



ANDROID BASED LOYALTY MOBILE APPLICATION

CLIENT OVERVIEW

Our client has created a web based loyalty management platform, with initial deployment in the restaurant industry, which allows local restaurants to easily promote deals and for consumers to find them in and round their geographic location using either their mobile devices or the web. Our client's mission was to improve the online and mobile experience of both consumers and restaurants. Our client realized that the restaurateurs' reach and their opportunity to engage with repeat customers would increase significantly by using mobile and web and social networking channels.

KEY REQUIREMENTS

- Achieve Time to Market – Beta launch was expected in 3 months from kick-off of project.
- Achieve user acceptance benchmarks – Acceptance from 100 friendly users and acceptance from 5000 external users in first month of beta launch.
- Achieve performance benchmark for at least 5000 concurrent users.
- Operationally efficient multi-source data collation solution - Large amount of data collation was required as restaurant information came in from all the sources in various different formats. The client was looking for a solution to add a new data source almost every week without the data being replicated.
- Real time “Deal” information to customers - Our client wanted to facilitate restaurateurs to announce coupons ‘On the Go’ attract consumers during their leaner periods and supply and update real time information to the customers.

KEY CONTRIBUTIONS

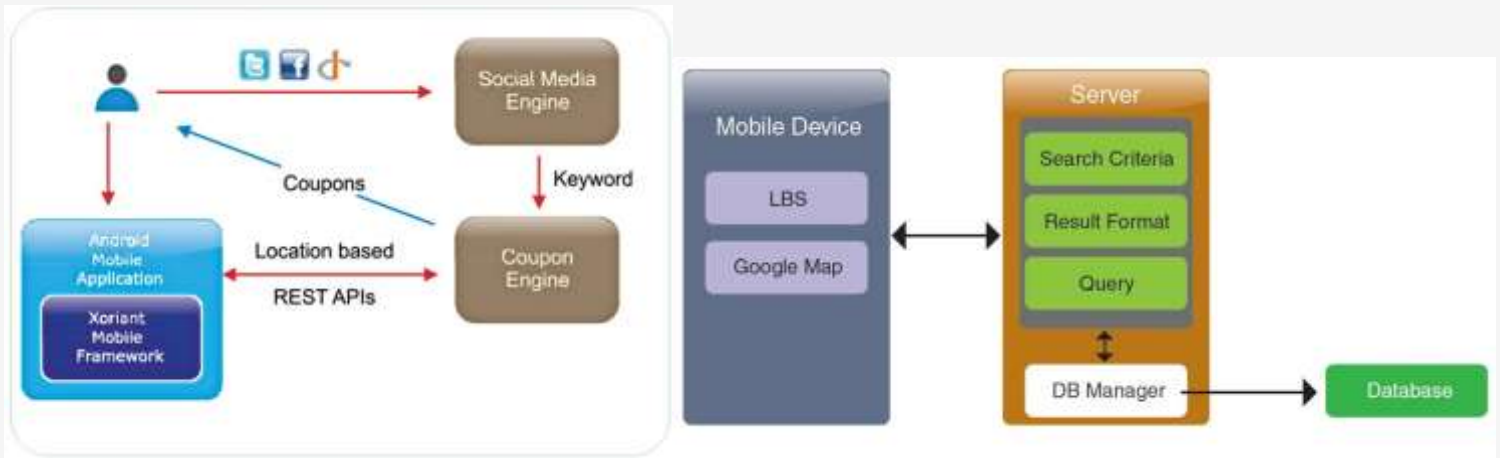
- Xoriant was involved in complete SDLC process in building the application, following SCRUM as Agile execution methodology to meet demands of evolving requirements without much compromise on Time to Market goals.
- Utilized TracWiki & Google docs for requirement gathering. This ensured that Client team in US and Xoriant team from offshore always have a common understanding on the requirements. This proved to be effective to avoid “Gaps” and “Quick to changes”.
- Adapted “Framework development” approach to enable multi-platform support for the future. Expectations were set to develop framework components on need basis.
- Decided to form a team with right blend of skills in the areas of architecture, development, User Interface experts, QA engineers.
- Our team developed a product that makes a unique and smart use of Facebook Connect. If a user logs in using Facebook Connect then his profile information (keywords) are pulled and fed into a coupon engine and relevant coupons are posted in the form of wall posts.

KEY BENEFITS

- Our client was able to launch the beta version of the product in 3 months and it was widely accepted by user community. Xoriant’s proprietary Mobile framework “Xoriant Mobile App Accelerator” was a key to achieve this timeline for mobile applications.
- The solution designed was platform independent leveraging the power of mobile and web. Our client was able to achieve seamless integration with mobile applications and social media tools.
- User experience was well received after the beta launch. Xoriant provided simple and highly cost effective solution to our client by incorporating open-source and free technologies.

- This product also exploits the Geolocation feature launched by Twitter. Tweets in the form of call back URLs are tagged with location and are tweeted using the client user account. This product is a location based service and senses user location on Smartphones.
- Our team utilized the Xoriant framework “Smartphone App Accelerator” for Android. This framework provides ready to use components/modules that address common application functionality like Networking, Authentication, Parsing, File/Database access, Camera, GPS and other sensor functionalities.

HIGH LEVEL ARCHITECTURE



TECHNOLOGY STACK

- Native (Android) application SDKs
- Social media APIs (Facebook Connect, Twitter)
- REST API
- TracWiki



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.