FLICKRPIX CASE STUDY

CLIENT OVERVIEW

Our client, a California based start-up, builds mobile applications for iPhone, Android and Blackberry mobile platforms, with a constant attempt to bring new innovative features to the user. Our client's mobile application portfolio includes end user mobile applications in different categories such as Finance, Utility, Games, etc.

KEY REQUIREMENTS

- Quick access to apps and activity feeds through Mango pin live tiles
- Share photos: Take photos, upload them even via email, Geo tag them on the go(location services), share link to social networking sites
- View photos: View your own photos, mark your favourite, share with friends via email
- View contacts' photos: View friends' photos, comment on them, mark as your favourite
- Search: Find photos by subject, people, and places
- Show activity feeds

KEY CONTRIBUTIONS

- Involved in entire life cycle of Windows phone (Mango) application development right from requirement capture, design, implementation, QA testing and UI review to delivery phase
- Used Metro UI guidelines to develop rich infographics with clean, fresh new typography styles. The UI used live tiles, panoramic hubs, and intuitive motions for navigation and hierarchy of apps that made the app alive and engaging. Some of the customs UI elements developed are:
    1. Lazy Loading Image List Control
    2. Slide Show Control
    3. Customs Image Control (optimized for image handling and manipulations)
- Implemented robust Tombstoning handling mechanism It is a procedure in which the operating system terminates an application's process when the user navigates away from the application and the operating system maintains information about the application's navigational history , that is, the navigation journal
- Integrated with Flickr APIs by using optimized asynchronous processing to give user uninterrupted UI feel with which the user is free to browse application without waiting for a particular request to complete
- Provided panoramic picture control. This allows the user to build a menu object that the user can swipe scroll through both horizontally and vertically. Provided the user an option to personalize back - ground with their favourite image. User is given various options like theme, default metadata, geo tag, and number of thumbnails to view on screen for customizing the application
- Supported 'lazy loading' of photo streams for albums of very big size to achieve a critical performance benchmark. Lazy loading is a mechanism wherein loading is postponed or deferred till there is a requirement for the data. This is usually adopted when the
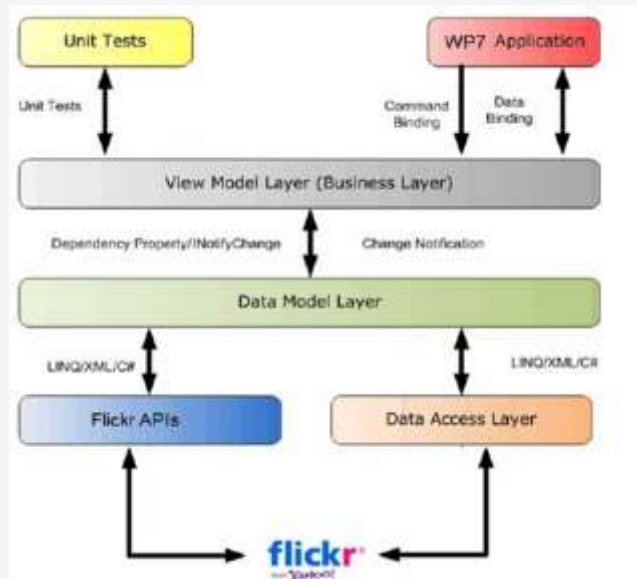
KEY BENEFITS

- Allowed the client quick time to market the application within 6 weeks with attractive UI and features enhanced our client's application downloads by the user community across the globe

- Adhering to Metro UI guidelines helped our client to publish the application in Windows marketplace in the first attempt

- Provided our client first mover advantage by following aggressive release schedules leveraging Xoriant's which allowed early publishing of the application on Nokia Windows Mango phone store

data is really big or involves some sort of complexities in loading and used in order to increase the program efficiency, performance

Added suitable "viewport" META tag for authentication page to fit in Windows phone (Mango) screen resolution

- Built reusable Windows phone (Mango) components to be used across different pages

- Integrated the app with the several social networking accounts like Facebook, Twitter, etc.

HIGH LEVEL ARCHITECTURE

TECHNOLOGY STACK

- C#
- XAML
- Silverlight 4.0 for Windows Phone (Mango)
- Flickr APIs

- Microsoft Visual Studio2010/ Microsoft Visual Studio Express
- Market Place Test Kit
- Microsoft Test Suite