

Cross Platform Development - E-Commerce Application

Client Overview & Background

One of the leading US based, E-Commerce website owner was looking for a solution to manage his clients with his native iOS Application for his E-commerce website.

The Problem

With the rising demand of Google Android Market across the globe, many customers started to move from iOS to Android smartphones.

His native iOS App couldn't satisfy the demand of the increasing number of Android users. He was getting lots of negative reviews owing to his app's inability to cater the Android users.

Majority of his competitors had Apps that were compatible on both iOS and Android platforms. Gradually, he had a huge drop in his online business profits with increasing number of users going for other competitor websites.

Rigel Delivery

Rigel Networks offered him a feasible solution with an implementation of cross-platform native apps for iOS and Android smartphones using Appcelerator Titanium.

Appcelerator is an Apache licensed, open sourced mobile application development framework. This framework is used by majority of the developers to build a wide spectrum of mobile applications and has emerged as one of the most sought after technology for cross-platform mobile app development in the recent years.

The platform of Appcelerator can speed up the time of delivering apps, provide high-performing applications and enhance functional efficiencies.

We had frequent iterations with the customer to ensure that UX matches the device / platform expectations. His E-commerce App was developed on Android platform within 3 months, involving 5 Developers with 6+ years of experience in Cross Platform Development.

Key Features

- ✓ The application was easily available on both iOS and Android platforms.
- ✓ Additional security was implemented for the various transaction modules.
- ✓ He could get a detailed review regarding the customer's buying habits who using his App i.e. android or iOS users. This helped him to create customized offers for both Android and iOS users.

Technology

App Development:

JavaScript; Appcelerator Titanium Framework; ManagedBeans, HTTP, JSON API

Module Development:

JavaScript; Appcelerator Titanium; iOS SDK, Objective-C; Android SDK, JAVA;

Customer Experience

Once the client had some issue with his server owing to which his website was down and his business was all stuck. He gave us a call and within half an hour our Onsite Network Engineers were at his store for assistance and his website was live and working in the next one hour.

Owing to the App's security features, the client could stop a fraudster from placing a dummy order of \$10k.

Our up to date service and 24/7 support prompted him to refer us to other business owners who are now our trusted clients.

Results

- ✓ His total number of customers increased by 40% owing to a wider client base with both Android and iOS users.
- ✓ The client now receives regular positive reviews for his App.
- ✓ The client has an edge over his competitors with regular orders going past 500.
- ✓ The App previously had a load time of almost 30 seconds, which now loads in less than 10 seconds.