



## Revamping the Retail Mobile Application



### Client Business Description

- ◇ KSA / Bahrain based International Bank serving GCC-based clients in a range of specialized areas like Retail Banking, Advisory Services, and Asset & Fund Management.

### Background

- ◇ Client serves its retail customers on the mobile devices using Retail Mobile Application called Meem.
- ◇ 'Meem' was already developed for three different Mobile Platforms - iOS, Android & Windows Phone 8.

### Challenge

- ◇ GIB was facing lots of issues in its 3<sup>rd</sup> Party Vendor developed 'Meem' Application, related to Application Architecture, Code / Performance, Ad-hoc approach to Security, due to which the application had very dismal ratings from banking customers on various appstores / marketplaces.

### Idea

- ◇ To improvise and refresh the Mobile Banking Application on different appstore versions and gather positive customer ratings.
- ◇ Provide recommendations and charter quality control process at Bank for all of their mobile application developments.
- ◇ Formulate a future mobile development strategy for banking and other apps.

## Our Solution

- ◇ Mobile Pundits carried out a detailed onsite assessment of the application for :
  - 360 degree QA for Usability & Performance.
  - Testing for Security, Responsiveness & Backend interaction over network.
- ◇ Consulted on project management methodology and process workflow.
- ◇ Completed refactoring of mobile app code base for all the platforms along with assisting existing vendor to clear product backlog.
- ◇ Provided recommendations for corrective actions to be followed with the 3rd Party Vendor.

## Technologies Used

### Code Review Tools:

- Android: DDMS, Android Debug Bridge, Lint, Memory Analyzer
- iOS: Static Analyzer, Instruments, Manual Review
- Windows phone 8: Visual Studio Profiling tool, Resharper

### Testing Tools:

- Android: DDMS, Android Debug Bridge, Memory AnalyzerTCP-IP Sockets
- iOS: Instruments, Fiddler
- Windows Phone 8: Visual Studio Profiling tool



## About Mobile Pundits

Mobile Pundits is an ISO 9001:2008 Certified, leading provider of end-to-end Mobile Development & Testing solutions.

Since over 15+ Years now, Mobile Pundits' expert team has been helping our Clients with:

- ◇ Enterprise Mobility Strategy & Consulting
- ◇ Mobile Application Development
- ◇ Mobile Product Development
- ◇ Mobile Application Porting
- ◇ IoT (Internet of Things)
- ◇ Cross Platform Development
- ◇ Responsive Web Design & Development
- ◇ Mobile Testing



of Mobile Development

## CONTACT MOBILE PUNDITS TODAY

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Our areas of expertise include:



An ISO 9001:2008 Certified Company

