

LigaMX

# Liga BBVA Bancomer App: From 0 To 10 Million Users

Whitepaper



**LIGA MX**

**LIGA BBVA BANCOMER MX is a massively popular mobile app with continuous updates, unique features, and a great track record. It is a perfect example of agility and scalability as a result of using Low-Code multiplatform development technology.**

Liga BBVA Bancomer or Liga MX is the most important professional soccer league in Mexico, where the sport is king and attracts millions of fans, or “porras” as they are known locally. It consists of 18 teams from the different states, which makes the sport so popular among the country’s more than 120 million inhabitants.

Since its debut in 2015, the Liga MX App has kept fans connected to the teams and matches, providing all the league information and statistics. It offers detailed information of the matches, following teams and allowing users to watch videos of the goals in real time when they can’t watch TV.

Just a few weeks after going live, it was included in the ‘Featured Apps’ section by Apple iTunes.



## Customized user experience and sophisticated design

Thanks to its excellent UX, it is a unique application with features that make it more engaging than other information outlets. For example, it can send up to 9 types of push notifications about the activities taking place at any given time; right after a team scores a goal, all the users subscribed to that team are notified and shown a video of what happened.

This scenario can involve a huge number of visits at any given time, so the infrastructure on which the application runs must be scalable enough to handle millions of users on match days.

At present, the app is recognized as being an informative and entertaining at the same time.

Its amazing Graphical Interface and intuitive “QuickView” navigation also set it apart, as well as the Dynamic Menu with ‘Widgets’ and shortcuts to the different sections of the App, live stats, and stadium location by satellite.

The design elements integrated throughout the development keep the app’s visual impact, while the advanced technology developed with GeneXus allows for sophisticated elements, such as simultaneous display of two or more live matches.

In addition, to achieve the desired User Experience, the platform is customizable and offers a graphical interface and intuitive “QuickView” navigation, specifically created for the clear visualization of dynamic data in real time, with the ability to drill down on demand.

The dynamic menu with ‘widgets’ shows frequently updated information and provides shortcuts to the various sections of the app, enhancing its unique navigation experience.

## Technological challenges

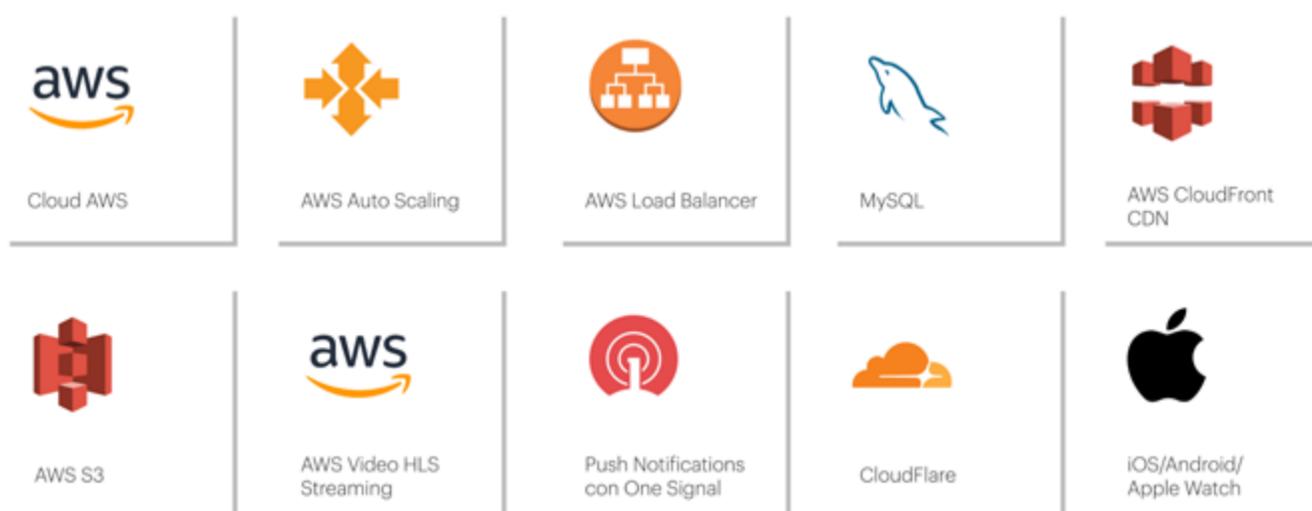
Six years later, the application is still in the TOP 10 with about 10 million users out of 120 million inhabitants and 40.4 million smartphones.

The high demand it faces at times is a great challenge that it has overcome with resilience and agility, reaching 100,000 recurring users.



## Technical characteristics

Below are some of the technologies that were used and integrated into the development and implementation of the Liga MX App with the GeneXus Low-Code development platform:



The Liga MX App currently handles large numbers of users, and is a great example of scalability and volume.

**150,000**

User per day (400.000 users on weekends)

**220,000**

Requests per minute at peak times

**40,000**

Concurrent users

**220,000**

Notifications per second have been sent on some matches

**5 Billion**

Have been sent by the app up to date

**50 Billion**

Screen views

## Impact

The application has 4.5 stars in the Apple Store and a similar rating in Google Play.

It was showcased by Apple in the Apple Store at its launch, which is the highest recognition from Apple for applications in its store.

The app's outstanding quality sparked Apple's interest, so they invited the technicians who developed it to come to their lab in London to port it to the Apple Watch prior to its launch.

The app: "Liga Bancomer MX Official App" can be downloaded from the App Store, iOS & watchOS2, and from GooglePlay for Android. It is also available in Huawei's App Gallery.

## **5 years and 10 million users later ...**

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Learn more about the advantages of using GeneXus in your projects.

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