About the company

Born more than a century ago in France, today, Monin has become the world's leading beverage flavor manufacturer, with a global reputation for quality. Monin uses only the highest quality ingredients to produce a vast collection of the world's finest flavors, available in more than 140 countries.

Business Challenge

Monin is constantly updating its catalog with new products, flavors and recipes, and needed an efficient way to communicate these changes to its clients.

The company's current mobile experience was considered to be i nconsistent, both from a user experience and user interface standpoint. Complicating the challenge was the fact that content had to be tailored differently, depending upon the country in which the user was viewing the information.

Additionally, the app allows for social sharing of recipes, and also allows users to update new recipes of their own creation. Finally, the search function presented a unique challenge: It needed to have a strict set of filters, yet allow for very generic searches, so users who were simply seeking inspiration could get the widest variety of search results.

What we did

Using a team of experts with specific experiences in iOS, Android and .NET development, iTexico developed applications for each mobile platform, as well as a new backend to manage the specifications imposed by Monin.

Industry

Food Services

Skills

UX Design   UI Design

Back-end   Front-end

The app needed to handle different screen sizes and densities, and material design patterns were applied on many screens in order to enhance the user experience. The code was also developed to be scalable, to allow for the addition and modification of feature without affecting other sections of the app.

How we did it

During a Design Workshop, iTexico's team worked closely with the Monin team to define the sections and features of the new app. It was decided that scalability and easy maintenance were among the most important attributes desired in the new app.

During the development phase, iTexico deployed a solution that included Swift3, Java, Gradle and XML for iOS and Android. Next, the team worked to ensure animations, transitions and iconography were working properly to help support an improved user experience. Finally, a presentation was made to users to ensure that the resulting application featured the recipe-sharing functionality that was desired.

Outcome

To date, more than 20,000 people have installed the new Monin application, and have reported great satisfaction in the ease of use, as compared with the previous iteration of the application. Users in several countries are interacting with the company, ensuring that Monin can efficiently communicate new products, recipes and innovations to its clients, while benefiting from interactive features and direct consumer feedback.

Technologies

.NET Framework

Have a project in mind?

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