

Dynamic Advertising Application for iPad

Client Background

The Client is the world's leading biopharmaceutical company that collaborates with health care providers, governments and local communities in order to support and expand access to reliable, affordable health care around the world.

The Company strives to set the standard for quality, safety and value in the discovery, development and manufacturing of medicines for people and animals. Our Client works across developed and emerging markets to advance wellness, prevention, treatments and cures that challenge the most feared diseases of our time.

Business Challenge

With the constantly increasing number of healthcare organizations that take full advantage of extra functionality and screen space offered by tablet devices, the Client was planning to utilize new aesthetic and innovative features of iPad. In order to increase sales performance and accelerate business growth, the Client decided to deploy a visually rich iPad application in the form of animated graphic presentation and contacted our company for the assistance.

The purpose of the application was to promote a prescription medicine that is used to treat rheumatoid arthritis, plaque psoriasis, psoriatic arthritis, juvenile idiopathic arthritis, and ankylosing spondylitis.

Our aim was to implement an advertising application, by means of which sales staff could efficiently display product information and more effectively engage both physicians and patients in their office, at trade shows and at professional conferences.

Project Description

The basic requirements for the application, including security, data centricity as well as powerful and visually-rich user interface, defined a perfect scenario for leveraging our iOS expert knowledge.

The Client provided our development team with initial RFP that included user interface wireframes, PSD screenshots as well as the following initial objectives:

- static data structure implementation
- conversion of static images into rich animated graphics
- look and feel customization
- video content integration

The baseline requirements and the preliminary cost estimations were elicited in a series of meetings before the project and some minor additional recommendations were added.

The product owner also reserved additional modifications for later stages of the development lifecycle, so in order to provide for maximum adjustability, an iterative development methodology, and Scrum in particular, was obviously most suited for the project.

Overview

Client

World's leading biopharmaceutical company;
More than 150 years of experience

Industry:

Healthcare

Country:

Australia

Business Value:

Increased marketing performance and sales

Technical Value:

Graphically enhanced interactive advertising application

Development Model:

Agile, Scrum

Services:

Development

Tools and Technologies:

- iPhone 4.0 iOS
- Xcode

Dynamic Advertising Application for iPad

The Scrum methodology enabled us to resolve one of the basic challenges faced by the development team – the need to minimize time to market and make the application available to physicians and sales force within a tight timeframe. The project was split into 5 iterations, each up to a month in length, which allowed for frequent feedback loops between intermediate development stages.

A non-standard user interface required a whole series of custom controls. Since the application's look-and-feel was to undergo multiple iterative modifications, the UI classes were specifically adapted to allow for quick and seamless modifications and replacement of on-screen graphics.

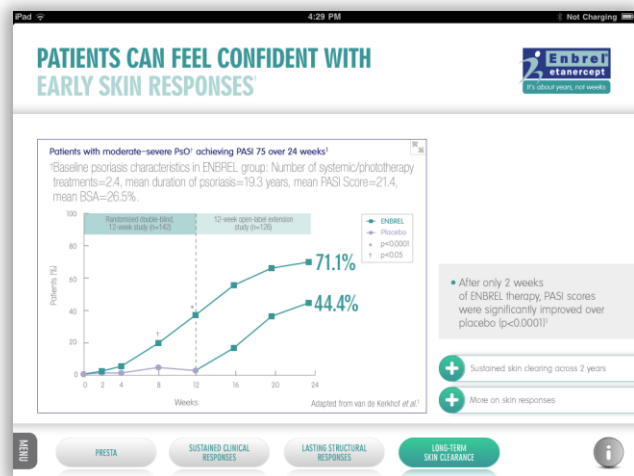
Value Delivered

iTechArt proposed and developed the application that provides essential functionality for managing animated graphics and tables as well as visually-rich content allowing for high level of flexibility and user friendliness.

Graphically enhanced interactive advertising application developed by iTechArt provides second-to-none promotion. In addition to traditional text stories, the solution allows users to access multimedia content such as interactive information graphics as well as photos and videos with patients' positive feedback. The application features advertising options, including loading screens and banner advertisements that link to additional interactive content. The application is focused on creating a visually immersive experience for potential customers, making use of images, animated graphics, dynamic content and video.

Our development team delivered an advertising application which totally meets our Client's business goals. The implemented chain of solutions has provided our Client with a robust and reliable iPad application that led to substantial increase in sales and profits of the advertised medicine.

The results showed that the solution implemented by iTechArt provides a significantly higher level of profitability, and now the Client is planning to deploy a range of new advertising applications in order to boost sales performance of other products.



iTechArt provides in-depth, high-quality and cost effective software development and consulting solutions to corporations across Europe and North America using both onsite and offsite service delivery models. iTechArt was founded in 2003 and has developed substantial strengths Application Development, Project Management and Outsourcing areas. iTechArt possesses deep domain knowledge through its proven research and implementation strategies across many industries including, Financial Services, Marketing & Digital Media, Security, Healthcare & Life Sciences, Retail and many more. We deliver the most effective and competitive solutions to our clients to achieve mutual business growth and success.

Quick Facts

Founded: 2003
Headquarters:
Iselin, New Jersey, USA
Development Centers:
Minsk, Belarus; Kiev, Ukraine
Team: 400+ employees

Industries

Financial Services
Marketing & Digital Media
Security
Healthcare & Life Sciences
Retail
and others

Services

Application Modernization
Enterprise Mobile Development
Custom Software Development
IT Staff Augmentation
Software Testing & QA
Software Maintenance

Practice Areas

Enterprise-Level Software
RIA
Mobile
Web & Intranet Portals
Middleware
Business Intelligence