

# E-Coupon Site Partners with MOWEDE to Develop, Test, and Deploy their Mobile Application to App Stores

## FAST FACTS

### INDUSTRY

**Mobile Application Development**

### COMPANY SIZE

**1-10 employees**

### LOCATION

**Silicon Valley, CA**

### DELIVERED

**MOWEDE architected a wireframe of the mobile app idea and used it to design and deploy an Android and iOS mobile app to app stores.**

### BUSINESS IMPACT

**MOWEDE enabled an E-coupon site to launch an Android and iOS mobile marketing app for their clients. A total of two teams, one for each app's development, were involved in the creation and testing process of the Android and iOS apps which positively resulted in a significantly reduced time-to-market.**

## THE VISION

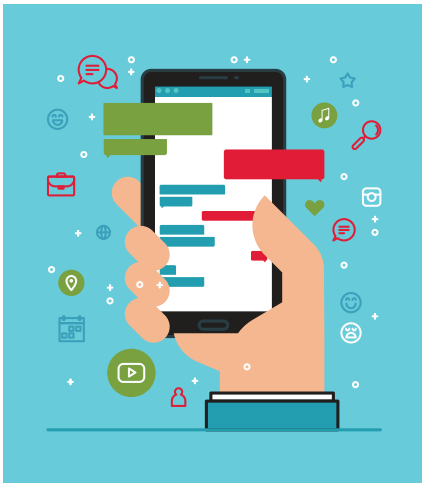
Due to mobile usage increasing and becoming more commonplace in today's society, the E-coupon site devised a strategic approach for the Mobile Era that allows for small to mid-sized businesses (SMBs) to target their current and potential customers more directly. In response to a maturing Mobile Era, they decided to create a mobile application for both the iOS and Android platform. The E-coupon site's course of action for the app was to combine the use of mobile devices with social media networks in order to create a more engaged community.

This all-in-one mobile marketing app was not only a great response to the Mobile Era, but a cost-effective solution for their client base, which comprised of SMBs. The app gives SMBs the ability to grow their businesses and increase their customer base by implementing customer loyalty and referral programs as well as promotional deals.

Customers are notified of special offers from stores, restaurants, salons, hotels, golf courses, and many other businesses through any iOS or Android mobile device. Shoppers are rewarded by sharing their experiences with these locations through their social networks. Their friends, family, and colleagues end up benefitting as well by increasing their awareness of said products or businesses. This kind of word-of-mouth advertising goes a long way through a consumer's network on social media platforms. Inadvertently, it's a win-win situation for many people as reviews can also influence internet search engine results and, with enough searches, a product, service, or business is likely to appear higher in the search results than ones that aren't reviewed as often.

## SOLUTION

Mobile app development is a complex process that involves meticulous planning. Considering the mobile app development market is highly competitive, decreasing the app's time-to-market while maintaining quality results is of utmost importance. The E-coupon site lacked the necessary tools and expertise to successfully architect this mobile app. As a result, they decided to turn to a service provider that had a successful track record of Mobile Application Development.



They selected MOWEDE based on their ability to provide turnkey services. As part of the service engagement, MOWEDE created the wireframe based on their client's ideas. MOWEDE then used that wireframe design as a roadmap in the development and testing process to ensure that all bugs and issues were detected and resolved before the final product was deployed to app stores. Working alongside MOWEDE enabled the E-coupon site to maximize the impact of their methodologies in such a dynamic and evolving platform. MOWEDE used the following technologies in order to design, develop, and test the application:

#### TABLES:

| Android:    | iOS:        | Back-End          |
|-------------|-------------|-------------------|
| Java        | Objective-C | Yii PHP Framework |
| Android SDK | iOS SDK     | MySQL             |

Mobile app development can be a big multi-stage process. Jira, a proprietary issue tracking product, was used for task management in order to maximize all resources and SVN for source control management. MOWEDE took a structured approach to analyze tasks and create an efficient test methodology.

## THE CHALLENGES AND RESULTS

With hundreds of thousands of apps available in both the iOS and Android app store for customers to choose from, it was paramount that MOWEDE create an app that was bug-free. Any complications that a user experienced could result in the client turning to a competitors' app instead. The main challenges that MOWEDE faced in the app creation and development process was that they would ensure a user-friendly interface and customer satisfaction.

As a result of partnering with MOWEDE, the E-coupon site was able to deploy their all-in-one mobile marketing app for SMBs to the iOS and Android app stores. In total, two teams, one for the Android app development, and the other for the iOS app development, as well as 1,040 hours were required in the app development process. With the addition of this marketing app in the app stores, the E-coupon site was able to add a new dimension to social networking by allowing people and businesses to effortlessly connect.

## ABOUT MOWEDE

MOWEDE is a web and mobile application 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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