

Redefining apps through innovation – iOS and Android ‘Simulator app’ for a Fortune 100 company

Client is a leading automotive manufacturer and Fortune 100 company. It has mastered the art of turning the outcomes of creative process into useful products, services, and work methods. The client's futuristic design and technology brought together all latest audio features such as Bluetooth, voice recognition, USB, aux port, navigation, and streamlined user interface on a single display panel of their vehicles. These features were collectively known as 'The Audio App Suite' which was their very unique in-car technology.

Situation analysis

Their motor sales division in USA desired to launch a 'digital platform' to train their consumers on the features of the 'audio app suite' that is available with the purchase of a new vehicle. The main objective of the 'digital app' is to inform and educate potential and existing customers and users to quickly and easily interact with and learn about the 'audio app' to get a better product experience.

Client Requirement

According to their end customers' perspectives, 'the audio app suite' was just a center stack to access the features on the dashboard. Hence to resolve this issue, client wanted to redefine the app rather than try to change customer perceptions.

They worked with e-Zest to expand the 'app suite brand' from just apps and data services to include all multimedia components with multimedia being the baseline product. The client wanted to re-establish this in-car technology tool physically and virtually for a better consumer experience.

The client wanted to create a digital platform wherein their end customers can learn about new mobile apps and data services that are provided by the client and are accessible from inside the car. They partnered with e-Zest to solve this problem.

Roadblock

e-Zest development team had to simplify the complex problem by taking the concept and turning it into a mobile based simulator app. The main function of the 'simulator app' is to inform the potential customers about the app features that are available with the purchase of a new vehicle, and to educate existing customers in the use of these app features.

The app mechanics had to be seamlessly integrated into the existing product experiences that will remain standard and also with evolving dynamics of the Audio app (as redefined) which will include the 'Multimedia Bundle' with enhanced features.

The real challenge was to explain a complex product/concept through a simple tool with easy mechanism.

Our Solution

The IT teams in e-Zest merged its knowledge of 'mobile' and 'UX' to bring out a simulator app for multiple devices with a responsive web design for a robust mobile app. The mobile app has a highly immersive multi-device experience (iPhone, iPad and Android) that:

- Simplifies the learning of a complex product ecosystem
- Accommodates different learning styles
- Reinforces brand values and positioning
- Leverages HTML5/CSS and other responsive frameworks

In order to meet existing and evolving needs over time, the simulator app is made highly scalable and flexible with the ability to add and modify content frequently and easily.

The simulator app covers all the prime features of the audio app suite which include:

- Data services like: Stocks, Weather, Traffic, Fuel Prices and Sports
- Audio App Suite features that include: listen to music, purchase movie tickets, makes dinner reservations and more

Technologies and Tools:

e-Zest used in-house framework for Web Tier-Cross device HTML framework

- Android SDK (supporting Android 2.3.3 till 4.3)
- iOS SDK 5.0 (supporting iOS 5.0 till iOS 7.0.2)
- Amazon S3 with CloudFront
- HTML 5/ CSS/ JavaScript
- JQuery backbone plugins

e-Zest built a hybrid solution for both iOS and Android platform with signification reuse of the code base. The team has successfully used the cache memory to support the application in the offline mode.

Project Breakthroughs

e-Zest's flexibility on mobile and UX played a crucial role in redefining and overcoming some critical hurdles that would have delayed the launch by months. The app was developed in a very aggressive timeline using 'Agile' methodology. e-Zest came out with a hybrid approach to provide maximum reusability across multiple platforms. In addition to this, the home-grown framework established a foundation which reduced operating costs and accommodate future extensions.

The smart implementation of update.js for real time updates reduces operational costs by avoiding on-store or in production deployment of new releases by making offline availability of the app on devices (due to caching). This was a very clever decision taken by e-Zest team and was much appreciated by the client.

Business Value

With the 'Analytics' integration, the client could successfully measure the statistics of the end user data which helped in faster updates. Due to flexible and cost-effective approach, e-Zest solution enabled the client to minimize operational investments and focus on customization and innovation.

Bottom Line

The client wanted to improve and increase customer engagement with their vehicles by facilitating and reinforcing true product experience to all their existing and prospective consumers. e-Zest delivered concepts, discovery and strategy that enabled reflection of client's product vision.

