



iPhone Fashion App

Executive Summary

Did you ever think of twisting your style a bit? Are you afraid of trying out because you think it might look awful on you? Here's a little iPhone app that would help you make better decisions without engaging yourself for the makeover.

One of our clients had an existing flash-based web-application and approached Mindfire Solutions to develop this very interesting app for the iPhone with all the features of the web application intact. A fun fashion game/application, which would allow user to do a lot of activities. With over 20,000 individual dress-up elements in the game, it was a challenge for Mindfire's technical team to fit all of this on mobile platform without any significant loss of quality or speed. The other major concern was that the architecture of iPhone application supports dynamically downloading additional dress-up elements from server when they are available. Mindfire's iPhone app developers did a wonderful job to overcome both the aspects and developed the app just as the client desired.



About our Client

Client Multimedia Lifestyle Company | **Location** USA | **Industry** Lifestyle/Entertainment

Business Situation

The client had an existing flash-based web-application and desired to develop an iPhone client for the same with all features of the web-app available for the iPhone version. Their intent was to develop fun fashion game/application where user can set a model, background and then pick tops, under garments, jackets, skirts, footwear, hair style and various accessories and put the makeup. They also had additional requirements wherein user can create account, register/login to their account, save/upload the makeover, participate in various daily/weekly contests, and view and vote the makeovers participating in daily/weekly contests. They were also very much firm to include all the 20,000 individual dress-up elements in the game without any significant loss of quality or speed, which was a test for Mindfire's team as it was something really tough for this mobile platform.

Solution Details

The Mindfire Solution

Accepting the challenge of the complexity of work, Mindfire's developers started their effort on the game/application. Few group discussions among the developers resulted in a plan to build the application. The app included the following main pages which were developed as per the client's request:



- **Create Account** – New user to create an account
- **Register/Log-in** – Log-in to their individual account
- **Save/Upload** – To save/upload the makeover produced by the user
- **Contest Participation** – Taking part in daily/weekly contests
- **Voting** – Viewing makeovers by other users and voting for the contest

Apart from these there were other pages developed where user can play around with the model's makeover.

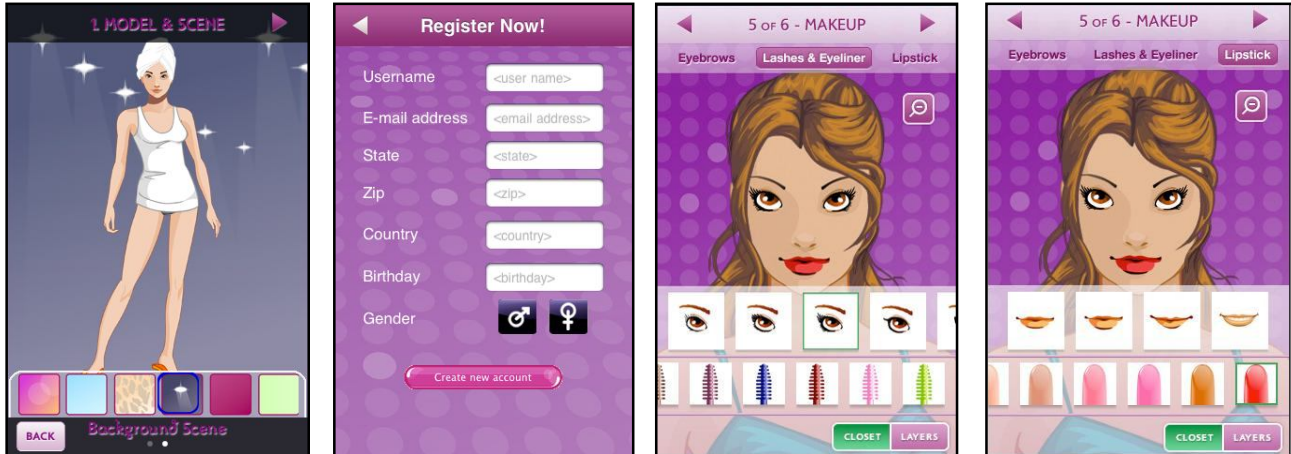
Achievements

The strict requirement of the client to include all the 20,000 individual dress-up elements prevailing in the web-app into the game which was to be for the mobile platform without losing out quality or speed of the application was a very tough task. But, the capable iPhone development team at Mindfire Solutions brainstormed and overcame the situation to produce an application as desired by the customer.

Technologies

iPhone SDK, Xcode 3.1, Cocoa Touch, Core Animation, XML/HTTP

Final Results Software System





Customer Benefits

The end result which the client received was robust and very efficient in grabbing user attention and interest, as it was a smooth as well as user friendly application. Access to the iPhone app increased leaving behind the flash-based web-application.

Future relationship

After the release of the first phase of the project, the client was so happy with the progress and efficiency of the developers that they immediately increased the number of developers by 1.

