

# App Development is Magic and We Make Magic Happens

## Serenity

### The Client and Their Requirement

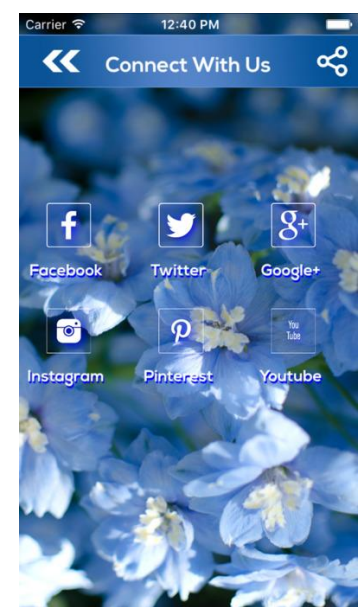
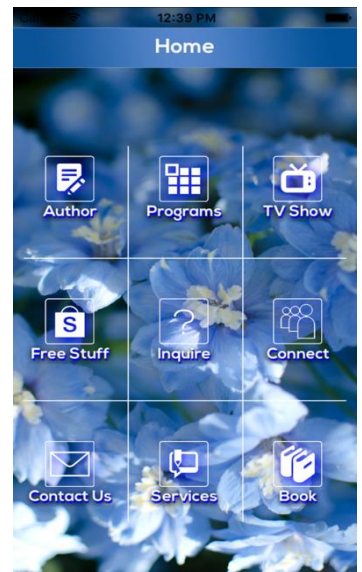
Our client Ritu Chopra Founder and President of Everest Consulting, an author, TV show host, motivational speaker and a certified leadership coach winner of **Winner of Best Shorts** 'Award of Merit' was looking for a mobile app where in she can show highlight her expertise together on a single platform.

She needed an app which could be used by her followers to consult her, access to her online offerings in the form of videos, audios, her latest books along with the access to all the episodes of her shows.

### Project Challenges

Our team of mobile app developers faced the following challenges during the project development phase:

- ❖ It was important that the app had a great user interface as this app would be used mainly by her followers, audiences, students to who she provide coaching's.
- ❖ In addition to the iOS app the client wanted us to develop a web interface to administer the app from the backend.



## The Project Plan

Keeping in mind all the client requirements and the project challenges the following project plan was devised by the Flat world Solutions team:

- ❖ A dedicated team of mobile app developers was assigned for this project.
- ❖ It was decided that the iOS app will be developed parallel with the web app to administer the mobile app. This would ensure that the UI and interface matched each other, leading to better client satisfaction.

## The Outsourcing Solution

Our highly experienced team provided the following solution for the Serenity iOS app:

Serenity is state of calmness and peace. Ability to master the chaos and find balance in life's every condition. Serenity is a true messenger of inner strength, inner peace and state of tranquillity to connect us with our inner-self. Serenity is the stage of one's mind to reach one's untapped potential.

- ❖ We developed an iOS app for the client along with a web-based interface.
- ❖ Using this app the user can look into her latest episodes, book launch, free stuff with her coaching and offerings.
- ❖ Using this app the user can inquire for services being offered and book an appointment.
- ❖ User can connect with Ritu through social media as well to know the latest happening.