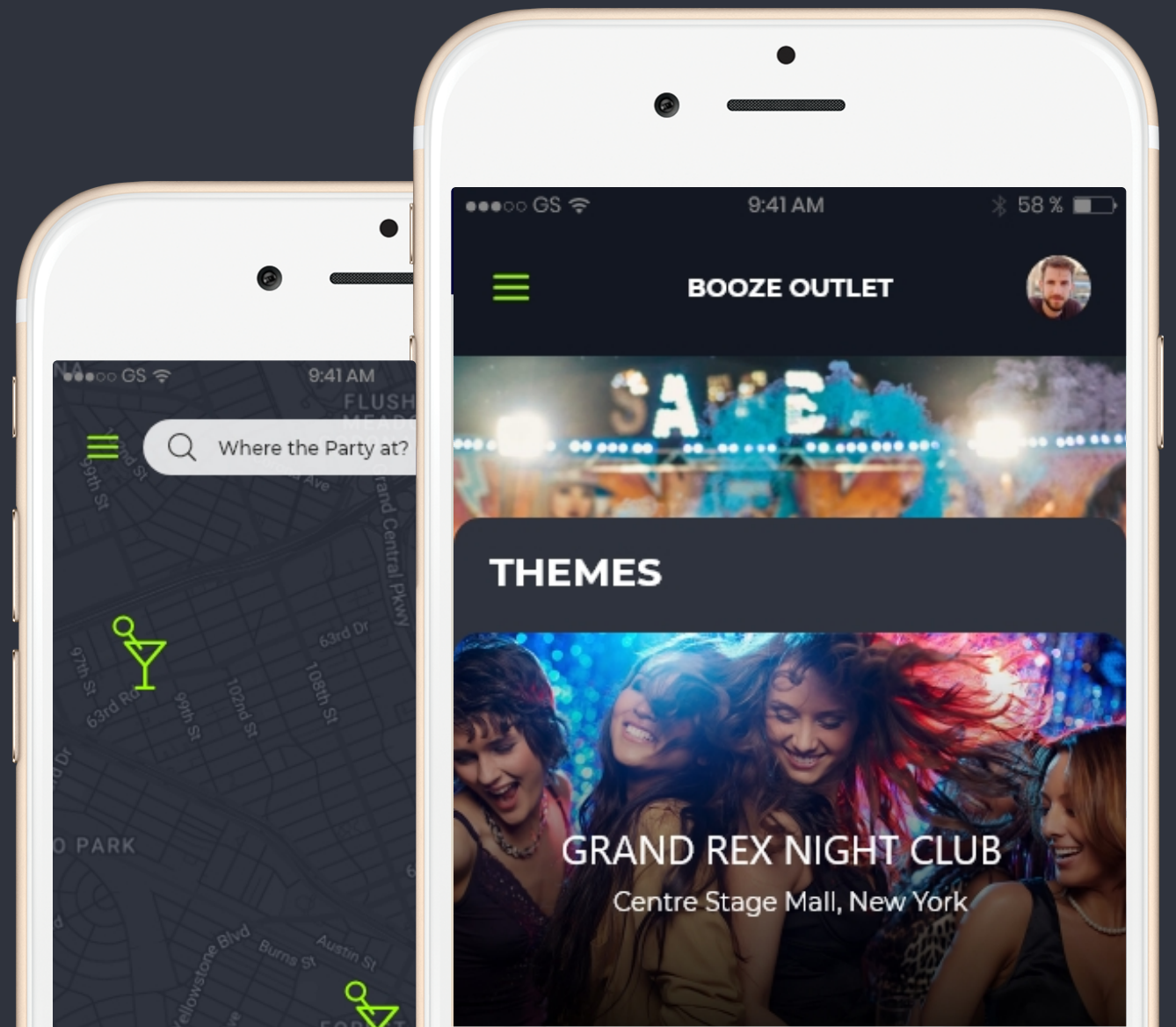


NiteChk Mobile App CaseStudy



Introduction

People are invited to parties, but there are many parties, for example, nightclub parties, birthday parties or celebratory parties where people can simply crash in and the hosts do not mind because they want more guests.

Sometimes, the hosts do not want to send out individual invitations but nonetheless, want people to come to their parties. There is always a demand for a mechanism, for example, a NiteChk mobile app, that allows people to know if there are some good parties taking place in the neighborhood. Hence, the idea of the NiteChk mobile app.



About the NiteChk

This app is for party lovers. If you want to get updates on the most happening parties at your current location, you can use Nitechk to keep yourself updated so that you do not miss out on the happening fun.

The app notifies you of all the nightlife activities or all the parties that are happening around your area (within your city or town) along with the exact location, the nature of the party, the popularity of the party, and when it is taking place. You can plan accordingly.

Users can have their own admin access. Through the dashboard, they can create a new event, a new party with all the associated details such as the place, the occasion, the main attractions and the day, and the duration of the party. In case there are some special conditions, for example, only couples are invited, or if there is a dress code, or if certain objects or things are to be brought to the party, can also be mentioned with the details of the event.



Main Features of the NiteChk

Here are the main features of the mobile app:

- ✔ Instant notification of the ongoing parties and events in the area
- ✔ A digital calendar of upcoming parties and events in the area
- ✔ Search facility to find the various parties happening
- ✔ Display party information based on the user's current location
- ✔ Animated effects, for example a martini glass dancing to the beats of some music number
- ✔ Map view of the party location or the nightclub
- ✔ Facility to create a web portal for businesses to create dedicated party information including the menu, the theme of the party and the DJ party name
- ✔ An admin panel to manage multiple parties and events
- ✔ Both Android and iOS users should be able to use the app



The Challenge

While developing the mobile app, three challenges were identified and solved.

- ✔ **Design:** Overall, it needed to be a good user interface experience. The design had to be cheerful to cater to a younger audience but at the same time, quite easy to navigate. All the crucial information about the parties and the events must be visible instantaneously.
- ✔ **Integrated map:** The overall interface needed to accommodate an integrated map that would show individual party locations based on the user's current location. The client also wanted an animated icon on the map to highlight the busiest party locations nearby.
- ✔ **Reliability and stability:** Since, suddenly, many people at a single location would use the app, we needed to make sure that the app does not lag or crash when data is fetched. The app accomplishes multiple tasks such as locating party listings, event listings, maps and images at the same time.






Proposed Solution by DCI

We have a time-tested approach towards every project we undertake. Our indigenous process has brought us repeated success and we applied the same process to the current mobile app project. We decided to approach the project through two phases described below.










Phase 1

The success of every project rests on the amount of information that we can gather initially and get as much approval from the client as possible. Phase I involves

-  **Requirement gathering/elicitation:** To completely understand what the client's expectations were, we spent an ample amount of time understanding the scope and objectives of the mobile
-  **Wireframing and prototyping:** This is used to give the client a visual representation of how the mobile app is going to function. The wireframe explains the flow and interactions between different screens and their respective elements, and the prototype gives a visual representation of the final product, as accurately as possible.
-  **Presentation of the ER diagram:** This explains how various components of the database are going to be designed and incorporated into the overall mobile app programming.

Phase 2

Phase 1 gives us all the ammunition we need. In phase 2, we get down to work. This involved

-  The back-end programming of the NiteChk mobile app
-  The user interface development
-  Database development and integration
-  User testing
-  UAT
-  Integration of the features approved by the client during wireframing and prototyping
-  Simultaneous development for Android and iOS
-  Testing and debugging
-  Deployment of the mobile app on Google Play and App Store

Dot Com Infoway designed the database for capturing and retrieving party and event-specific information. It would store various attributes associated with the party including the location, nature, the theme, the menu, the DJ, and every other bit of information that is important to a prospective guest. Users must get notifications if they are within the 5 m radius around the venue location.

Dot Com Infoway also created an animated party glass icon for the map. This highlights the location of the busiest party.



Results

The mobile app is quite successful among party lovers. Now there is less chance of missing a happening party because the notifications are received instantaneously. The client is quite happy with the product. UI and UX are professional and easy to navigate. Both users and businesses (those who organize parties professionally) are using the mobile app to promote events and turn them into a great success.