Case Study

Mobile Application for Smart Watch

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The Company

A highly revered watch manufacturing and distribution company is based out of New York, United States. Founded in 1974, the watch making mogul creates timepieces under license for fashion and lifestyle. Elegant MicroWeb considers it to be a privilege to work with one of its child companies, which manufactures a performance watch brand for active and outdoor enthusiasts. The precocious perfectionists have assembled a creative team of designers from world renowned fashion institutes to create highly intricate and glamorous designs. Customers can time their performances, whatever the sport may be and as far as the style and design are concerned, they will always find a jewel matching their persona

The Objective

The client aims in delivering a product that at the zenith of quality, design, functionality and most important, compatibility. Keeping the criteria in the mind we had to develop an application for one of their watch models which will provide a stream - lined, efficient connection in between the watch and today's leading smart phones and at the same time be swarming up with a broad spectrum of features including real-time surf data, activity tracking, and music player and camera controls. There were multiple challenges involved:-

- Provide a streamlined, hassle free and an easy to use interface for customers over Bluetooth (BLE).
- The application has to work perfectly in - sync with Surfline API over Bluetooth
- Provide a ripple-less and unbroken connection with the phones camera and music functionalities
- Keeping up with new releases and upgrades of various APIs and third party services
- Efficient Content streaming from CMS and other features like Music, Photo gallery, Profile, Sharing on social media, Social feeds
- To provide efficient and simultaneous syncing and management of activities performed, results achieved and comparing them with the previously stored data.
- Support various versions of both iOS and Android, and providing responsive user interface for different size of devices

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The Solution

After understanding client's requirements and various technical APIs and also keeping in mind, the clients high priority towards its commitment to maintain a top notch in quality, the software development experts at Elegant MicroWeb broke down the gargantuan task by contriving a functional and technical roadmap for the application development. Working in close coordination with the client, the Elegant MicroWeb team launched an Android & iOS application for the leading watch maker.

The application is tailored to work with proprietary smartwatch and HR belt over BLE protocol and streams content from the CMS. In addition, the application also offers Google location and map integration for various features and functionalities.

The team at Elegant MicroWeb has schemed down this application with an aim to provide best in the class syncing abilities, real-time surf data, activity tracking, music player and camera controls.

Some of the features of the application are:
- Interface implementation using Auto Layout.
- Connect & Disconnect watch & HR Belt using Bluetooth.
- Sync Time with watch, Control Music player and Camera.
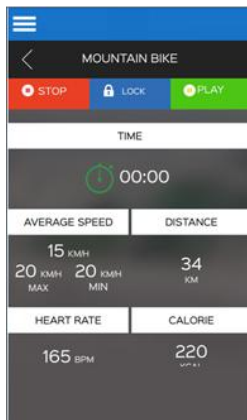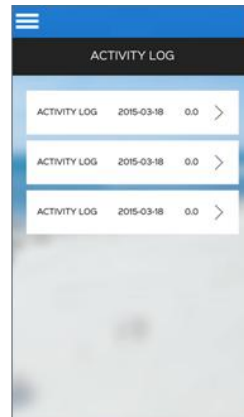- Use of APIs such as Surfline API to provide accurate data on location, waves, sunrise, sunset, water level and a daily expert report and short-term forecast. The APIs provide access to the forecast at any coordinate on earth.
- Ability to configure various sports activities and calculate results.
- Ability to review activity history and compare activity results.
- Manage Profile details like height, weight, gender, name etc. for personalization. The details such as weight can be updated.
- App settings to see statistics as Imperial or Metrics which will allow the users to select different units of measurements, depending on their understanding and accord.
- A provision for sign-up or sign-in manually or via Facebook

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The Technology

- **iOS:** iOS 8.x, iPhone 4S, iPhone 5S, iPhone 5C, iPhone 6, iPhone 6+, iPad mini, iPad 4+ generation
- **Android:** version > 4.4.x

Conclusion

Our adept team in India working in close framework and remote coordination with the Client Design, User Experience, Technical, QA and marketing teams in the USA, Hongkong and China on day to day basis over different time zones and successful implementation of project management and reporting systems has ensured quick delivery of quality product and services to merchants and end users.

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