Pregnancy App for Android/iPhone

Appcelerator Titanium Case Study

Executive Summary

Our clients wanted to create the next version of their popular iPhone pregnancy app with an aim to target the as-yet-untapped Android market and for totally revamping their existing app in the process. The feature-rich and easy-to-use app includes all the information and functionalities for would-be-moms for a happy, healthy pregnancy, such as:

- Exclusive images and 3D-animated videos for following the exciting development daily
- Drug safety checker, hydration counter, and prenatal Yoga advice for staying safe and healthy throughout the course
- Pregnancy and labor planning tools and lists for staying organized
- Community and ask-the-doc features to get expert answers to pregnancy questions straight from the app

About Our Client

Client: Healthcare Providers | **Location:** California, USA | **Industry:** Healthcare

Business Situation

Our clients from the USA wanted to create the next version of their popular iPhone pregnancy app totally revamping their existing app and with an aim to target the as-yet-untapped Android market. The app keeps would-be moms informed about every little detail of their body, baby, nutrition, medicine, fitness in an interactive way. The challenge was to create a better app where the predecessor has 5-star rating and half a million downloads.
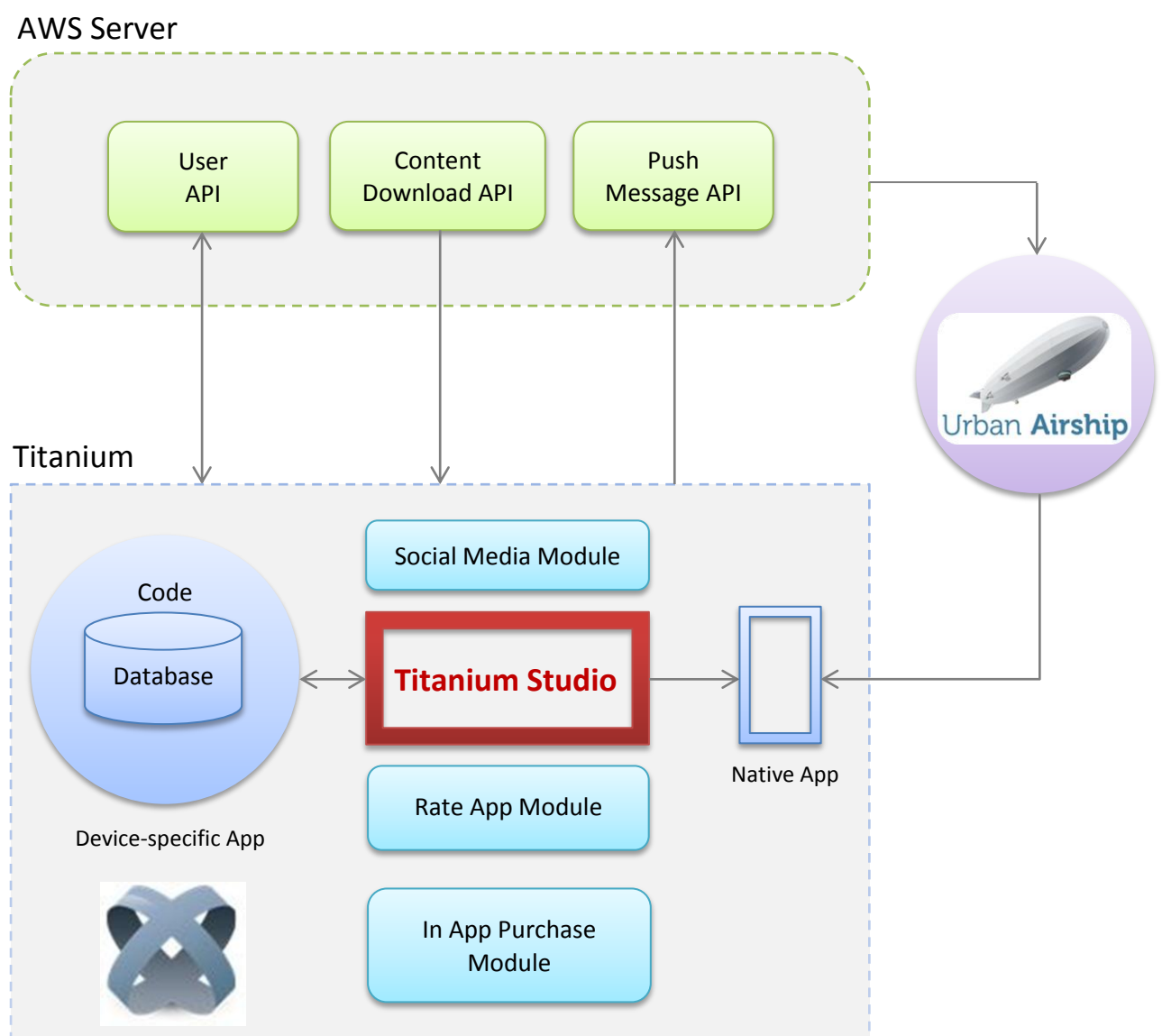
Solution Details

Because the app uses various modules like "Social Media Interaction", "Push Message", "In-App Purchase", "Integration with Phone Calendar," we decided to use a platform which has out-of-the-box solution for the modules. We used *Appcelerator Titanium* to build the next version of the app and *Amazon Services* to store user data. *Urban Airship* was integrated for push notification to iPhone and Android. Both the free and complete versions of the app are planned to hit the app store in March end.

For posting questions, a custom forum was created as readymade APIs to suit our specific context was not available. We have used Amazon Cloud Services and Urban Airship to manage user data on server which includes downloading of user data and sending of weekly and daily Push messages.

The application has a rich GUI and uses a number of images. The use of too many images tends to make the app heavier. To limit the size of the application we moved all large static images to Amazon S3 buckets and download those images while installing the app for the first time.

Architecture Diagram

Achievements

We rose to the challenge of creating a better app where the predecessor had 5-star rating and half a million downloads. The technical choices made and custom solutions implemented resulted in an app that was, at the same time, feature-rich, easy to use, and with great user experience.
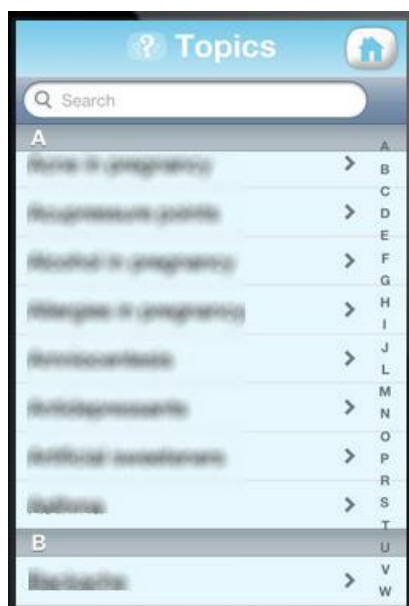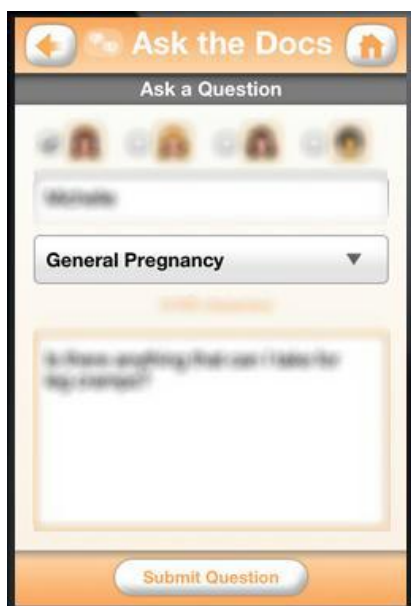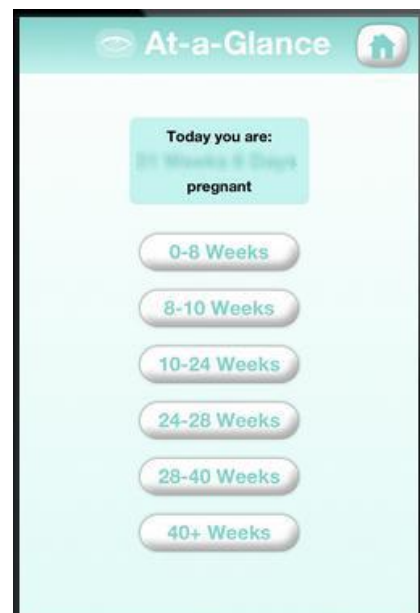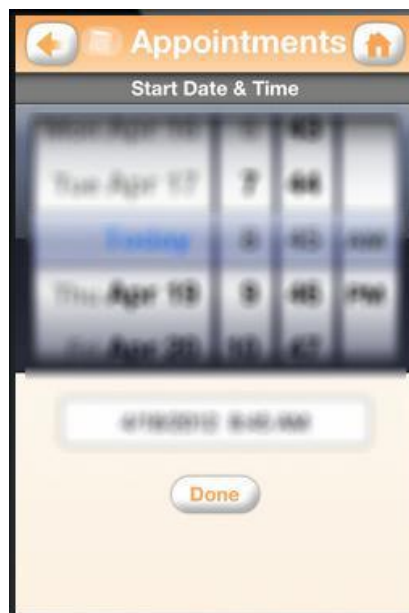
Technologies

Appcelerator Titanium
Amazon Services
Urban Airship

Final Result

Customer Benefits

The app could now be used by millions of Android users in addition to iPhone ones. Its smooth and attractive GUI provides a better user experience. Packed with many useful features and a highly intuitive interface, the app provides information to would-be-moms for a happy, healthy pregnancy.

Future Relationship

A huge response from the market for their free version of the application resulted in tremendous client satisfaction and they planned to launch the complete version of the app as soon as possible with additional functionalities.

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