



Story Book App

A iPad App built on Mac OS

Executive Summary

The intention behind developing this app was to be able to present stories in an interactive way. The Client was a senior graphic designer and multimedia creative editor of the company. He had a repository of stories and accompanying graphics and was looking out for a mechanism to deliver them to the users. The target end users in this case were children in the age group of 4-8 years. The app was suppose to make the whole process of story reading an interactive and entertaining experience. There is provision to move back and forth across pages of a story. Thus the app through a story book could provide entertainment, fun, education as well as an opportunity to use technology at an early age.



About our Client

Client IT service Provider | **Location** USA | **Industry** Printing

Business Situation

The primary requirement of the client was to develop an app with the right quality and performance. The design and creative inputs, given his background, were shared by him. His expectation from Mindfire was to ensure that the app was of rich quality, interactive and easy to use. The stories were to be in two languages i.e English and Spanish.

Technologies

Language: Objective C.

SDK: iPhone3.0 and COCOA touch framework

Platform: Mac OS.

IDE: Xcode 3.2.6