Case Study

Synco – Android and iOS Applications

Client's Business Problem:

Since our Client Synco was the first one to come out with this innovative idea of developing Time based group photo sharing application for youngsters, so it was difficult to determine the accurate project requirements and potential features which will delight and involve the target audience.

Synco is a mobile app developed for Android and iOS users, conceptualized and designed uniquely where app itself creates a collage of the pictures shared by a group of friends with in a time slot.

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
- A fast, intuitive and User friendly GUI

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 Synco 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

AUGMATIKS Development Solution:

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

❖ Frontend

1. **Login/Registration screens**
2. **Group Listing**
   - Invite members module
   - Group management options
   - Individual Group options
3. **App Inbox**
   - Invitations
   - Other messages
4. **Gallery**
   - View Photos
   - Download Photos
   - Folders sorting options
5. **Settings**
6. **Push Notifications**
   - Photos Requests
   - Countdown timer
   - Picture taking
   - Custom message
   - Photo Receive
7. **Static pages**
   - Services info
   - Terms and Conditions
   - Privacy Statements
   - Suggestions Posting

❖ Backend

1. Photo Collection
2. Collage creation
3. Photos sending to friend's group
4. 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 between the users sharing pictures from different time zones was an issue to manage. Also, designing custom push notifications, implementing augmented reality feature on camera, creating dynamic collages from different no of pictures 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 of images within the app
- ❖ **Innovation in usual features:** Our developers did something very creative in the app by incorporating Augmented reality feature on the live camera
- ❖ **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 efforts**: 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 image on server, developers reduced its size and maintained image quality as well so that uploading process is done faster
- ❖ **Reduced Development Costs:** Augmatiks leveraged its frameworks, technical expertise, methodologies and domain knowledge in turn reducing overall development time and cost of the project

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"