## Background

NetVentures, of Roanoke, Virginia in the USA, provides the technology that helps YMCAs, JCCs & YWCAs grow their operations, improve engagement and better serve their communities. They are recognized as one of the fastest-growing providers of software and related services and support more than 225 associations, 480 branches and 9,000 users in YMCA, YWCA and JJS organizations in North America.

The App

NetVentures needed to build a cross-platform application that runs on phones, tablets and desktop PCs. They contacted Crafted because of our expertise in building large scale platforms and our deep knowledge of mobile web applications.
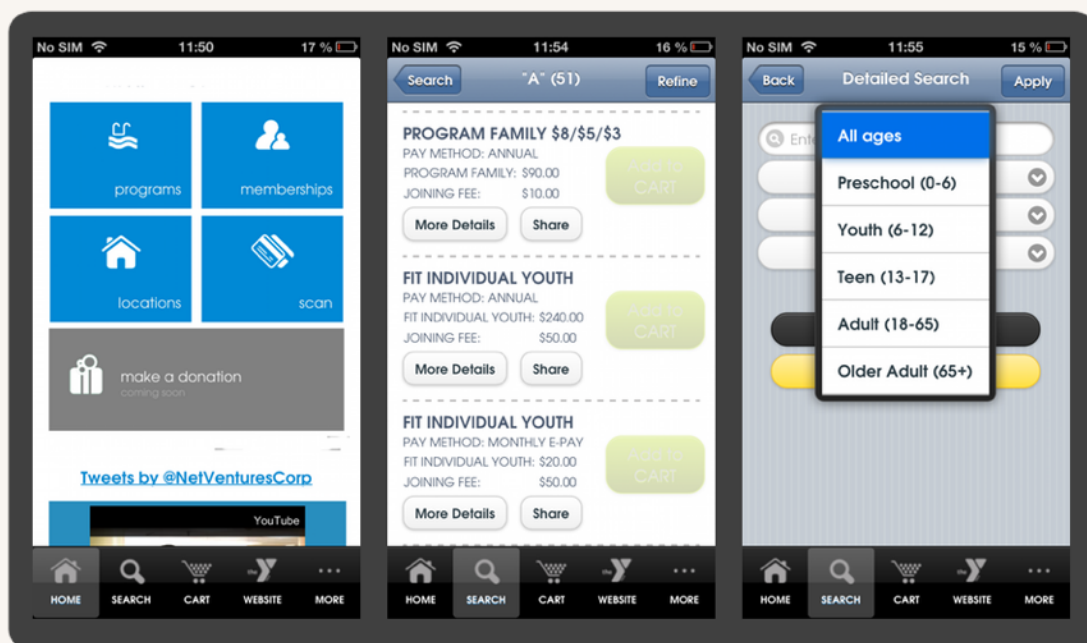
The App lets people browse for sports, cultural and educational programs in their local communities and then sign up for them.

Requirements

This App is front-end only and interacts with the NetVentures back-end RESTful API. The App needed to be fast, responsive both in terms of speed and its ability to work perfectly on smartphones, tablets and regular browsers. It also had to run in browsers as well as being deployed through App Stores.

Technology

The App is written in pure HTML+CSS+Javascript and uses jQuery Mobile, Backbone.js and jQuery. We use Grunt to perform build tasks such as minification and concatenation in order to minimize load times. For deployment to App stores we use Phonegap/Cordova.

The Results

A few words from Kevin Bloomfield, NetVentures CEO.

"We are absolutely delighted not just with the way the App has turned out, but also with the general process and project management. The communication has been excellent despite significant time differences. We were also very happy that the App was accepted by Apple's notoriously tricky approvals department on its first submission."

"We have outsourced development projects on several occasions, both in the USA and overseas. Previous attempts have been either disappointing or complete failures whereas Crafted really outperformed. As a result of our experiences, we are now using Crafted as our regular outsourcing partner for front and back-end development projects. We operate a large and very successful in-house development team but having Crafted help take the strain is great."

"Value-for-money is obviously a key factor and we feel that Crafted are hitting the mark here, too. It is tempting to use cheap offshore services, but these end up costing significantly more due to failed projects and lost time. Traditional IT services companies are much more expensive, less agile in their approach and tend not to operate right at the cutting edge."

The Bottom Line

Crafted is very pleased to have met the expectations of NetVentures and we look forward to delivering great outcomes on all our future collaborations.