

MOTORCYCLE ENTHUSIASTS CELEBRATE NEW COMMUNITY MOBILE APP

MOTOTRIBE SUCCESSFULLY LAUNCHES APPLICATION FOR iOS AND ANDROID

BUSINESS NEEDS

The Cruiser Community is a social network dedicated to motorcycle enthusiast world-wide. The tight-knit social network allows motorcycle enthusiasts and groups to create pages, share Facebook and Flickr photos, and tell stories of their activities for the enjoyment of all members. To improve the utility of Mototribe.com, the site's operators wanted to make it mobile enabled with an iPhone and iPad app that would allow members to connect and share information wherever they happened to be.

The Cruiser Community is a joint effort of Mototribe.com and Cruiser Customizing Inc., a motorcycle parts and accessories retailer. The close linkage of the site to the sponsor's brand made user experience paramount on the development requirement list. The iOS app had to work flawlessly and accommodate multiple versions and carrier networks for global users.

FAST FACTS

INDUSTRY
Retail

WEBSITE
www.mototribe.com

COMPANY SIZE
Small Business

LOCATION
Nashville, TN

LOGIGEAR DELIVERED
Development Services

BUSINESS IMPACT
First successful launch of mobile application for iOS & Android

www.logigear.com



***"THE SUCCESS OF OUR MOBILE EFFORT IS A
RESULT OF LOGIGEAR'S EXPERTISE IN SOFTWARE
DEVELOPMENT AND TESTING."***

- UWE DRUCKENMUELLER
CEO - MOTOTRIBE

THE VISION

After researching a number of alternatives for application development including free tools, Uwe Druckenmueller, CEO of Mototribe.com, found that creating a highly reliable application requires software development expertise and an in-depth understanding of the mobile ecosystem.

Apps have to be designed for efficient use of speed, memory, and power to avoid crashes and bugs. These criteria become even more critical to manage the upload/download of media files which was an important function planned for the new Mototribe app.

SOLUTION

LogiGear was ultimately selected for the development project due to an impressive client list, prior experience creating customer-specific software, and reputation for thorough testing prior to handover. "As a social network we have a lot of competition, so user experience is key for us," stated Druckenmueller. "LogiGear's expertise in software and mobile testing alleviated any concern over quality deployment."



LogiGear developed the Mototribe social application for iOS and Android

LogiGear collaborated closely with all stakeholders to effectively identify the desired functionality and feature support. Next, LogiGear worked to develop detailed specifications for user requirements as well as thorough acceptance test criteria. The LogiGear team was cognizant that the initial application was required to support multiple iOS versions as well as device versions.



CASE STUDY | MOTOTRIBE

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RESULTS

LogiGear delivered the Mototribe version 1.0 iPhone app meeting all functional requirements as well as the user experience objectives. By utilizing LogiGear’s offshore development team, Mototribe was able to develop and thoroughly test the application well within cost expectations.

“The success of our mobile effort is a result of LogiGear’s expertise in software development and testing,” commented Druckenmueller. After the initial development, LogiGear was contracted to develop an Android mobile app, provide ongoing updates for the latest iOS and Android release version, and assure backward compatibility with prior versions.

ABOUT LOGIGEAR

LogiGear Corporation provides global solutions for software development and testing and also offers software testing training programs worldwide. LogiGear is a leader in the integration of test automation, offshore resources and US based project management for fast, cost effective results.

Founded in 1994 by top thought-leaders in software quality, LogiGear serves clients around the world ranging from the Fortune 100 to early-stage startups in a wide range of industries. Be it development, consulting, training, high-volume and cross-platform test automation, outsourced testing, or automation technology, we partner with organizations to create approaches that precisely meet their needs.

For more information on how we can help your business, contact us today.

KEY CRITERIA

- Optimized power management
- Optimal memory allocation
- Multi-threading
- Backward OS compatibility
- Minimized steps for all functions

