Building An iOS And Android App For A Postcard Service Company

The client is a postcard service company based out of Belgium

The Vision

Adoption of technology has radically changed photography over the years. Social media like Instagram and Pinterest have made photo sharing trendy. But critics often argue that people have started cherishing photographs a lot lesser due to the rampant barrage of photographs from their friends and family.

The client thought that photography can revive its lost personal touch again. There was a gap that existed between people who value printed photos and who share photographs online. The client wanted to develop a solution which could help people send their own 'real' photos stored in their mobile devices to friends and family.

Application Overview

The company thought of leveraging modern ways of sharing photographs and give it a unique twist. The users could use an app to select from their own photos, apply filters and effects, add messages and send it to their friends and families. The company would then print it out and post a real photo for them for a minimal cost. To fulfill this vision, the client wanted to develop an iOS and Android application for this service.

e-Zest partnered with the client because its professionals brought deep reserves of experience with them. Having built scores of apps on both the platforms, e-Zest integrated the vision and development needs of the client perfectly.

Technologies and Tools:

- Technology – Android (Java), iOS (objective C)
- Development tools – Eclipse, Android SDK, Xcode, iOS SDK
- Web services – JSON web services
- Local Storage – SQLite database, File system
- Image filter APIs:
    - iOS – Core Image
    - Android – Bitmap Factory APIs
- Social networking integration
- Facebook SDK for Android and iOS
- Instagram SDK for Android and iOS
    - Payment Gateway – Stripe SDK for iOS and Android

Challenges and Solutions

Building two native iOS and Android applications warranted two separate teams being instituted to pay dedicated attention towards both the platforms. Special emphasis was laid on intuitive UI solutions. The teams added functionalities such as filters, fonts, effects, photo tools and payment gateway in the apps as well.

The team decided to use a lot of animations in the app which was a more appealing user experience. The right size was preserved by maintaining an aspect ratio of 11:16 throughout. The client also wanted specific filters which had to be sourced from different libraries. An image cropping tool was also implemented as a value-add to the app.

Technical Breakthroughs

The many technical challenges while implementing front-side design changes, especially when displaying images, image rotation and frame selection process were delivered in style with a lot of efficiency.

Business Benefits

The special focus on UI ensures that the app is intuitive and offers the best UI experience to end-users. The animated penguin which is a navigation guide has been a big hit with all the app users. The customised solutions give the client a significant advantage over their competitors with its rich features. The Android App saw more than 100+ downloads. It boasts of a majority 5-star rating from all its users. The iOS app is on its way to be uploaded in the App Store. The client has seen significant productivity gains after the development of the app. In fact, the app is slowly gaining popularity among businesses which are using it as a marketing tool by offering free postcards.

Bottom Line

The e-Zest team found quick solutions to all the roadblocks in the project and great looking apps were delivered on both the platforms. The project teams took the lead in understanding and fulfilling the client requirements. The company was extremely satisfied with the end result.