

Case Study

PowerRing- Android and iOS Applications

Client's Business Challenges:

Since our Client PowerRing was the first one to come out with this innovative idea that allow the caller to assign a ringtone to play on the call receivers phone. Powering application allow user to create a ringtone from your device and play it on your friend's phone when they receive your call. It's simple. Select a song from your playlist, clip a unique portion of the song and there you go. Once you've saved your creation, your part is complete. Your friends will hear your creation any time you call.

PowerRing is a mobile app developed for Android and iOS users, conceptualized and designed uniquely where app itself change the caller ringtone. For developing this application, client was looking for a team who could provide him with intuitive yet user friendly GUI, faster development and quality delivery. Some of the objectives that our design and development team had to achieve were:

- Additional features which could help client's business to add more revenue
- Incorporating usability principles while developing numerous features designed for enhancing the users experience

Augmatiks Solution:

AUGMATIKS developed an attractive, easy-to-navigate, searchable, interactive, dynamic application, shaping it from the scratch by handling every part of the development- design-testing process to make this innovative idea, a dream come true.

The PowerRing concept was entirely unique, and yet so simple that our mobile app development teams loved working on the project from the onset. The creative teams worked on providing a stunning user experience to the mobile app, while development teams looked after the technicalities and delivering a sound, flexible and performance-oriented platform.

Application Domain

Social Networking App

Objective

Giving shape to an innovative idea in the form of application for Android and iOS platforms which will be faster, lighter and user friendly. To deliver a feature rich app in lesser time and lower costs giving an extra ordinary user experience.

Technologies Used

Java JDK 1.6

Android SDK 2.1 (min)

Objective C

My SQL

PHP for web services

Storyboards and Nib files editor

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AUGMATIKS Development Solution:

To simplify and understand App better, it was divided in to various modules

❖ Frontend

1. Login/Registration screens
2. Song Assignment Screen
3. Send Powering Screen
4. Group Creation Screen
5. Edit Group Screen
6. Proxy Ring Screen
7. Song Clipping Screen
8. Song Sending Screen
9. My Music Screen
10. Group Listing
 - Invite members module
 - Group management options
 - Individual Group options
11. App Inbox
 - Invitations
 - Other messages
12. Settings
13. Push Notifications
 - Group Requests
 - Song Cutter
 - Custom message
14. Static pages
 - Services info
 - Terms and Conditions
 - Privacy Statements

❖ Backend

1. Song Collection
2. Collage creation
3. Adding Group information

Services

Provided

Requirements Analysis
Technology
Architecture and
Database Design
Solution Development
in Agile
Day Night support
Testing and
Maintenance

Why AUGMATIKS?

Domain Expertise
Technical Expertise
Trained Professionals
Faster project
execution using
frameworks saving time
and cost
Customer service first
Mantra
90 % Client Retention
Flexible Delivery
Models
Standardized

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Challenges: Synchronizing time and real time caller tune change of different mobile model and version is real challenge for us. Also, designing custom push notifications, implementing new feature like clip a song from your playlist and make it your friend's ringtone when you call them. Creating ringtone from different no of songs every time were few of the things where our team had to go an extra mile to achieve.

AUGMATIKS Achievements:

AUGMATIKS was able to deliver a robust solution to the client which enabled him to achieve excellence and overcome challenges in his business. Some of the achievements made were:

- ❖ **Increased application speed:** When it comes to apps whether a mobile app or a web app, performance remains a critical issue. Our developers made it possible for this app by doing advanced caching within the app
- ❖ **Innovation in usual features:** Our developers did something very creative in the app by incorporating Augmented reality feature like new and creative ringtone every time you receive a call + Clip a song from your playlist and make it your friend's ringtone when you call them
- ❖ **Size reduction of app:** On a mobile where a user stores 100s of apps, app size is something which is very important. Developers made a suggestion to the client to reduce size and happily asked to implement it, developers user image assets to reduce size of the application
- ❖ **Reduced Development Costs:** To reduce development effort and thus the cost, developers smartly used Share Kit library which allows sharing on multiple social networking platforms
- ❖ **Increased security:** Developers ensured additional security by encrypting all the data captured from users
- ❖ **Faster Uploading:** Before uploading songs on server, developers reduced its size and maintained song quality as well so that uploading process is done faster

Client's Testimonial

"I recommend AUGMATIKS because they are focused, patient, understanding, and very fair. They went the extra mile to see me content and happy. Since I was a novice at coding, graphics and everything of else needed to put into a successful app, they worked with me through the entire process to deliver an app which not only offers an attractive yet simple to use GUI but is very fast and efficient too"