



Cygnet **Infotech**
IT is about you



A Social Networking Mobile App for Sports Enthusiasts

Our client – an entrepreneur from UK

- Our client has a management consulting firm in Milton Keynes
- He has a team of four that includes himself, a developer and other consulting business partners.
- The social networking mobile app for sports enthusiasts is his brainchild.
- Being a passionate sports person, he wanted to outsource the app development project to a service provider who are equally passionate about sports and can translate his passion in to an actual product.

We were approached through a website inquiry form. The client wanted us to deliver native iOS and Android Mobile applications that users could use to find people, chat, meet and play sports of their interest with their buddy found using the application.



The client acquisition journey

- The client evaluated more than 25+ IT services providers globally
- Exchanged hundreds of emails, messages and spent hundreds of pounds on phone bills
- Our business development managers was prompt to respond to the client's inquiry
- Visited UK to further instil confidence of our client in our services
- Our manager himself being a sports enthusiast helped to understand the nitty gritty of the mobile application

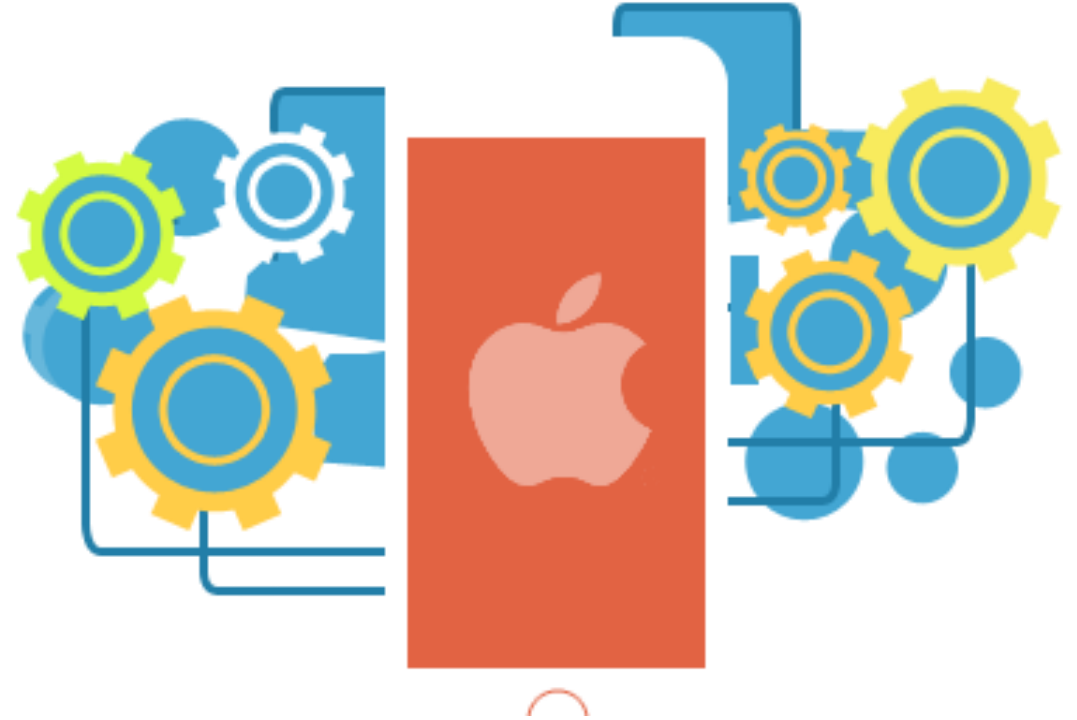


LinkedIn profiles and other mobile application development projects were evaluated and securitized.



The app development challenges

- The client had a half baked iOS app with a not-so-workable code
- Since the concept was evolving at every stage, ad-hoc requirements kept pouring in
- We had to satisfy more than 40 testers during UAT
- Communication with the developer at the client's side was challenging due to his availability



We delivered native Android and iOS mobile applications during first phase of development





The app enable users to Find, Match and Chat with People having similar Sporting / Outdoor interests.



As a service provider, we offered;

- Technical, business analysis and risk mitigation strategy
- Wireframes and UI / UX designs
- Development of the application
- Testing services
- Integration with existing system
- Deployment on iOS and Android app stores



To summarize, we;

- Freed our client to focus on managing customer relationships and market product capabilities
- Helped to significantly reduce the development cost
- Ensured quick turn-around time for deliverables
- Managed skilled resources and ensured their sustainability
- Effectively managed cost, quality and timely deliverables
- Ensured maintenance and support throughout
- Accelerated project execution whenever required





Contact us



India Headquarters

Cygnet Infotech Pvt. Ltd.
16-Swastik Society, Nr. AMCO Bank,
Stadium Circle, Navrangpura,
Ahmedabad 380009, Gujarat, India



+91-79-67124000 +91-79-30487422



inquiry@cygnet-infotech.com



www.cygnet-infotech.com

USA

+1-646-915-00210

South Africa

+27 (0) 21 3002981

Australia

+61-280-147-206

India (Pune)

+91-20-30226125

New Zealand

+64 9 534 8000

UK

+44-20-8099-1653

Germany

+49 3222 1090 129