



“the ability to understand and deliver the expectations of customers”

Mobility is the future!

Mobile development

After successfully leading organizations with our special affinity towards creative design, the team of like-minded who invested their creative minds on design, innovation & creativity have come together to offer world-class design experience. The team with 50+ man years of experience in Visual Design, User Interface, User Experience, Web & Mobile Development, Usability, SEO and Digital Marketing

Mpathy, helps Startups, Medium and Large organizations with specialized services with collaborative knowledge and experience.

Mobility is the future

MOBILE DEVELOPMENT

We have rich, in-depth and years of experience in developing mobile applications for different industry verticals. We are specialized in Android and iOS development, but we also cater the cross platform and Hybrid apps too using PhoneGap and HTML5.

Mobile App revolution started around 10 years back where it was a dream of every business and every service and product industry, but now as on date every industry every product has its own mobile app and it has grown up beyond estimation and growing rapidly and believe us MOBILITY is the future! Mobility is an easy way to reach out to targeted audience, increase the brand awareness and of Course good returns on your investment.

We do comprehensive requirement analysis to store publishing services. We transparently suggest the most suitable solution for our clients to understand and take their decisions with confidence.

We develop all major Mobile App Services:

- Communication & Messaging
- Educational
- Entertainment & Game Development
- Video & Music
- Business -Planning & Management
- Advertising -Corporate
- Coupon App & Promotional
- News & Information
- Geo location
- Medical & Fitness
- Social Networking & Blogging
- R&D Services
- Porting Services
- Technical Support Services

Industry verticals the we work with:

-  Manufacturing
-  Retail
-  Fashion & Lifestyle
-  Banking, Financial Services & Insurance
-  Medical & Healthcare
-  Logistics
-  Pharmaceutical
-  Government
-  Oil & Gas
-  Chemical
-  Professional Services
-  High-Tech Software
-  Media & Entertainment
-  Food & Beverages

Our Expertise:

iOS



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Importance of UI/UX in Mobile App Development

Our primary focus is on User Centric Designs and human-screen interactions which should allow user to engage on our customers products and love to use it without any dropouts.

@Mpathy we believe that, a great User Experience with an elegant User Interface design will make any product stands out from the rest. As industry is shifting very fast with mobility and wearable computers and advanced technology, our expertise UI / UX strategy will help your business to target futuristic, stable and cost-effective solutions.

Mpathy provide services from UX Analysis to Strategy, UI Design to Development services for any Mobile platforms (iOS/Android/Windows).

Before we look into the Native or Hybrid App development, there is one most important aspect of mobile app development we consider always, that is our Customers.

Any customer is least concerned about the technology or the platform that power the app they are using.

Most users are concerned about what they can do with the app rather than what goes into making them. So User Experience and User Interface is the most important aspect of any mobile app.

79% of consumers try any app either once or twice if it failed to work in the first attempt while only 16% of the users would give it more than two attempts.

Poor user experience discourages users from using an app.

Native App Development

A native mobile app is an application created for use in a single particular platform or device, like Android, iOS, BlackBerry or Windows.

A native app is specially made and coded for a specific mobile platform in its native programming language – iOS (Objective-C or Swift), Android (Java, Kotlin) or Windows Phone (C#)

There are different guidelines for each of these platforms and developers need to stick to them as they differ in typography, graphic styles, gestures, visual effects, data entry etc.

Hybrid App Development

Single codebase for multiple platforms like Android, iOS and Windows.

Hybrid apps are actually combination of Native and web apps.

They look and feel like a native application but are actually run by company website. Created with HTML5, CSS, and JavaScript, It is basically a web-based program put in a native app wrapper and connected to the device hardware.

Advantages of Native App Development

Smooth Performance

In native mobile app development, we have to do coding for different platforms using different programming language specific to each operating system.

So, we have different versions of a single application specially made for each platform. Being specific to that operating system, it runs smoothly over it.

Speed

Considering the application has been optimized for iOS or Android OS, it will achieve higher marks in speed and performance tests.

While developing native apps, everything is considered including utilization of the memory and the battery.

It is also very easy in native app development to implement gestures support for the app and integrate new functions.

User Experience

It is very important for mobile apps to make that good impression in order to not get deleted immediately after installing them.

In native apps, the feel and experience are much better with better scrolling, specific gesture recognition, profound effects and animations, much more appealing elements and so on.

Data Protection & Security

In order to protect your data, full efficiency of hardware resources are required and that is only possible in native app development.

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Flexibility

Native apps offer fast access to inbuilt device utilities like the camera, GPS, calendar, microphone, and other functions of the smartphone.

However, hybrid app development has certain limitations while constructing the interface because one single app will be used on multiple platforms.

In native apps, without any restrictions, everything can be implemented that the technology has to offer.

Personalization

With so many Android devices available in the market with different screen sizes, only native app development is the way of adjusting the layout on each of them.

Disadvantages of Native App Development

Development Time.

Development Cost.

Low code Reusability.

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Advantages of Cross Platfor/Hybrid App Dev:

Decreased Cost of Development

If you are budget-centric, app development occurs only once for all the platforms (Android, iOS, Windows) and you don't need to hire different programmers.

Maintenance

As we already know hybrid apps are web apps incorporated in a native shell, so its content can be updated as many times as you need or want. So, hybrid apps have a low maintenance.

Shorter Time to Market

How quickly do you want your app to go live? As there is a high competition in the market and the same idea being pitched by more than one entrepreneur, you want to introduce your app to the target audience as quickly as possible. If that's the case, then you should go for Hybrid App.

Disadvantages of Cross Platfor/Hybrid App Dev:

Performance

Hybrid apps add an extra layer between the source code and the target mobile platform, more particularly the hybrid mobile framework. It can result in loss of performance but it varies from application to application.

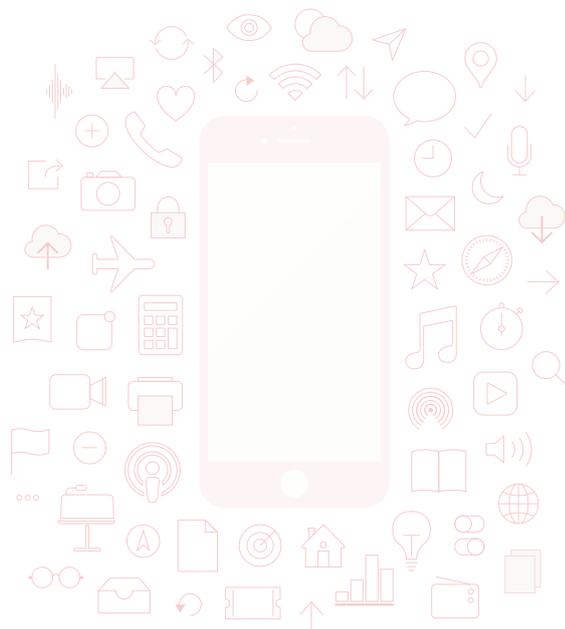
According to the statement by Mark Zuckerberg (Founder of Facebook)— "The biggest mistake we've made as a company is betting on HTML5 over native." Facebook migrated their mobile app from HTML5 to native clearly indicates a significant difference as far as enterprise applications are concerned.

Debugging

The extra layer from hybrid development framework also makes debugging a bigger affair. Developers have to rely on the framework itself to play nicely with the targeted operating system without introducing any new bugs in the app.

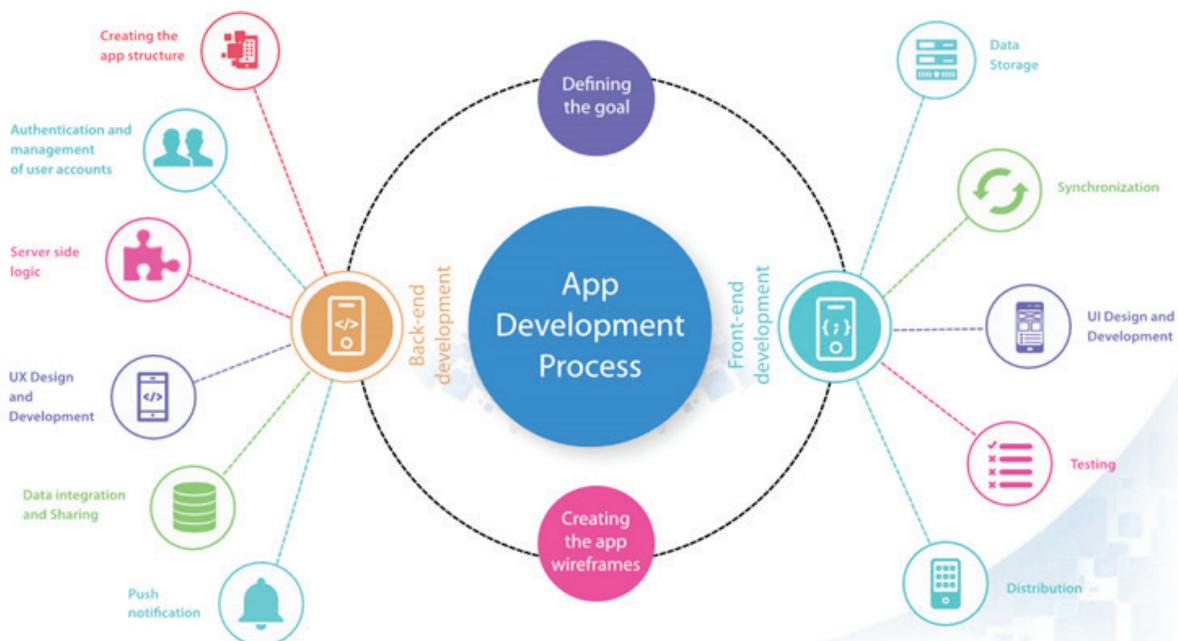
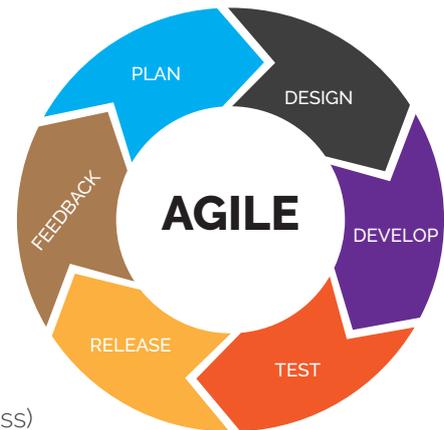
User Experience

As compared to native app development, it is difficult to maintain a proper user experience between the Android and iOS app. If you focus more on iOS, the user experience would worsen for Android users.

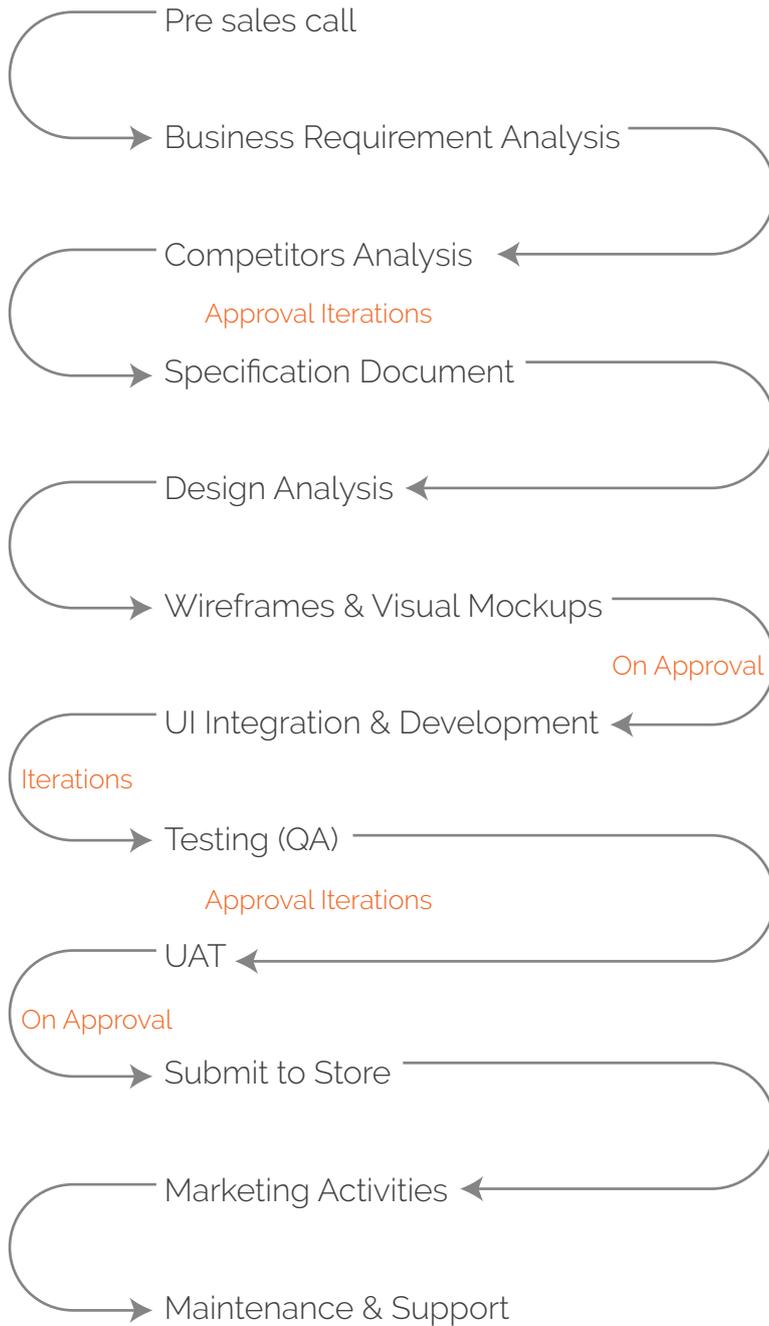


Mobile App Development Process:

- ▶ Requirement Study/Discovery
- ▶ Risk Assessment and technology feasibility study
- ▶ Design Analysis, DB and Architecture design
- ▶ Wireframe & designs presentation
- ▶ Complete App flow on selected design (PDF)
- ▶ Admin module screens development (optional)
- ▶ UI Integration with back end system and logic coding (Native/Cross)
- ▶ Unit testing & QA for entire system and reports the defects list
- ▶ Development team will fix defects and ensure quality of App and admin portal
- ▶ After the final demo - UAT
- ▶ Store Publishing
- ▶ Maintenance & Support



Mobile App Development life Cycle



We would love to work with you!

WHY MPATHY?

Experienced Professionals

Mpathy mobile team is available in combination of full / part time professionals each with more than three to ten years of industry experience.

Customer Service

Mpathy experts are client friendly, polite, and most significantly quick responsive to your communications, and you will receive the estimated hours in very short time.

Availability

Our robust Offshore/Offsite/Onsite AMC flexible modal help our client to reach us with ease. We are available throughout AMC duration on your requests. On demand we can arrange onsite support as well.

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THANK YOU !