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NEXTREMER SOLUTIONS CASE STUDY

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CASE STUDY

1.1 ABOUT THE CUSTOMER

Purple chai specializes into mobile apps development (IOS, Android and Cross platform apps).

1.2 BUSINESS PROBLEM

The end-client required an application to port and market their magazine. Home and Design is a bimonthly magazine.

The main aim was to widen the reach of the magazine to worldwide audiences through smart phone app.

1.3 BUSINESS OPPORTUNITES

With a rich UI, easily scrollable UIs, facility to Zoom in and Zoom out the magazine could be imported.

Opportunity to enhance some of the advertisements, make them more interactive with augmented reality were identified.

1.4 PROJECT SUMMARY

Project scope was to create an iPad app for Home and Design magazine, which is a bimonthly magazine. With iPad app, magazine's reach would be increased to a worldwide audience.

The development model was Agile and the project was delivered in 14 Sprints.

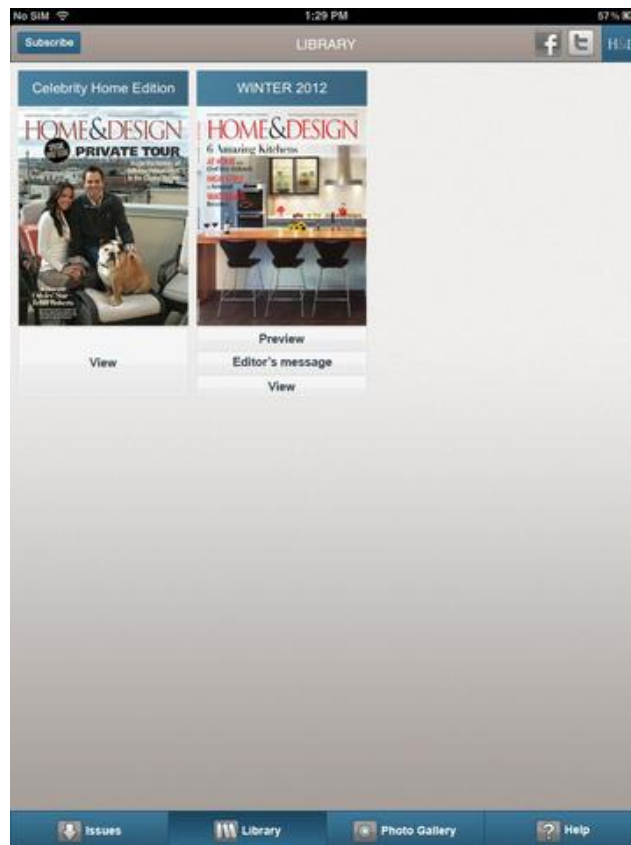
Processes were defined for fast-tracking activities, quick releases, Sprint demonstration and backlog grooming meetings.

Project background	
Size of Project	3.5 man months
Peak team size	Total: 2
Duration	2 Months
Location	Offshore

Features implemented :

- Preview of the issue
- List of previous issues
- Library stand of purchased issue
- Zoom in, zoom out functionality.
- Page scrolling.
- Advertisements

1.5 SAMPLE UI



- Technology overview

Technologies utilized	
Technologies	IOS

1.6 CLIENT BENEFITS

Significant benefits apart from cost reductions where derived some of them are:

- Improved the reach of the magazine to worldwide customers thus impacting sales.
- Feedback from various corners of the world helped the magazine improvise and improve on the content.
- Additional revenues generated through advertisement.