

Entertainment App for iPhone/Android/Windows

A PhoneGap Case Study

Executive Summary

Our client, operating in the Entertainment Industry, is a leading provider of Hollywood news and information about celebrities, movies, television, music, and reality shows. They also offer miscellaneous value-added services featuring daily and monthly horoscopes, psychic predictions, celebrity birthdays, and celebrity zodiac match through their very popular website.

Using PhoneGap – an open source mobile development framework widely recognized as a game-changer for building powerful cross-platform mobile applications – we created mobile versions of their web application targeting multiple popular mobile platforms. The end result was feature-rich, sleek, and easy-to-use apps targeting popular mobile platforms such as iPhone, Android, Windows Phone.



About Our Client

Client: Hollywood News Services Providers | *Location:* California, USA | *Industry:* Entertainment

Business Situation

The client had a BlackBerry PlayBook horoscope application and the previous vendor was trying to deploy the same code for BlackBerry Torch. It was rejected by BlackBerry creating a disaster for the client. The client needed to get out of this situation. They also wanted to launch their popular and feature-rich web application on all popular mobile platforms, e.g. iOS, Android, Windows.

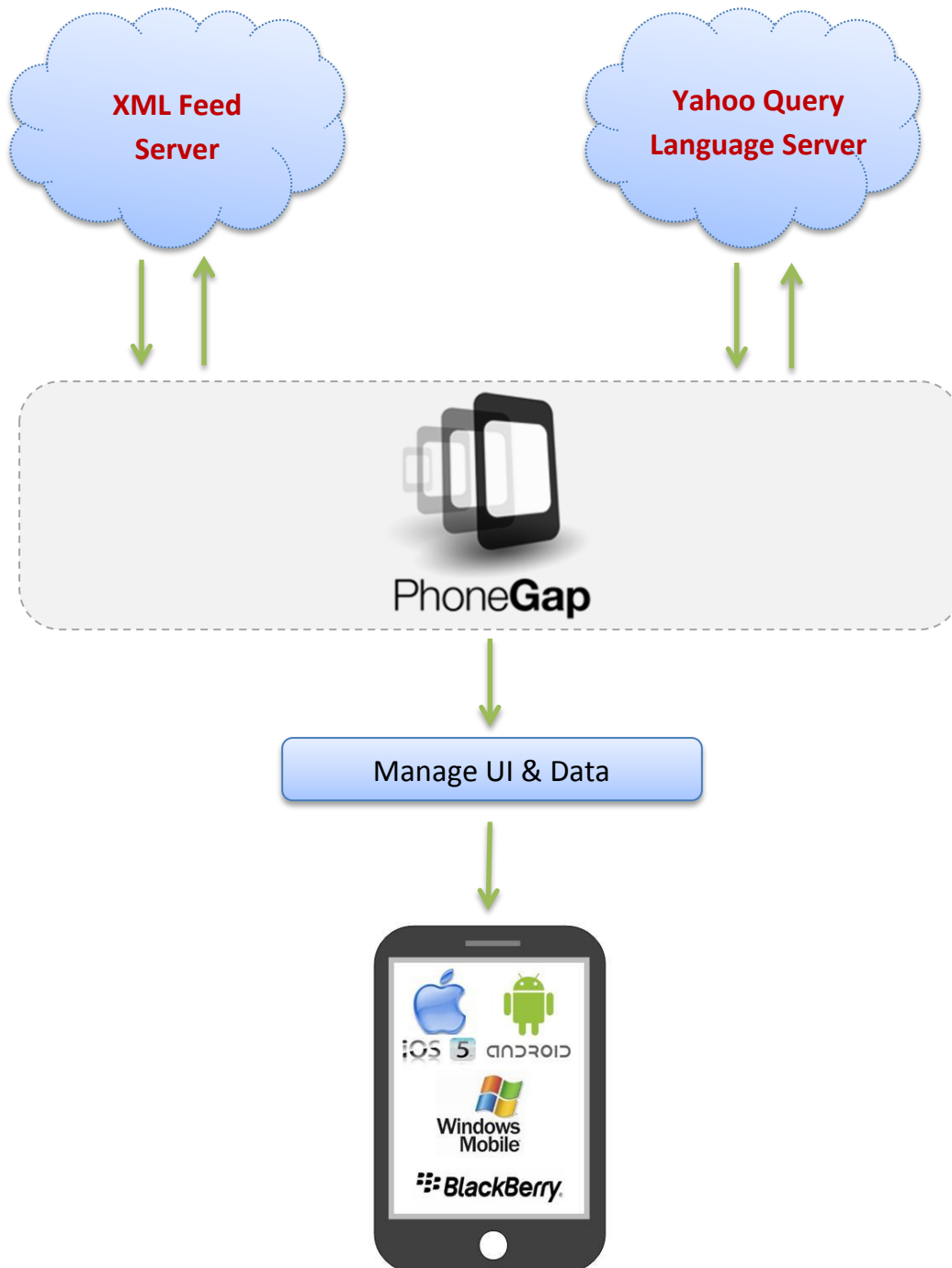
Solution Details

To start with, Mindfire created the first mobile application using BlackBerry WebWorks and integrated with BlackBerry Messenger.

For the second application, after analyzing the client's other existing applications, business needs, and popular cross-platform mobile development frameworks, PhoneGap was selected for its power and versatility. Our PhoneGap experts created the required feature-rich smart-phone applications which could be seamlessly deployed across multiple popular mobile platforms as needed by our client, e.g. iPhone, Android, Windows Phone Mango, etc.



Architecture Diagram



Achievements

The basic requirement of our client was to create mobile apps targeting multiple popular mobile platforms with all the features of their popular website without losing out on quality and speed. Our PhoneGap experts rose to the challenge and created full-featured, fast, and intuitive mobile apps targeting the most popular mobile platforms in the market now, i.e. iOS, Android, and Windows Phone and achieved customer delight.

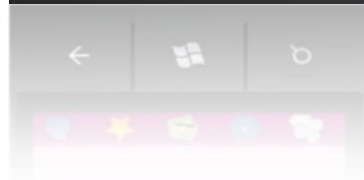
Technologies

PhoneGap, iOS SDK, Android SDK, Windows Phone SDK, BlackBerry WebWorks, HTML5, JavaScript & JQuery.

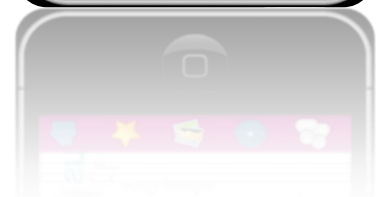
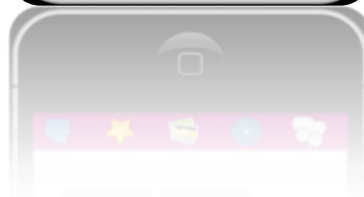
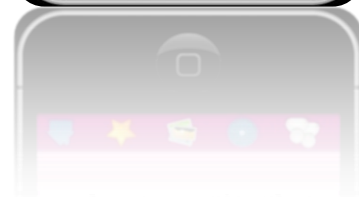
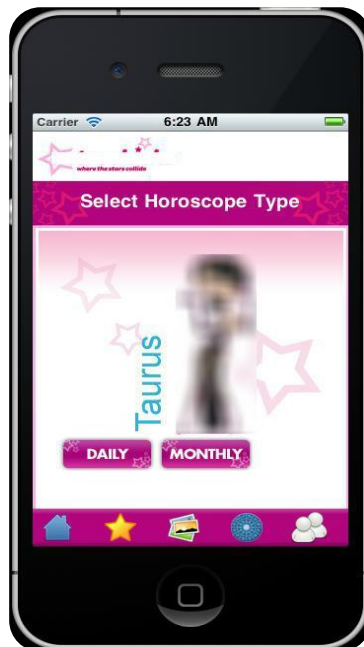


Final Result

Windows Phone



iPhone





Customer Benefits

While BlackBerry WebWorks provided the power to integrate with BlackBerry Messenger, PhoneGap provided a cost-effective solution to create quick apps and deploy to multiple popular platforms thereby significantly increasing our client's time-to-market and target audience coverage. The end result was a feature-rich, sleek, and easy-to-use application targeting all popular mobile platforms.

Future Relationship

Our client was very happy with the popularity and efficiency of the app after the first release. So they approached us to integrate the app with mobile advertising networks and we have successfully integrated the ad network for the app, too.



Mindfire Solutions is a 12-year old leading Software Development and IT services company with a strong track record of working with small and mid-size clients in US, Europe, and Asia-Pacific. With more than 750 spirited software engineers across two advanced development centers, Mindfire has successfully delivered over 1000 projects for its 300+ clients spanning SMBs, ISVs, SaaS, Global 2000, and Fortune 500 firms.

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Phone: 1-248-686-1424

Web: www.mindfiresolutions.com

Email: sales@mindfiresolutions.com