

Shopping Network App for iOS/Android/BlackBerry

A RhoMobile Case Study

Executive Summary

Our clients, a Caribbean-based digital content service provider, wanted to build a system that enables potential buyers to visit shops, browse through products, and avail discounts on their mobile devices spanning iOS, Android, and BlackBerry platforms. This case study illustrates how we created the feature-rich, cross-platform mobile app using RhoMobile framework to help our clients reach their target audience of mobile users across these popular mobile platforms.



About Our Client

Client: Digital Content Service Provider | *Location:* The Caribbean |
Industry: Retail

Business Situation

Our clients, a provider of content management and advertising services, needed a shopping-network mobile app to empower potential buyers. The app would enable potential buyers to browse shops, categories, and products using their mobile devices and download discount coupons offered by shop owners. This feature-rich app needed to reach a cross-platform target audience of mobile users spread across popular mobile platforms such as iOS, Android, and Blackberry.

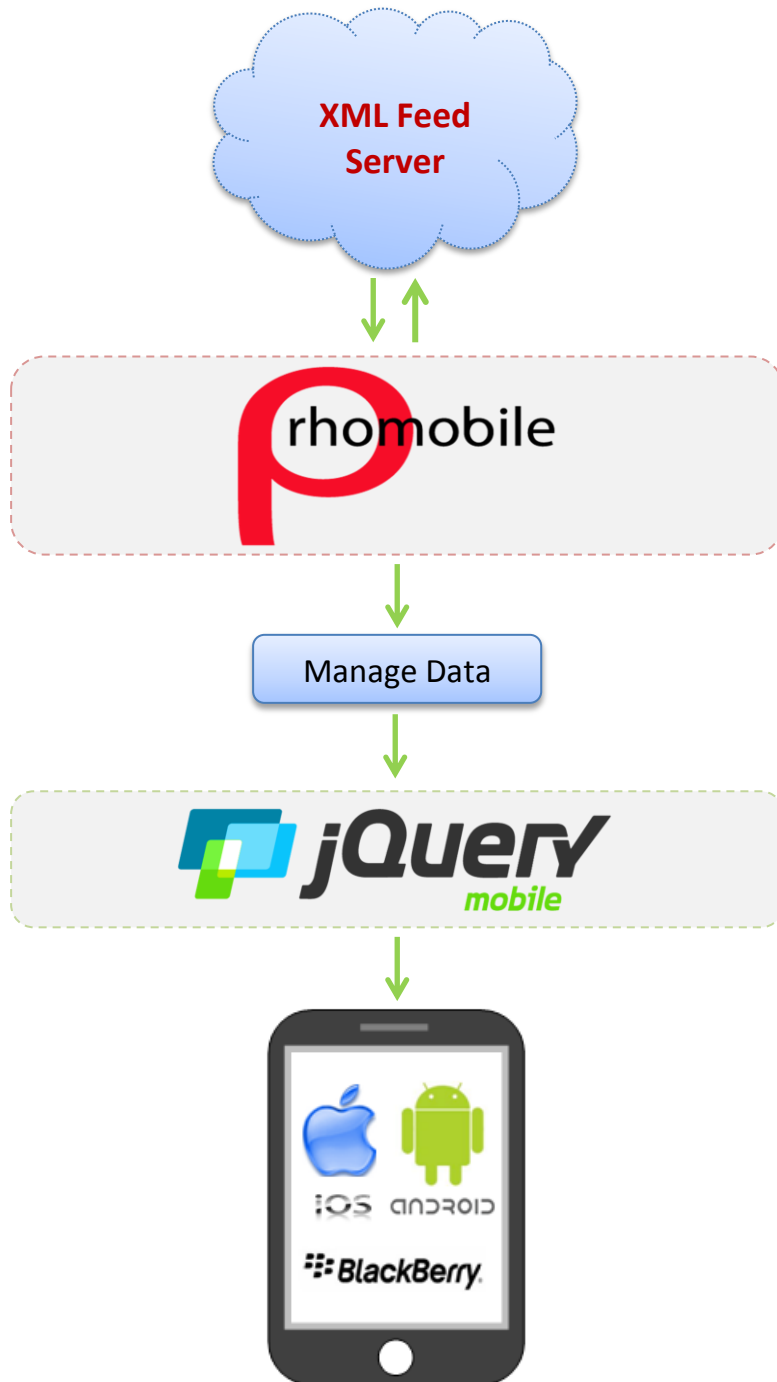
Solution Overview

RhoMobile framework, with its impressive suite of polished tools, was selected for building the cross-platform mobile app. Since there are multiple views that users needed to browse and RhoMobile is the only cross-platform mobile solution on MVC (Model-View-Controller) architecture, it was a perfect fit. The solution also involved integrating an SMS-based payment system. We used one of the latest features of Rhodes to create Native Extensions to interact with device SMS/Text message module.





Architecture Diagram



Technologies

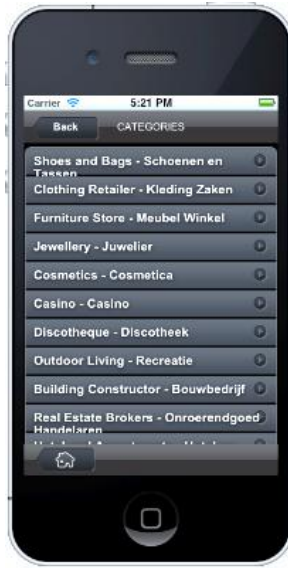
Rhodes, iOS SDK, Android SDK, BlackBerry SDK, HTML5, JavaScript, jQuery & jQuery Mobile.

Achievements

Our RhoMobile experts created a robust, fast, full-featured shopping network app targeting iOS, Android and BlackBerry platforms, ensuring at the same time great user experience, almost as good as native app experience on their respective platforms, leading to customer delight.



Final Result



iPhone



Android



BlackBerry



Customer Benefits

The cost-effective RhoMobile app significantly increased our client's time-to-market and target audience coverage. Our solution was a full-featured, fast, and intuitive mobile app with great user experience which empowered millions of potential buyers across the most popular mobile platforms in the market now.

Future Relationship

Our clients were delighted with the manner in which the RhoMobile app performed across its multiple target platforms and how well it was received by customers. They subsequently approached us to enhance the integrated SMS-based payment system which we successfully completed as per their needs.



→ [Learn more about our Cross-Platform Mobile Development services here.](#)



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