

- NEXT.JS, TYPESCRIPT
- POSTGRESQL DATABASE

- NEYNAR APIS FOR FARCASTER DATA

- PRIVY FOR AUTHENTICATION AND EMBEDDED WALLETS

- ZERION API FOR WALLET TOKEN & TRANSACTION HISTORY DATA

PROCESS

To start we coordinated with Woj gaining an overview of the existing authentication system and the desired user experience. Together with the Privy team we architected the new system. Once architected we implemented and rigorously tested it. Viral Feature development and strategy followed the same process from user experience to delivery.

OVERVIEW & COORDINATION

ARCHITECTING A NEW SYSTEM

IMPLEMENTING & TESTING

REPEAT
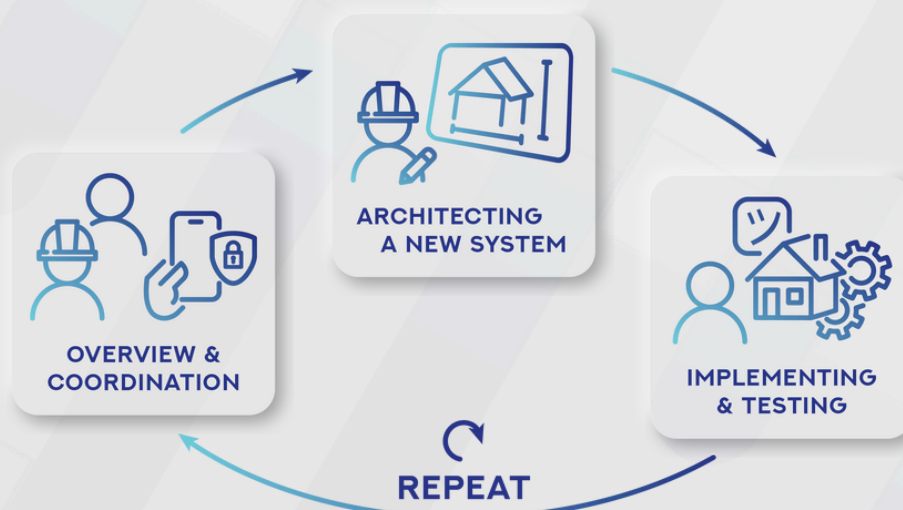
CHALLENGES

Our priorities are clear: take over the hardest technical challenges and drive user retention as well as growth with viral features

THE CLIENT

Super being a Farcaster client operates in the Social Media market. Focused on cryptocurrency communities and decentralized network enthusiasts the subscription gated social media web application provides power user features. Within the ecosystem of programmable Social Network Farcaster Super rose to be the second most used client only behind the Farcaster team's own Warpcast client.

The pitch for super evolved from "grow on Farcaster" targeting creators and marketing teams to "have fun and make money on Farcaster" serving end users.

THE PROBLEM

Super's main challenge "how to grow as big as Warpcast and beyond".

For dTech that results in leveraging technical expertise so founder Woj can focus on growing the business, while we take care of feature development and technical improvements. Additionally we provided product and growth strategies to drive user retention, community building and user growth.

MONTHLY DELIVERIES @SUPER

Feb 25

ACQUISITION

Super announced being acquired by MerkleManufactory.

Jan 25

SUPER WALLET

Built out a crypto currency wallet inside the Super web app.

FRAMES V2

Architected the Farcaster Frames mini app experience.

Dec 24

SUPER ANON

Scoped and consulted on novel super anon features that went viral.

AUTH REWORK

Rearchitected the whole authentication system.
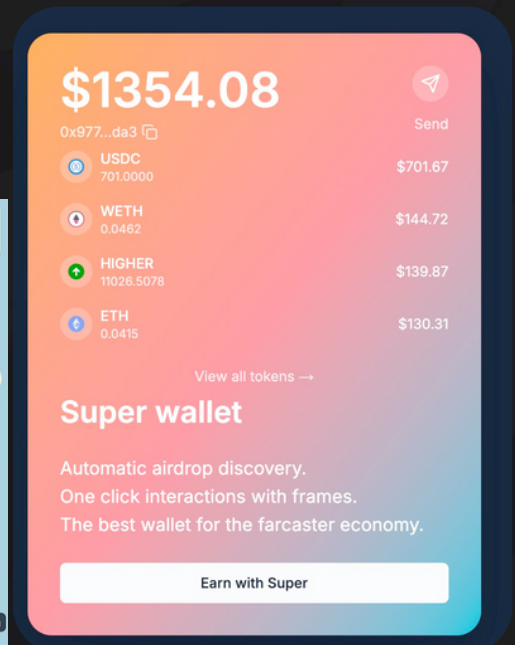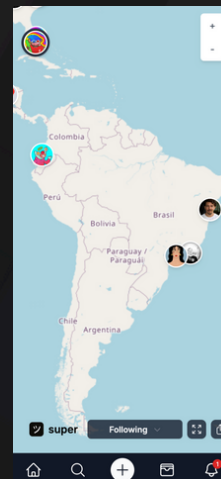
Nov 24

SCOPING

Scoping the roadmap for dTech to work on, consult on strategy.

NOTIFICATIONS

Architected and delivered a push notification system for Farcaster notifications.

USER MAP

Delivered a beloved map of all users, so one can see where their friends are located.

$1354.08
0x977...da3
Send

USDC 701.0000 — $701.67
WETH 0.0462 — $144.72
HIGHER 11026.5078 — $139.87
ETH 0.0415 — $130.31

View all tokens →

Super wallet

Automatic airdrop discovery.
One click interactions with frames.
The best wallet for the farcaster economy.

Earn with Super

OVERCOMING CHALLENGES IN THE PROCESS

Technical challenges required integrating with existing codebase while maintaining code quality and driving results. For notifications, we extended the database schema and integrated with existing data flows to build a complete system from scratch. The authentication refactoring involved full reconstruction before implementing the new architecture.

Our Farcaster experience allowed us to execute effective strategy immediately and ship successful experiments like the map feature.
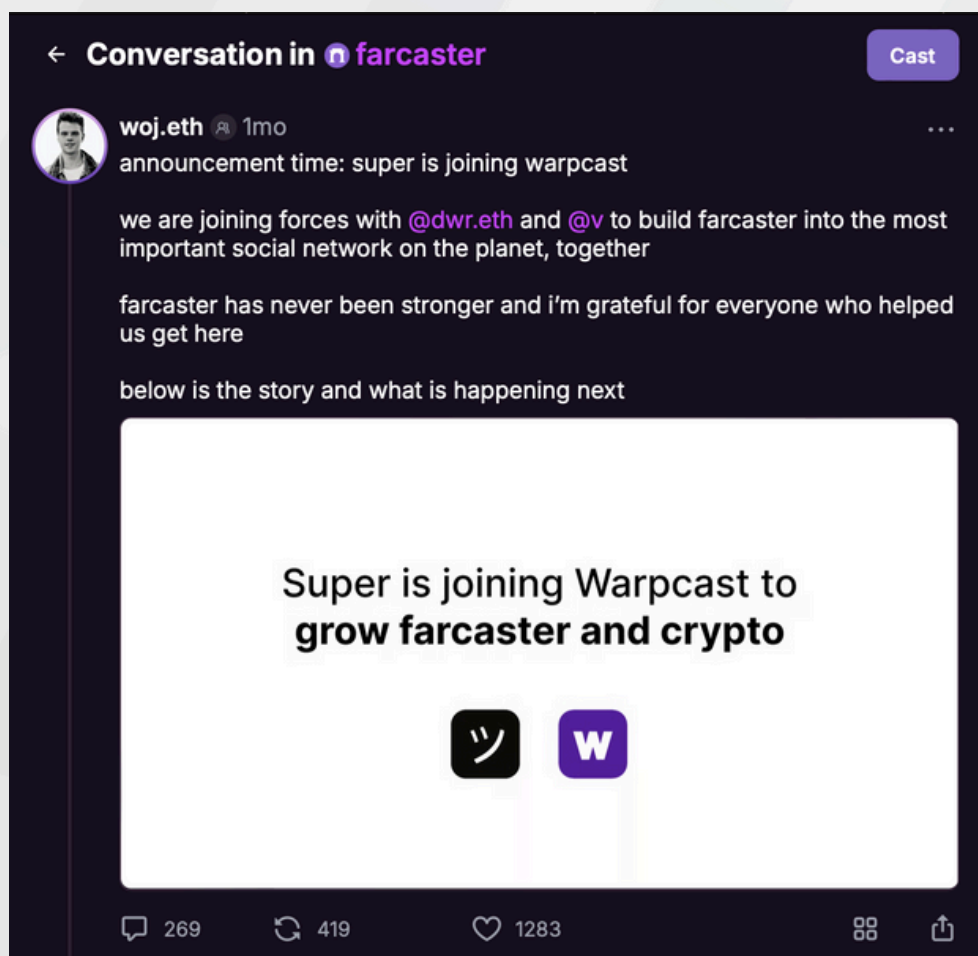Super wallet and Frames v2 were our most significant new features, which we fully designed and implemented. We coordinated with ecosystem partners, evaluated infrastructure options, and successfully delivered Wallet v1 just before the acquisition.

RESULTS

With superanon becoming the most beloved and engaged Farcaster account, the hype building for super wallet coming out and the super Frames v2 experience the momentum was strong. We just released the new authentication system with a free plan so everyone could use super!

During the fundraise MerkleManufactury the company behind Farcaster and Warpcast reached out to Woj (Founder of Super) to acquire Super. We're proud to have played a part in driving super to the point of being a worthy acquisition. Super is now part of MerkleManufactury!

"WITHOUT DTECH WE WOULD NOT HAVE BEEN ABLE TO DRIVE COMMUNITY AND USER GROWTH WHILE REWORKING THE WHOLE AUTHENTICATION SYSTEM AND ULTIMATELY GET ACQUIRED BY FARCASTER."

← **Conversation in ⓝ farcaster**   `Cast`

woj.eth ⚑ 1mo   ...
announcement time: super is joining warpcast

we are joining forces with @dwr.eth and @v to build farcaster into the most important social network on the planet, together

farcaster has never been stronger and i'm grateful for everyone who helped us get here

below is the story and what is happening next

Super is joining Warpcast to grow farcaster and crypto

💬 269   🔁 419   ♡ 1283   ⊞   ↥

https://warpcast.com/woj.eth/0xf0c8895c

SUMMARY

WHY DTECH?

Solving the hardest technical challenges frees your mind and your teams time. Imagine working on what you're great at, while we do what we're great at. It's a no lose partnership.

Additionally understanding growth, product and human psychology we simplify user journeys and come up with retention and growth plans to not only drive technical but also business results directly!

If quality, technical expertise with the ability to understand the end user and drive product strategy matter then dTech is the development & growth boutique for you!

TRUSTED BY
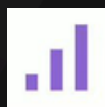
LOOKING FORWARD TO WORKING WITH YOU

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