



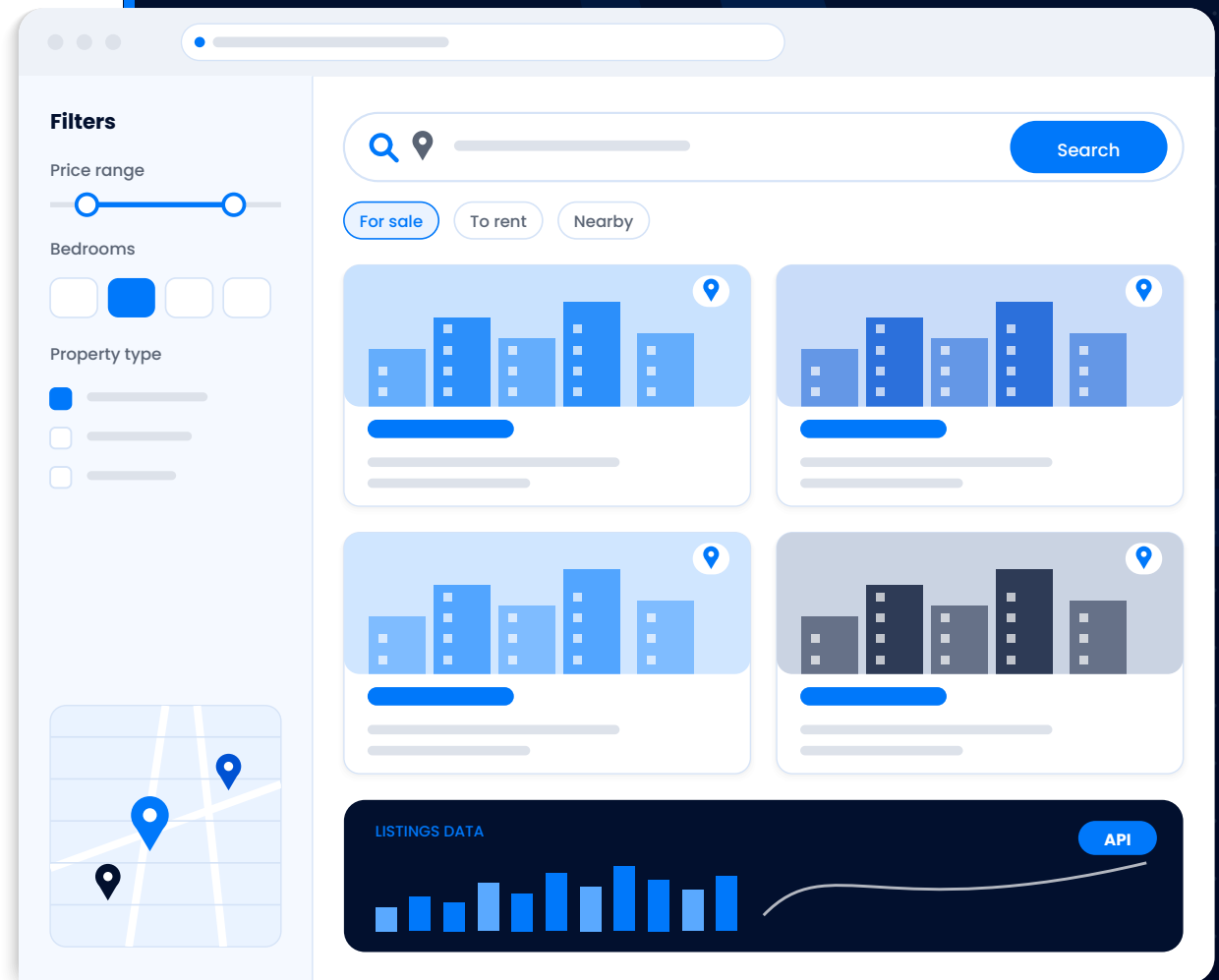
CASE STUDY

Foxtons UK

Digital Property Platform

SOFTWARE ENGINEERING &
FRONTEND DEVELOPMENT

Codeinity Solutions supported the development, enhancement, and optimization of a digital property platform built for a growing property marketplace.



CODEINITY SOLUTIONS · TECHNOLOGY PARTNER

Property Search

Property Listings

Filters

Digital Platform

The Client

Foxtons UK was at an early startup stage when Codeinity Solutions became involved. The business was establishing its digital platform, and needed engineering support that could grow with it.

Codeinity provided software engineering and frontend development support, helping to build and improve the digital property platform. Over approximately two years, the engagement moved from development through enhancement into ongoing optimization, so that the platform could evolve alongside a growing property marketplace.

THE ENGAGEMENT IN ONE LINE

**An early-stage platform,
engineered to grow alongside a
property marketplace.**

APPROX. 2 YEARS

PROJECT SNAPSHOT

CLIENT

Foxtons UK

ENGAGEMENT

**Software Engineering &
Frontend Development**

DURATION

Approximately 2 Years

PLATFORM

Digital Property Platform

FRONTEND

Angular + TypeScript

CORE FOCUS

**Search • Filtering •
APIs • Performance**

As the Platform Grew, the Engineering Challenge Changed

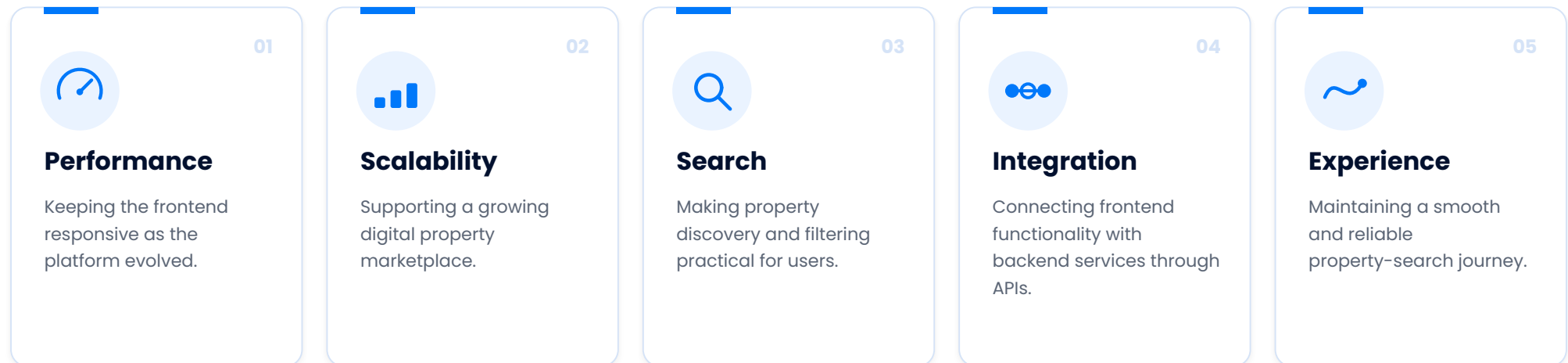
Foxtons' platform was designed to support a growing property marketplace, with a large volume of property listings and users. At that scale the frontend is far more than an interface: it is the surface through which every search, filter, and listing is experienced.

As the platform evolved, performance and scalability became increasingly important. The challenge was not simply adding functionality. Each addition had to preserve the speed and reliability people expect from a property search.

THE PLATFORM NEEDED TO MAINTAIN

- ✓ Smooth property discovery
- ✓ Strong API connectivity
- ✓ Reliable frontend performance
- ✓ Scalable digital experiences
- ✓ Effective filtering
- ✓ Consistent user experience

WHAT REQUIRED ENGINEERING ATTENTION



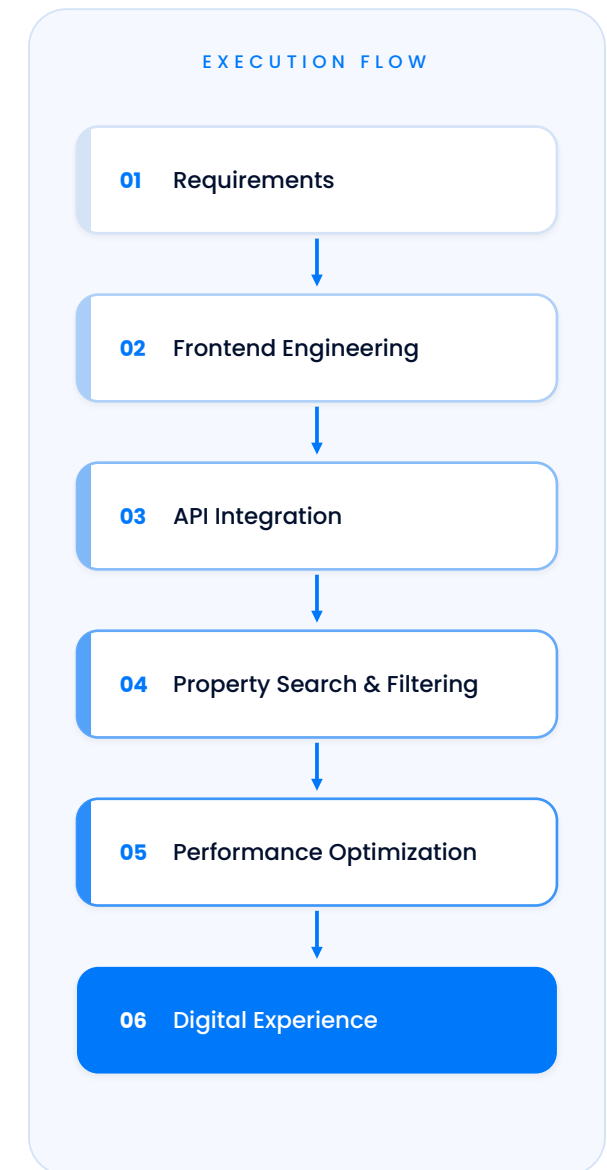
From Platform Requirements to Engineering Execution

Codeinity's role was hands-on engineering. The team turned platform requirements into working functionality using Angular and TypeScript.

The work concentrated on the parts of the platform users touch most: property search and filtering, with frontend functionality connected to backend services through APIs.

Performance remained a priority as the platform evolved. The engagement was not a single delivery; it extended across development, enhancement, and ongoing optimization over approximately two years.

- 01 Frontend Engineering**
Angular and TypeScript for frontend development and platform functionality.
- 02 Property Search & Filtering**
Functionality supporting property discovery and filtering.
- 03 API Integration**
Frontend functionality connected with backend services through APIs.
- 04 Performance Optimization**
Focus on frontend performance and a reliable experience as the platform evolved.
- 05 Continuous Enhancement**
Development, enhancement, and ongoing optimization across the engagement.



The Technology Behind the Experience

A focused technology footprint, applied to the parts of the platform users rely on most.

01

Angular

Frontend application development and digital property experiences.

02

TypeScript

Structured frontend engineering and maintainable application development.

03

API Integration

Connecting frontend functionality with backend services and supporting property-search and listing functionality.

ENGINEERING AREAS

Property Search

Supporting property discovery for users.

Property Filtering

Making results practical to narrow down.

API Integration

Frontend connected with backend services.

Frontend Performance

Staying responsive as the platform evolved.

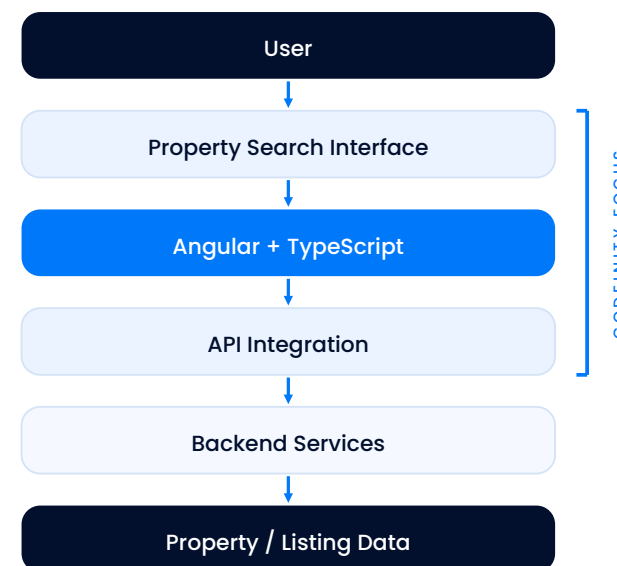
Platform Enhancement

Continuous development and improvement.

User Experience

A smooth, reliable search journey.

ARCHITECTURE AT A GLANCE



Built for a Growing Property Marketplace

The platform was designed to support a growing property marketplace, with a large volume of property listings and users. In that environment, the quality of the search experience is inseparable from the quality of the engineering behind it.

Codeinity's work was shaped by that reality. Engineering priorities centered on frontend performance, on supporting continued platform growth, and on maintaining a reliable experience. The objective was a smooth, fast, and scalable property-search experience that could support the company's growth.

A NOTE ON SCALE

Specific technical scale numbers are not publicly available, and specific before-and-after business metrics have not been published. This case study therefore describes engineering priorities and outcomes in qualitative terms only.

01

PERFORMANCE

Focused on frontend performance as the platform evolved.

02

SCALABILITY

Engineering priorities included supporting continued platform growth.

03

SEARCH EXPERIENCE

Property search and filtering were key areas of frontend development.

04

INTEGRATION

API integrations supported communication between frontend functionality and backend services.

05

RELIABILITY

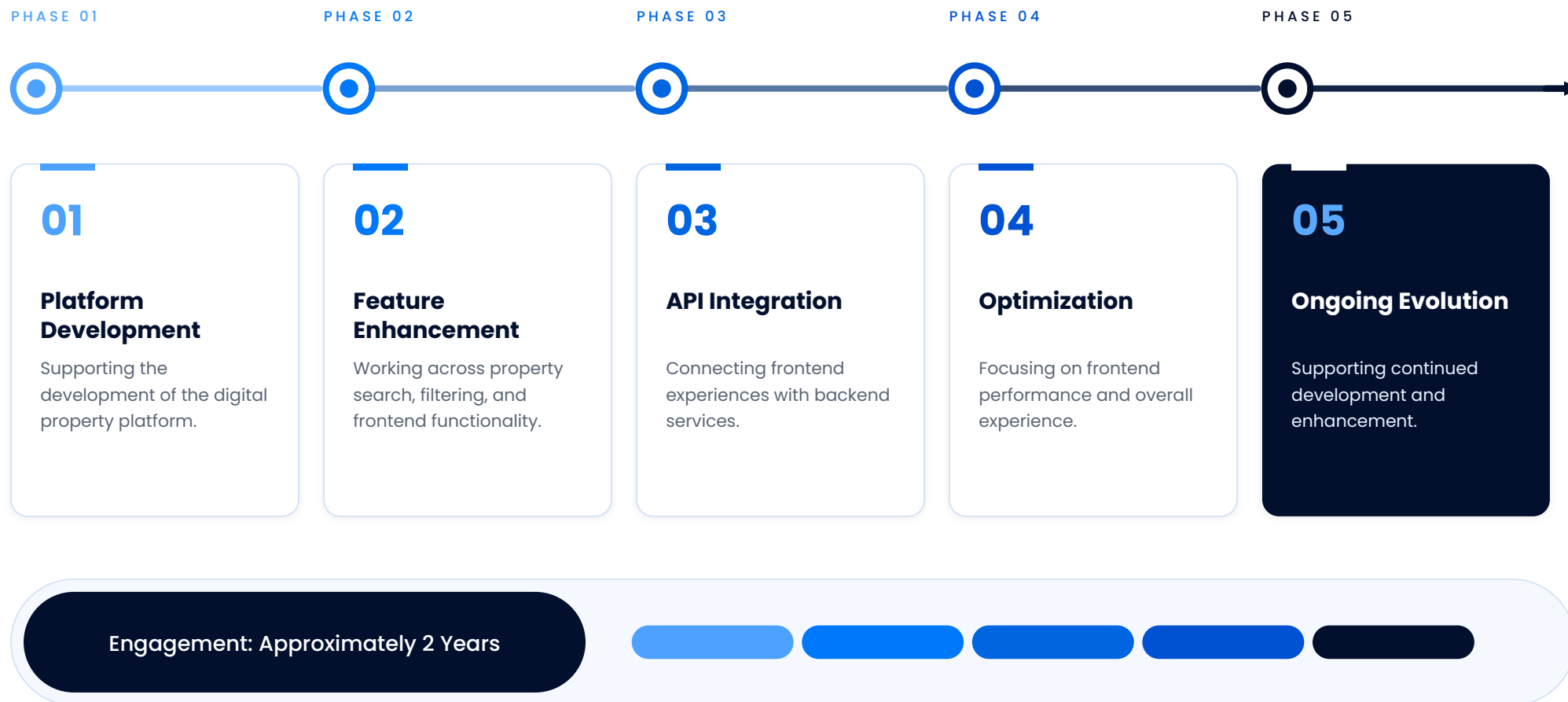
Ongoing optimization helped maintain a reliable digital experience.

Designed to evolve with the platform.

Approximately 2 years of development, enhancement & optimization

A Long-Term Technology Partnership

Over approximately two years, Codeinity's involvement evolved alongside the platform. The phases below describe the shape of the engagement rather than a dated schedule.



Foxtons UK's platform operated as a connected digital ecosystem. It handled customer data and property data, and integrated third-party payment methods and AI services as part of the wider platform experience.

Within that ecosystem, API integrations were essential. They connected the frontend with backend services and supported the platform's key property-search and listing functionality, the layer where frontend engineering meets the rest of the platform.

Codeinity's role centered on frontend engineering, property search and filtering, API integration, and performance optimization. Other elements of the ecosystem are shown to illustrate the environment the platform operated in.



A Technology Partnership Built Around Evolution



Codeinity was a valuable technology partner throughout the project, delivering reliable solutions, strong technical expertise, and the flexibility to support our evolving needs.”

Foxtons UK Client feedback

ENGAGEMENT AT A GLANCE

Approx. 2 Years

Development, enhancement & optimization

Angular + TypeScript

Frontend engineering

Search • Filtering • APIs

Plus frontend performance

RELIABLE SOLUTIONS

Dependable engineering delivered across the life of the platform.

STRONG TECHNICAL EXPERTISE

Frontend engineering, search, APIs, and performance.

FLEXIBILITY

The ability to support evolving needs as the platform grew.



Planning a platform that needs to evolve?

Codeinity Solutions partners with product teams on software engineering and frontend development, from early-stage platforms through ongoing optimization.

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