

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.

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.

Customer Benefits

We rose to the challenge of creating a better app where the predecessor had a 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. 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 better than ever before.

Technologies

Appcelerator Titanium, Amazon Services, Urban Airship.

→ [Download the full version of Titanium “Pregnancy App for Android/iPhone” Case Study with solution overview & screenshots here.](#)

