

InfoBeans

CREATING **WOW!**

The App Approach - How To Do It Best!

Case Story



We are in the age of the app economy. Look around you. There's an app for everything. While consumer apps have made their presence almost indispensable, the enterprise too, has warmed up to the lure of mobile apps and have been proactively using them to not only improve customer interactions but also improve internal interactions, business processes, and productivity. As our world gets increasingly plugged into the mobile revolution, apps are climbing up the mobile value chain even in the enterprise context. With the smartphone revolution and the consequent 'appification' of the economy, even business applications have to keep pace with consumer-grade applications and deliver smooth and user-friendly experiences.

Joining this app revolution was one of our clients, a trade association of electric power industry in the U.S. with more than 60 companies associated as international members. The members of this association are responsible for providing electricity to over 220 million Americans and operate across 50 states and the District of Columbia. While the client had a fully functional website, they wanted to leverage the mobile benefit and develop an app for their employees and business associates for better personalization and smooth information delivery. They wanted to leverage the mobile app to bring their members and staff together on one platform, streamline scheduling, organize meetings, allow for simpler searches of peers or companies, and provide role-based access within the app.

We decided to use Xamarin Native, Storyboard/XIB, Lamda, C#, XCode, Android SDK, iOS SDK for the mobile app development. During the initial mobile app development phase, we utilized XIB for the UI development. However, we realized that this technology was slowing down the development of the application and it was getting harder to stay within the defined timelines. In order to stay within delivery timelines and resolve this challenge, we started editing storyboard/XIB files in Xcode IDE. The native mobile application that we developed had to be such that it could easily communicate with the database provided by the client and could render the user screen based on interpretation of incoming feature matrix. With this solution, the users of the application could search for other members and their profile details with ease. They could also search for companies and point them out on the map. The members got the flexibility to view the pre-composed email list and could also manage their own mailing list using the app. Those members belonging to the Client Committee could view available committees and their statistics. Along with this, owing to a user-friendly interface, the members could view upcoming meetings, register for the meetings, organize meetings and view these on the map. Additionally, members could also view trending industry-specific news with a click and refer to the department calendar to view upcoming events and the event details in a single click.

Since the application was populated with the data and permissions coming from a centralized user system, it helped in reducing data redundancy as well as the development costs. The organized meetings and events could also be viewed on Google Maps which helped the client organize and publish events with greater visibility to each member. The members could leverage proactive services owing to the feature matrix filter feature from the app screen.

Using a suite of well-fitting tools and technologies, we were able to deliver an intuitive application with a great UI and UX to our client. The app facilitated streamlined information exchange and made information discovery easier because of the comprehensive details provided in a very easy to use manner. Our consultative approach towards app development ensured that not only did we understand the explicit needs of the client but also their implied needs. This approach enabled us to develop an app that assisted the client in conducting their business better and with transparency across the length and breadth of their organization.

----- End of the Document -----