

Android app for national investment firm in same time required for iPhone app, but with one-third the resources

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The Challenge

A leading financial investment firm was in need of enhancing its enterprise mobile presence for its expansive user base. Its mobile web presence didn't offer users a strong enough user experience or any of the advanced functionality the client desired for its application.

In order to offer trades of stocks and mutual funds, as well as mobile deposits via users' photos of their checks, a native application was required. With an iPhone application already in development through another technology partner, the firm sought a new partner to simultaneously develop its Android presence.

The client engaged Magenic to develop a native enterprise Android application that could handle thousands of simultaneous users in order to help the client stay competitive in the financial marketplace.

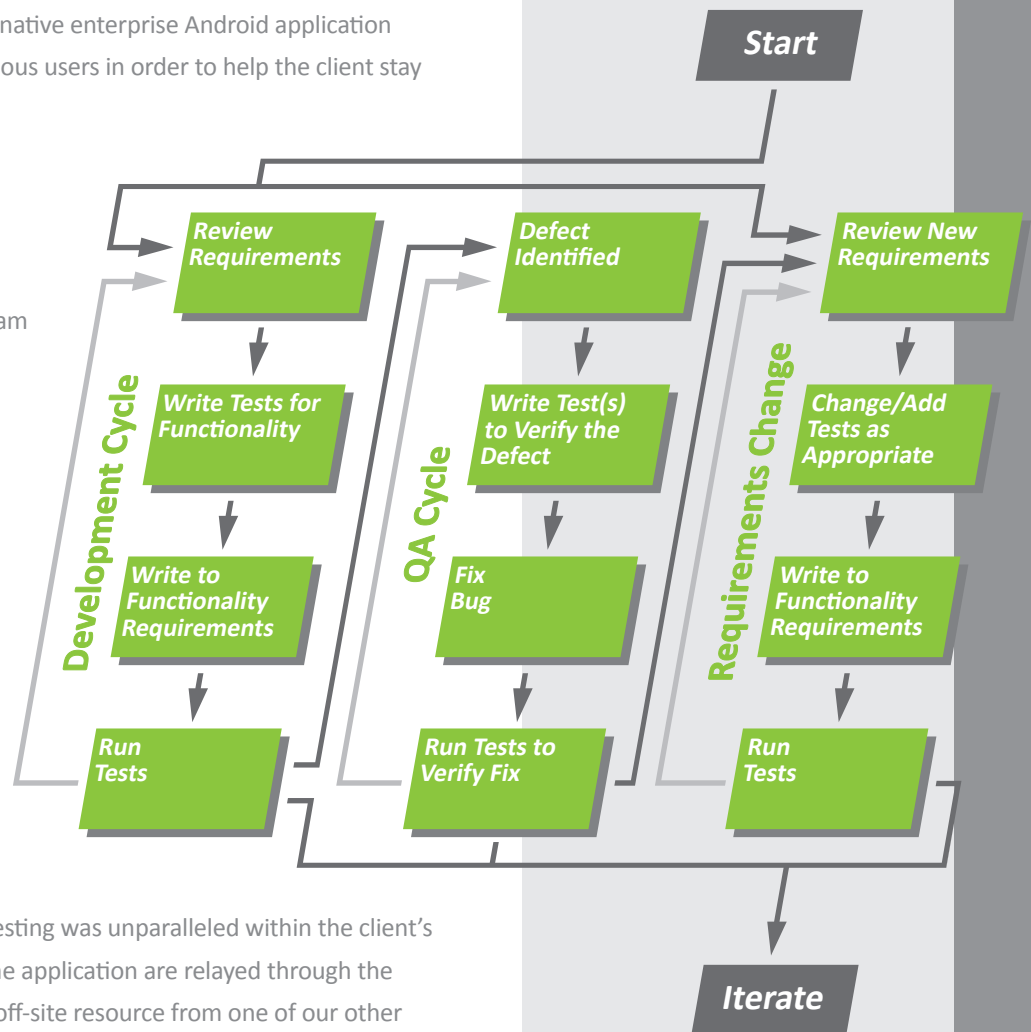
The Solution

Working with the client's requirement documentation, Magenic's five-person team implemented a pre-determined design that met the client's specifications for its Android application. Through sound principles and good code separation into multiple libraries, Magenic was able to provide code stability and set up unit testing that would greatly accelerate the project's timeline.

Magenic's unit testing allowed for our development and quality assurance resources to run 110 tests simultaneously on one of the application's key features with the push of a single button; this level of testing was unparalleled within the client's business. Because all transactions from the application are relayed through the master server, Magenic also provided an off-site resource from one of our other locations to work with the client's master server, located over 1,000 miles from its corporate headquarters.

Seamless Mobile Development

Magenic's unit testing procedures integrated with the development cycle and requirements changes and allowed the client to run over 100 tests simultaneously. This greatly enhanced the speed of both the development and quality assurance cycles, while eliminating the overhead associated with running tests on an individual level.



Accelerate with simultaneous unit testing

Magenic
Custom solutions that fit. Guaranteed.

Simultaneous user testing resulted in fewer than 5% of bugs from same features during iPhone development

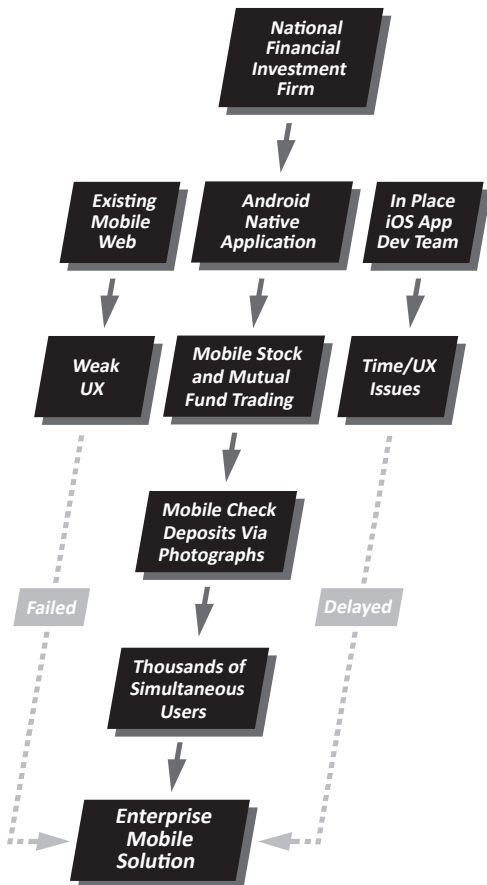
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The Result

Magenic's work on the Android application added to what was already a successful mobile effort by the client. While their iPhone application had been a successful endeavor, Magenics team was able to implement the same functionality with 33% of the resources due to successful unit testing and reduction of bugs. Nearly 500

bugs were filed over the course of a key feature's development on the iPhone application. Magenics Android project saw less than 5% of that number. Our ability to simultaneously run 110 unit tests reduced feature testing time to less than 25% of the testing time of iPhone features. This method of testing was initially only utilized for that key feature, but since its development time was half that of the same feature on the iPhone, the unit testing quickly expanded throughout other features of the Android application.

The end result of the client's engagement with Magenics was reduced cost and time to market for its enterprise Android application, which was downloaded 1000 times per day with a 4.5/5 star rating over its first week in the Android Market.



Reduced cost and time to market

Summary

Looking to provide users with a superior mobile experience, a national financial investment firm needed a technology partner to develop a native Android application. Magenics delivered an Android app in the same timeframe that another vendor successfully delivered an iPhone application, but with 33% of the resources. Magenics unit testing practices, sound development principles, and code library separation reduced both cost and time to market.

Technology Used

Android Platform
Java
XML
Eclipse
IntelliJ
Roboguice
Robolectric

Contact Information

Sales:877.277.1044
Atlanta Office:678.405.0672
San Francisco Office:415.962.4600
Minneapolis Office:763.398.4800
Boston Office:781.478.1441
Chicago Office:630.390.7809

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