CLAPP APP

CASE STUDY

redbytes
SOFTWARE
Appify Your Business

Domain

A software development company intended on making a public forum application with relevance to several TV programs which in a way assists an audience to gain a vision based on the programs of their interest.

Objective

To enhance the user interaction with respect to hundreds of TV broadcasts on the air and out of the air by allowing them to be a part of on-going discussions via various available features (comment, applaud and dislike/buu). To establish a real-time platform where TV program enthusiasts are kept informed with context to timings and latest updates of TV programs.

Challenges

- Developing a multi-lingual (Italian and English) and multi-platform (Android and IOS) app

- Coping up with the dynamic timing complexity to be reflected with context to programs

- Minimizing the user data consumption

- To integrate emoticons along with comments

- Implementation of nested UI considering fragmentation of screen

Strategy

To align with company's strategy, a clear vision considering the flow of the application and identification of requirements were considered in the initial phase. To keep pace with the rapid application deployment in face of changing requirements, we adhered to agile methodology. Trello, an effective tool was used to create a working environment and to encourage real-time collaboration within the internal team. In order to boost communication with the client, Scala tool was deployed. Work was confined to sprints/iterations and user stories were released in the committed time stamp

What Redbytes did?

Redbytes designed, developed an interactive architectural interface to ensure technical excellence. It involved integration with back-end using Rest APIs, beta testing and regular client interactions. Feedback and improvisation were carried out simultaneously to accelerate the development process.

Clapp App was intended on building user-friendly platform associated with real-time updates of categorized TV programs. It provides an add-on feature of video streaming, and statistical dashboard which tracks down user activity. Exclusivity of this app is provision of admin panel which customizes program category and several other settings as per requirement.

Design

Design approach was kept simple so that user can get easily acquainted with the flow of the app. PSD files were provided by the client which were further sliced into respective format (jpeg/png/svg) as per the platform feasibility. To have a real time insight, user testing was performed at regular intervals.
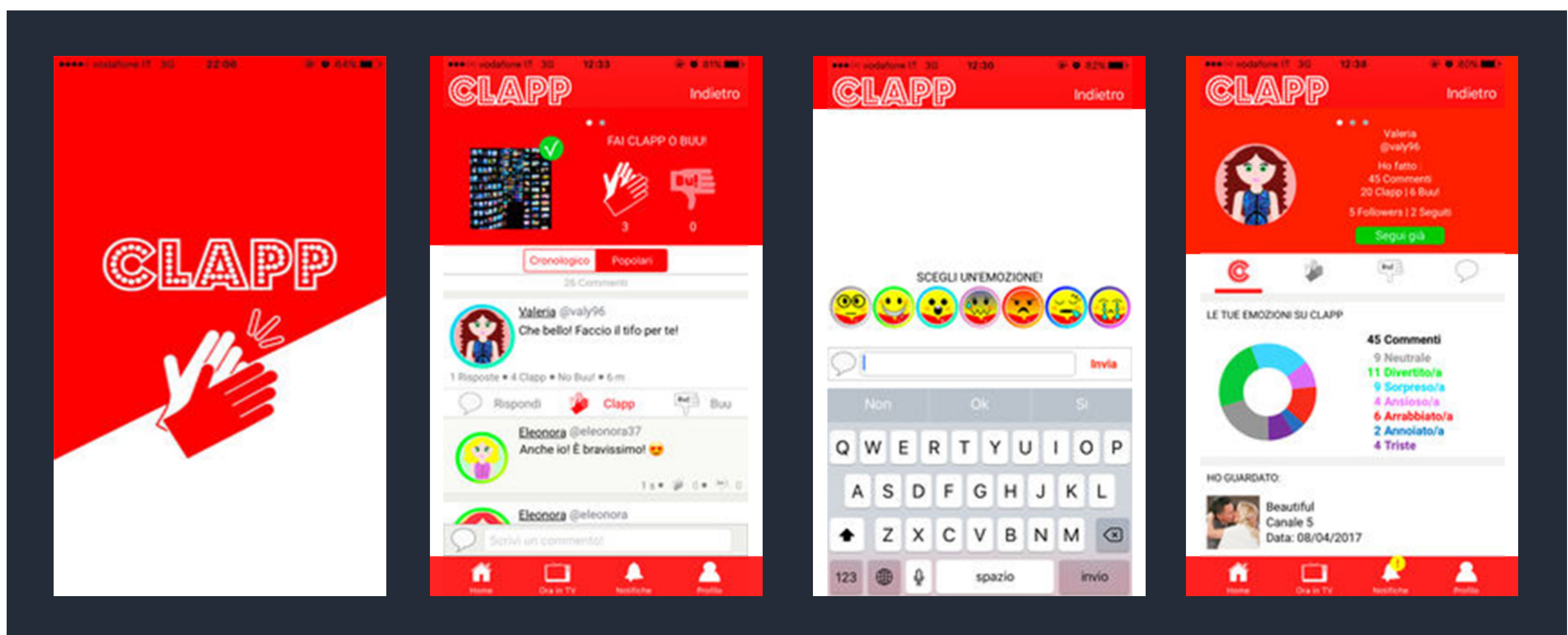
Application

This particular app was developed in iOS and Android frameworks.

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In Android: From development perspective, Android Studio with Gradle plugin is put into use. To improve the functionality SDK and latest plugins were integrated in app. Programming language used is Java considering that it has a vast open source support accompanied by various libraries and tools, along with XML as a user interface. Security protocols are deployed within the web service in order to restrict data liability to any security breaches. Local data at app side is also encrypted, thus providing an additional layer of security.

In iOS: Objective C was used to write the framework of the respective app. X code is used as the integrated development environment (IDE) as it accounts for one of the most suitable platform to build apps.

App Screenshots

Testing and Debugging

To ensure the functionality of app, set of test cases were analysed at regular intervals of time. Automated testing methods used to resolve the problems of performance are: unit testing, integration tests and regression testing. It was further deployed on beta servers and the generated bugs were handled effectively.

Investment

A team consisting of a dedicated Project Manager, iOS and android developer, Quality Analyst and tester were responsible for turning requirements into functionality. Completion of this particular app required tenure of six months.

Achievement

Redbytes team, successfully developed the Clapp app within a pre-defined time stamp with having commitment to excellence and expertise in mobile development applications. After launch, the popularity of this app was sky rocketed.