MOBILIZING COMPLEX WEBSITES USING SITE VIRTUALIZATION PLATFORM

CLIENT OVERVIEW

Our client, a US based enterprise software company provides cloud-based responsive delivery and site virtualization platform widely used for creating mobile versions of large / complex corporate websites. The platform enables organizations to deliver compelling mobile experiences for customers, therefore leading to benefits like quicker business results and accelerated business agility.

Our client's platform which is a site virtualization platform is a very popular mobilizing platform with more than 15 billion mobile pages created in last two years for some of the largest mobile sites and apps, for hospitality, fashion and apparel, online consumer services, charitable trusts, etc.

KEY REQUIREMENTS

- Develop cost effective responsive web sites for Mobile Devices and Tablets having high quality and rich user experience as Mobile Web App, well navigable with fast implementation time for the customers of our client across various sectors like hospitality, fashion and apparel, online consumer services, etc.

- Developing responsive, simplified, easy to use and adaptable version of the portal's desktop site

- Simplifying the search navigation process

- Customizing portals for mobile and tablet rendering real-time from desktop site

- Implementing SEO & analytics for the mobile and tablet sites for better reach ability and tracking which would help in redirecting all affiliated programs, SEO links, and email marketing from the desktop seamlessly to the mobile site
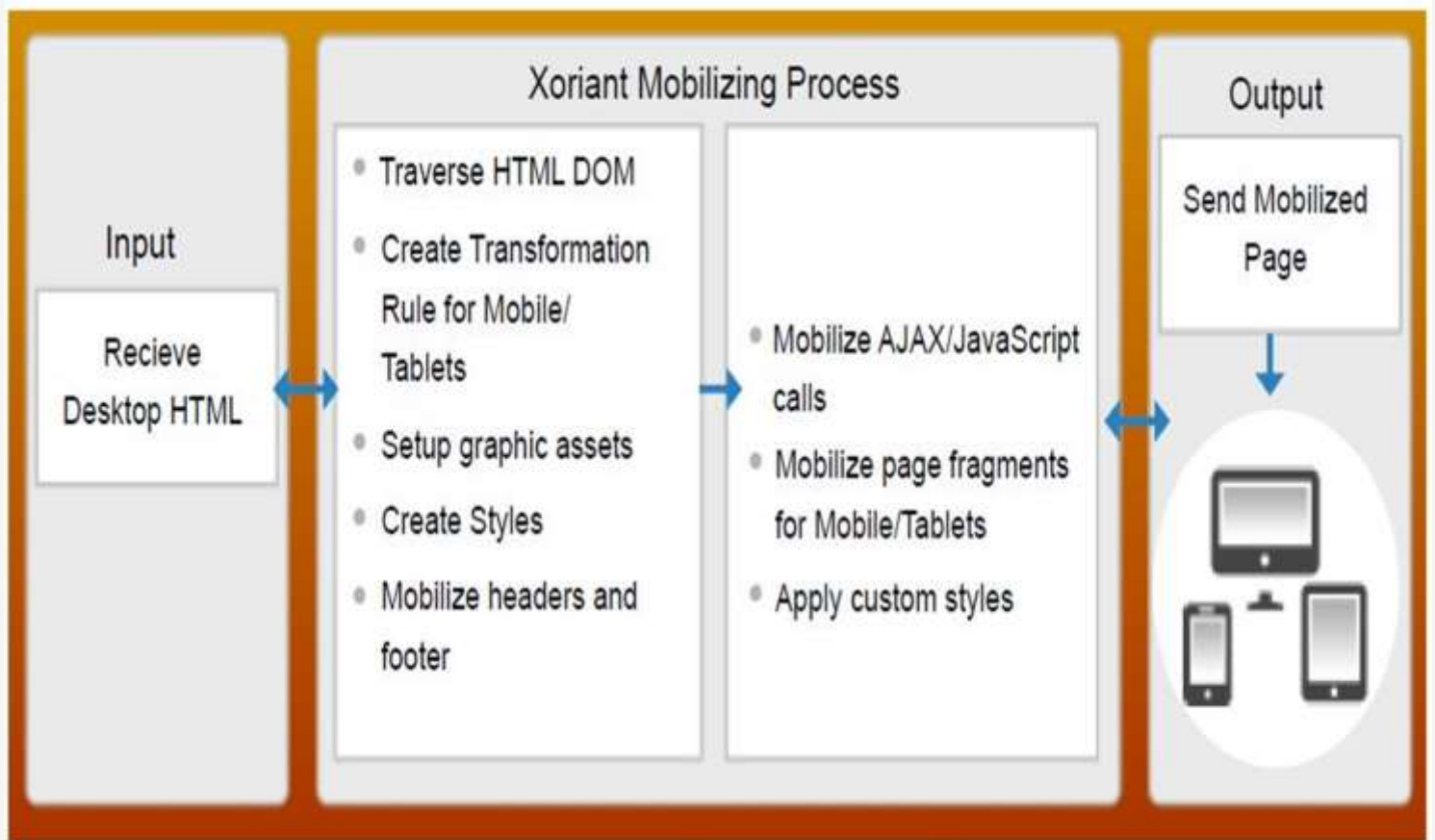
KEY CONTRIBUTIONS

- Implemented scrolling navigation slides, responsive images

- Implemented an easy to use hospitality administration processes like reservations

- Enabled functional maps for users to get access premises through a virtual tour

- Enabled seamless integration with third party APIs for analytics, Payment Gateways, etc.

- Integrated with social media websites for sharing and collaboration amongst the online community

- Incorporated an accordion based navigation thereby allowing users to tap the benefit of quick navigation

- Implemented dynamic category tiles, which would quickly change and give information on the top products

- Developed a page that reduced complexity by allowing users to login through their Facebook account. This would also enable real-time site updates to be displayed on the Facebook page Implemented product recommendations features based on users' purchase history

- Implemented Live feeds on people purchasing and commenting on products, thus helping in the process of positive word of mouth

- Enabled swipable / scrollable images with the ability to be zoomed for a better view

- Included high resolution retina images for a better presentation on high end devices like iPads

KEY BENEFITS

- Led to a positive word of mouth for the client's brands, causing more people to visit the site through social media

- Customers were awarded with best mobile sites of the year awards based on the customer visits, conversion statistics

- Improved customer engagement and loyalty which led to an increase in conversions for the site, thus bringing an improvement in the online business

- Reduced maintenance cost and effort due to single link

- Provided control and flexibility as changes can be made at one centralized place

HIGH LEVEL ARCHITECTURE

Input

Recieve Desktop HTML

Xoriant Mobilizing Process

- Traverse HTML DOM
- Create Transformation Rule for Mobile/ Tablets
- Setup graphic assets
- Create Styles
- Mobilize headers and footer

- Mobilize AJAX/JavaScript calls
- Mobilize page fragments for Mobile/Tablets
- Apply custom styles

Output

Send Mobilized Page

TECHNOLOGY STACK

- Technologies: SASS, Tritium, CSS, HTML 5, JavaScript, AJAX
- Browser(s): Safari, Chrome, Web debugger tools

- Continuous integration & source control: Github, Jira
- OS (32 bit and 64 bit): Apple Macs, Windows XP, iPhone Android Mobiles & Tablets

About Xoriant:

Xoriant Corporation is a Product Development, Engineering and Consulting Services Company, serving technology startups as well as mid-size to large corporations. We offer a flexible blend of onsite, offsite and offshore services from our eight global delivery centers with over 2000 software professionals. Xoriant has deep client relationships spanning over 25 years with various clients ranging from startups to Fortune 100 companies.