



+ than  
**3000**  
Recipies



## Atelier Gourmand Touches **New** Height with Atelier Gourmand Mobile **App**

### Product Overview

With around 3110 recipes, 101 videos and 200 chefs under its hood and trust of over 50K users in its credit, Atelier Gourmand is a popular mobile app in the food and drink category. The app has got its places cemented in the Google Play and Apple's iTunes store.

### About Our Client

Founded in 1999, Atelier Gourmand is a gastronomy school located in São Paulo, the financial capital of Brazil. It has conducted over 5000 classes and 3000 gastronomy events round the globe. Users can access the content offered online via its website or mobile app, i.e. Atelier Gourmand after a successful signup or validation.

### Client Challenges

Conducting classes and events requires a good amount of investment. Moreover, it's a tedious and time-consuming effort. And, even if that is managed somehow, the greater challenge in the fast-pace life is to gain the attention of public. In the wake of the growing adoption of smartphone and tablet, when people want everything at a click, the business felt a strong urge to go digital to serve its fans and customers and maintain its grip.

### Solution

Atelier Gourmand is not just any mobile app, rather it's an attempt justifying the 15-year old legacy of a brand with hundreds and thousands of fans and subscribers all over the world. Our mobile app development teams did their best to let subscribers access their chefs, recipes, books, videos with just a click.

### Atelier Gourmand Brings

- + 3.000 recipes with pictures
- + 200 chefs featured
- + 100 video classes
- + 1.000 cookbooks to explore
- & much more

### Result

Atelier Gourmand with over 50K downloads has become the face of the brand. Intuitive design, flawless performance, impeccable data protection and availability of quick updates and fixes have made it a popular app in the food and drink category. It has helped the brand to bag more revenue from subscriptions and onsite visit by gourmands who can't resist the bud tickling foods.

### Why it Interested Us?

At Root Info Solutions, we love to do cool things that appeal to the sense of technology consumers. With Atelier Gourmand, we got a chance to showcase our technical expertise and authority on mobile app development that can tickle the most important sense, i.e. taste.







## Strategy

To let technology investment work for the businesses the most, we align mobility solution with their goals and make sure that it connects with the consumers effortlessly. Though disparity existed in terms of technology frameworks usage, when it came to mobile strategy building, we buried the differences on the customer-experience front.

### Focus on target audience

We took stock of the user's needs, apprehensions, challenges and expectations when it comes to finding favorite recipes on the Web or mobile. We analyzed the trend across technology consumers with varying degree of interest and expertise. This eased our UI (User-Interface) designing task.

### Develop feature-rich apps

We wanted to have features and tools that can empower consumers navigate easily and find the content of their choice in their preferred digital formats. To know trending tools and features that consumers love to use, we took a deep dive into the customer-insights offered by reliable sources like comScore, IDC, and Gartner.

### Test it thoroughly

Once the mobile app development process got completed, we subjected Atelier Gourmand to a comprehensive test to affirm its worth in terms of performance, stability, security, manageability, scalability and flexibility. After a green signal from our software testing desk, we handed it over to the client.

### Make your app noticeable

We want our client to significantly benefit from the technology investment, and that's why we provide them with complete end-to-end mobility solutions. We integrated Atelier Gourmand with the backend system of the client and published the app on Google Play and iTunes for higher visibility across niche consumers.

## 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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