Motorcycle enthusiasts celebrate new community mobile app

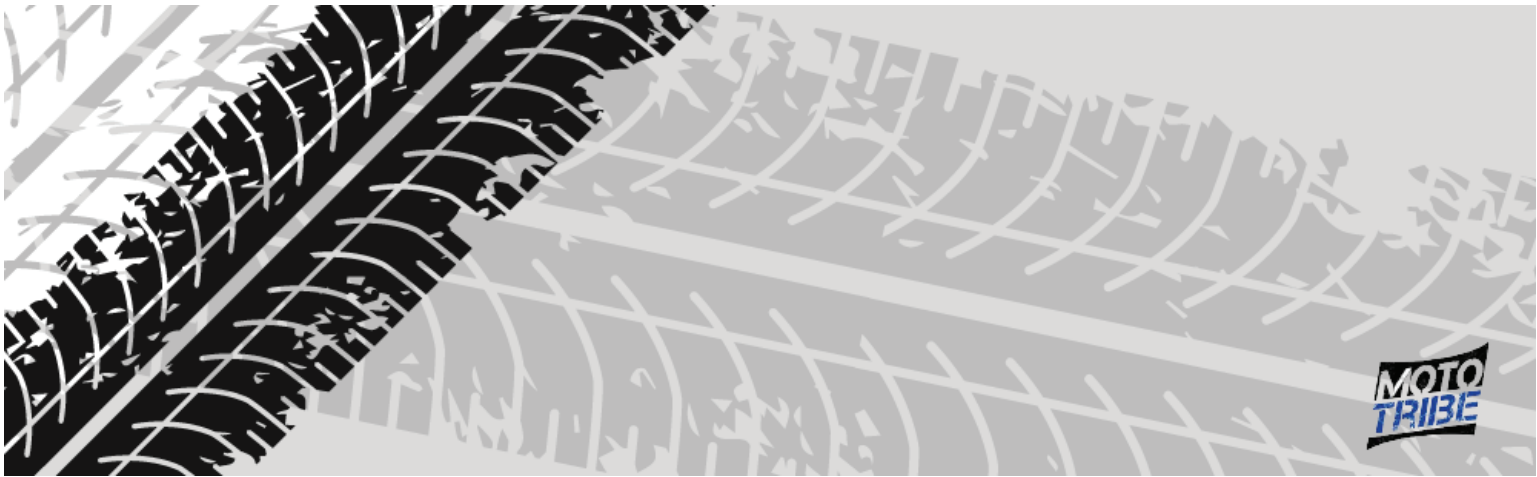## MOTOTRIBE SUCCESSFULLY LAUNCHES APPLICATION FOR iOS AND ANDROID

BUSINESS NEEDS

The Cruiser Community is a social network dedicated to motorcycle enthusiasts worldwide. The tight-knit social network allows motorcycle enthusiasts and groups to create pages, share Facebook and Flickr photos, and tell stories of their activities for the enjoyment of all members. To improve the utility of Mototribe.com, the site's operators wanted to make it mobile enabled with an iPhone and iPad app that would allow members to connect and share information wherever they happened to be.

The Cruiser Community is a joint effort of Mototribe.com and Cruiser Customizing Inc., a motorcycle parts and accessories retailer. The close linkage of the site to the sponsor's brand made user experience paramount on the development requirement list. The iOS app had to work flawlessly and accommodate multiple versions and carrier networks for global users.

THE VISION

After researching a number of alternatives for application development, including free tools, Uwe Druckenmueller, CEO of Mototribe.com, found that creating a highly reliable application requires software development expertise and an in-depth understanding of the mobile ecosystem.

Apps have to be designed for efficient use of speed, memory, and power in order to avoid crashes and bugs. These criteria become even more critical to manage the upload/ download of media files, which was an important function planned for the new Mototribe app.

SUMMARY

MOWEDE delivered the Mototribe version 1.0 iPhone app meeting all functional requirements as well as the user experience objectives. By utilizing MOWEDE's development team, Mototribe was able to develop and thoroughly test the application well within cost expectations. After the initial development, MOWEDE was contracted to develop an Android mobile app, provide ongoing updates for the latest iOS and Android release version, and assure backward compatibility with prior versions.

SOLUTION

MOWEDE (formerly LogiGear) was ultimately selected for the development project due to an impressive client list, the ability to take a company's requirements and build an app that provides a great end-user experience, and a reputation for their thoroughness in the development and maintenance process of each app they were a part of.

MOWEDE collaborated closely with all stakeholders to effectively identify the desired functionality and feature support. Next, they worked to develop detailed specifications for user requirements as well as thorough acceptance test criteria. The MOWEDE team was cognizant that the initial application was required to support multiple iOS versions as well as device versions.

ABOUT MOWEDE

MOWEDE is a web and mobile applications development company. Founded in Silicon Valley in 2005, we have been providing state-of-the-practice application development services and expertise to clients around the United States for over a decade. With experience in building web applications, mobile applications, developing cross-platform applications for Windows, Mac, and Linux, as well as mobile and web, we have successfully been able to help many organizations accelerate their business while having confidence in the software that they deliver.

We are committed to the success of your company. Whether it's a need for a more responsive UI/UX interface that can handle high–traffic volume, modernizing legacy applications, or keeping apps up-to-date, MOWEDE's expert staff will ensure every organization's needs are met.

For more information on how we can help your business, contact us today.

MOWEDE

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