



La Serena: A Complete **Mobile** Guide for Travellers

Product Overview

La Serena is a cross-platform mobile app built on the PhoneGap mobile app development framework. It presents an active integration of plug-ins like accelerometer, camera, compass, geolocation, media, network, notification and storage to equip travellers with all vital information they need to have an unforgettable trip.

About Our Client

Trutruka Labs is a digital marketing agency that provides web, games and mobile application development services to businesses.

Driving Factors

- 85% use smartphones to plan their travel when on leisure tours
- 72% people post photos about their trip on social media
- 46% check-in via their smartphones when on holidays
- 30% use mobile apps to find the best hotel deals
- 29% use mobile apps to find the best flight deals
- 15% users specifically download travel apps to plan a trip ahead

Growing use of mobile devices and their applications has prompted the agency to associate with us for the La Serena mobile app development.

Client Challenges

- Building a perfect cross-platform mobile app
- Building a responsive mobile app
- Keeping UI simple to encourage engagement
- Ensuring effective integration of plug-ins for better usability
- Keeping the app immune against other mobile activities

Solution

Keeping the expectations and challenges in the mind, our PhoneGap App Development team succeeded in building the right mobile app. The home page or the dashboard contains options like lodging, family, services, gastronomic, rural, patrimonial in the Tile-format and lets the users access the right information in a quick and easy manner.

Every option opens a window of information. Except the Services section that lists a wide range of hospitality services that a traveller needs, other options land the users to a map with notification balloon on it to help discover the services with the right navigation tools.

Result

The mobile app has evoked a good response from travel enthusiasts heading to the La Serena city. On Google Play, the app was installed by some 1, 000 to 5, 000 users till December 2014. We haven't received much details or customer reviews on iTunes, the apple app store. However, we haven't got any complaint regarding the performance or stability of the app from both the store. This is, definitely, a good sign. Indeed, it's a testimony to affirm the credibility of our mobile app development capability.





Why it Interested Us?

Travel mobile app development is one of the hottest fields as travellers are extensively using mobile apps for every task, right from planning to venturing out and locating services on the move. The project came as an opportunity to demonstrate our skills and expertise in integrating a range of plug-ins like geolocation, accelerometer, etc., to develop a fully-featured app that can be easily used.

Strategy

- Keep UI simple and interactive
- Enable strong synchronisation of data from different plug-ins
- Build cross-platform mobile app for improved accessibility
- Incorporate privacy safety settings

Development

With the mission to help travellers interested in exploring La Serena, we first collected the micro and macro details of the area by means of Google Map. To ensure that users can access the app on any device, we chose the PhoneGap/Cordova mobile app development framework and integrated its built-in plugins using the web components, including CSS, JS, HTML5 and Angular JS. Next challenge was to give native device experience to users on Android and iOS platforms, and for that, we integrated it well with the operating system using the right API.

Testing

To make the end-users' experience with the application flawless, we subjected La Serena through a series of test and addressed issues that surfaced effectively.

1. Interrupt conditions

Incoming/outgoing calls, pop-up alerts and notifications and the device's power cycle, and more – we observed the performance of the app against all voice and non-voice activities.

2. Installation conditions

We assessed the ease of installation and uninstallation of the app on different devices with different configurations.

3. Network conditions

We monitored the performance of the app in different network conditions with varying in terms of speed and latency.

4. Performance conditions

We tested the software on devices with varying hardware configurations and estimated the consumption level of resources including CPU, RAM, graphic network, etc.

5. Device integration conditions

We observed the kind of chemistry that the app shares with the built-in components including GPS, video and camera, and more.

Publishing

The visibility is an important factor determining the reach of an app and that of the concerned business to its target audience. We published the app on the official application stores, viz., Google Play and iTunes, of respective OS vendors, and that paid off well. We keep on monitoring the user-experience aspect that often gets reflected in customer reviews, and try to come up with the right solution at our earliest.

About Us

Root Info Solutions (RIS) is a globally recognized Information Technology consulting and software outsourcing company based in the UK. In addition, we have an offshore software development and implementation center in New Delhi, India. We provide enterprise web and mobility solutions using different programming languages/frameworks including PhoneGap, Drupal, Angular JS, Magento, Python, Android, Swift, and more. We have been serving clients across different sectors and verticals since 2004.

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