

CASE STUDY

A Multinational Electronic Brand Adopts Responsiveness and Automation to Bring Recipe of Different Cuisines Online to Customers



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ABSTRACT

A leading multinational electronic brand wanted to introduce a platform that could help its customers to find recipes of different cuisines from a mobile application in a smooth way. The client company wanted an engaging and informative app for its customers with an idea to explore their cooking skills and at the same time promote its unique range of microwave oven products. Indus Net Technologies helped the client company to achieve these goals by developing a robust mobile application that is quick, efficient and easy to use. The new app has helped the client company to reach out to customers more and popular the brand among food lovers.

MULTI-LEVEL APPLICATION ENABLES MICRO OVEN PRODUCTS WITH RECIPE ON THE GO

With the advancement of technology and mobile devices, the expectation of customers is reaching sky high. Customers now want everything at their finger tips. Most people want to check products, explore new things on the go, using mobile devices such as smartphones and tablets. This market need spurred the client to request for a mobile application which can be accessed easily & effortlessly. The resulting this innovative ideas to offer recipes to customers at the same time to endorse their range of microwave oven products.

When client approached Indus Net Technologies for this mobile application, the choice was very clear: to build an easy-to-use, informative mobile app that helps them to promote their products and also spread a feel good factor by sharing delicious recipe tips. Yet, just another mobile app was not enough. Client needed an app that differentiated it from other, and possibly also from its competitors. To do this, Indus Net Technologies worked on a minimalist design and developed the app by using waterfall methodology that helped to convey the essence of client's marketing message: the ability to provide comfort, induce calmness, and offer a refuge for those who seek good food and live healthy.



The current challenge was to keep the functionality of the mobile application as simple as possible so that prospects' and customers' expectations were not adversely affected. The app was to be making for iOS & Android platform; there were lots of minute details with respect to Oven info and recipes that must be properly handled.

Indus Net Technologies created a mobile-application with a simple interface that not only helps customers to explore microwave oven products directly from the app but also provides lots of recipes of different cuisine.

Indus Net Technologies achieved this goal within the project timeline by utilizing accurate UI/ UX design, a high standard of coding by development team, a rigorous unit testing and immaculate post development testing (both automated and manual).

Fewer the features, better the message

While developing the app, developers at Indus Net Technologies wondered how to limit functionalities to the bare minimum, so that customers can access this easefully. With just a couple of categories in the menu, customers will not be left looking around for information that might distract them from the real purpose: selecting microwave oven to cook good food.

We have successfully developed the app in native platform for better UAT/UI for users. All the back-end/DB and API we have developed to manage Oven and recipe separately that reflect in the mobile app. This innovative app can also run in both online and offline mode so that user can access anytime anywhere without having internet connectivity.

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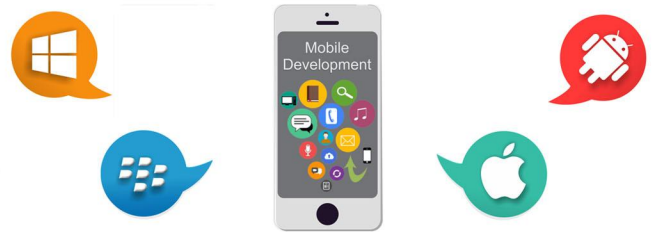
TECHNICAL DETAILS:

iOS Technology Stack	Android Technology Stack	Backend & DB Technology Stack
iOS 9-10 Objective C / Swift 3.0 XCode 8.0 Database SQLite 3.9 Cocoa Touch Framework	IDE: Android Studio, current version 2.2 Development Platform: Android SDK Development Tools: Android SDK Tools Programming Language: Java Markup Language: XML Framework: Android Framework Database: SQLite Database, current version 3.9	Mysql and PHP using slim framework Rest API using SOAP

BRINGING MINIMALISM AND AFFILIATE MARKETING TO MOBILE APP DEVELOPMENT

The benefits for the end user for getting many good available recipe that can be easily cooked in Oven. This app has a good number of downloads from app store and serve the purpose for food lover to get an Oven for cooking delicious food with its complete cooking guide.

This app for food lover who likes to cook using Oven, therefore the company has showcased their range of different type of Oven in the app where user can get the recipe of different cuisine and process flow of cooking along with ingredient pre-requisites for making it easy to use as handy cooking guide.



Indus Net Technologies has helped thousands of clients to go online and use technology to their benefit. If you have an affiliate program and were wondering how to integrate that, **please speak to us today.**

ABOUT THE CLIENT COMPANY

The client company is a South Korean multinational electronics superpower and is a part of global consumer brand. They deliver products and services that make lives better, easier and happier through increased functionality and fun. They offer the latest innovations for a vast range of products – from home appliances, consumer electronics and mobile communications to business innovations in digital signage, air conditioning, solar and LED lighting. As a global leader, they strive for greatness in product leadership, to realize the growth strategies.



ABOUT INDUS NET TECHNOLOGIES

Indus Net Technologies is an award-winning, global digital service company, providing enterprise mobility, mobile app development, web application development, analytics and digital marketing solution to mid-large enterprises across forty countries through its offices in India, UK, USA, Canada, Singapore and Saudi Arabia. Indus Net have proven expertise in Financial Service/BFSI, Media, Publishing, Entertainment, Retail, Health and Professional Services business verticals. With a team of 750+ digital professionals and experience of executing 11000+ projects over two decades, Indus Net have touched over 200m+ lives. Being ISO 9001, ISO 27001 certified and appraised for CMMi Level3, Indus Net is known for agility, partner approach, innovation and technology excellence.

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