MOBILE RESTAURANT DEALS CASE STUDY

CLIENT OVERVIEW

Our client has created a web based loyalty management platform, with immediate presence in the restaurant industry, which allows restaurants to easily promote deals and for consumers to find them in and round their geographic location using either their mobile devices or web. Our client's mission was to improve the online and mobile experience of both consumers and restaurants. Our client realized that the restaurateurs' reach & their opportunity to engage with repeat customers would increase significantly by using mobile and social networking channels in addition to traditional web and print media.

As the first stage, our client was looking for a solution which would enable participating restaurants to put in their coupons using a Merchant Interface via web. These coupons in real time are required to be made available to consumers on web, and on mobile (WAP).

KEY REQUIREMENTS

- Architect a solution for multiple platforms – Social media, Web and Mobile (iPhone, Blackberry, Android)
- Design for Scalability – Client is expecting to reach 0.5 million users within 6 months of commercial launch
- Building Applications on Mobile Handsets - All mobiles have different technologies on which applications can be built. To add to this complexity, each handset had different screen resolutions that have to be coded separately most of the times
- Building application as per App Store standards - It required a quick learning by design team to come up with a design for iPhone that will be "eye candy" and also as per iPhone Human interface guidelines. Building an application on iPhone required the application to be certified by Apple so that it can be made available for general public
- Personalization of website- Client expectations were to design the application in such a way that a user can personalize the website as per his/her taste enabling users to save deals and schedule alerts. This design needed to be scalable so that website can accommodate million users and still retain each ones' personal likings
- Integrating with emerging technologies- Client wanted to integrate with the latest technology updates coming in from technology vendors like Google, Apple and RIM
- Client wanted Xoriant to make a selection on the open source technology that would work best for its implementation and will provide short releases & faster Time to Market
- Connecting via text: US is having many mobile vendors like AT&T, Verizon etc. All vendors have different T&C and the client wanted to display specific T & C as per end user mobile number

KEY CONTRIBUTIONS

- Xoriant was involved in complete SDLC process in building the application, following SCRUM as Agile execution methodology to meet demands of evolving requirements without much compromise on Time to Market goals
- Utilized TracWiki & Google docs for requirement gathering. This ensured that Client team in US and Xoriant team from offshore always have a common understanding on the requirements. This proved to be effective to avoid "Gaps" and "Quick to changes"
- Utilized LAMP open source stack was selected as the primary technology stack
- Adapted "Framework development" approach for Multi-platform support. Expectations were set to develop framework components on need basis

KEY BENEFITS

- Our client was able to launch the beta version of the product in 3 months and it was widely accepted by user community. Xoriant's proprietary Mobile framework was a key to achieve this timeline for mobile applications

- The solution designed was platform independent leveraging the power of Mobile and Web. Our client was able to achieve seamless integration with other websites, partner sites (using widgets), mobile applications and social media tools

- Decided to form a team with right blend of skills in the areas of Architecture, Web2.0 RIA development, Mobile development, User Interface experts, QA engineers
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- Provided support for the beta website after its launch
- Handled configuration management for the various code branches of the website

- User interface was implemented of using human interface guidelines from Apple. User experience was well received after the beta launch. Xoriant provided simple and highly cost effective solution to our client by incorporating open-source and free technologies

HIGH LEVEL ARCHITECTURE
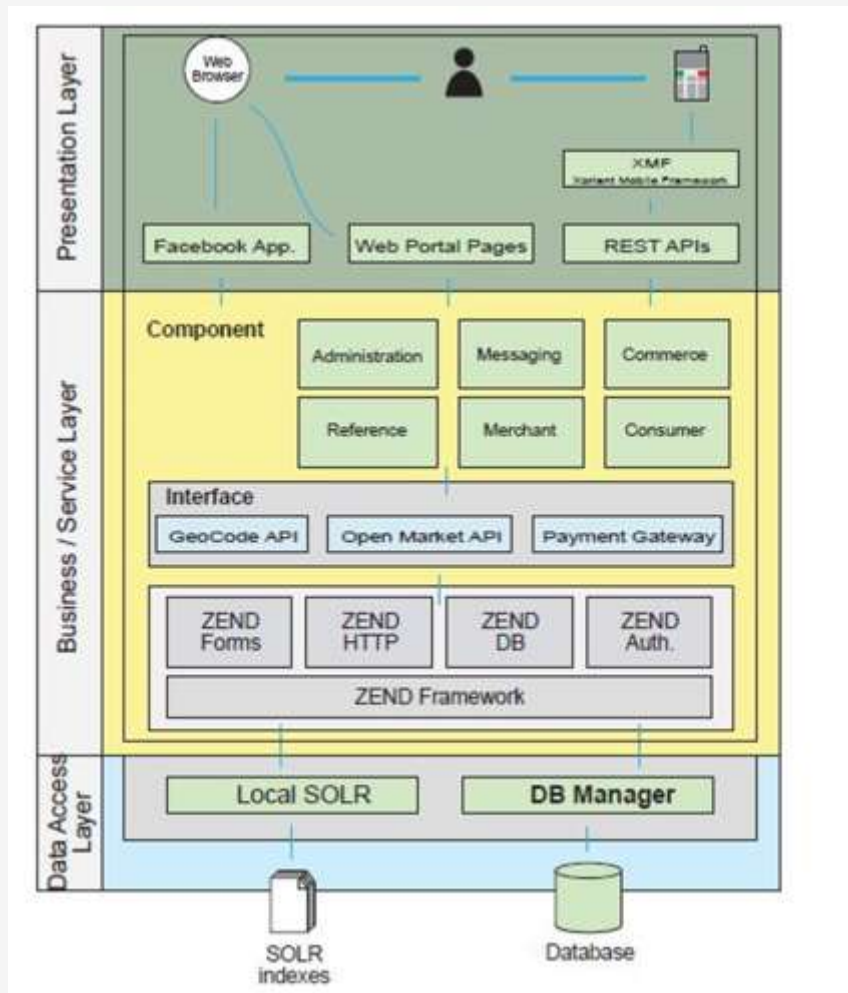
TECHNOLOGY STACK

- LAMP
- Zend framework
- jQuery, YUI

- Social media APIs(Facebook Connect, Twitter)
- Native application SDKS
- TracWiki