

Mobile Solutions

IMUP4.com



Neev having been at the forefront of technology for many years, amassed a wealth of experience in developing custom applications in the areas of Web, Social Media and Mobile. Their specific expertise in developing iPhone applications, led them to this project with I Am Up For (IMUP4).

Executive Summary

IMUP4 is a social networking application aimed at connecting people who are attending events. The challenge was to create an application, which was well balanced in terms of publishing events and finding out which users were attending, while connecting to the maximum number of people and maintaining privacy.



Business Challenge:

Creating an application capable of publishing events and finding users who are attending, while maintaining privacy.

Neev's Responsibility:

Developing an iPhone application through which people can find friends who are up for a common event.

Deliverables:

A social networking application aimed at connecting people who are attending events, while maintaining privacy.

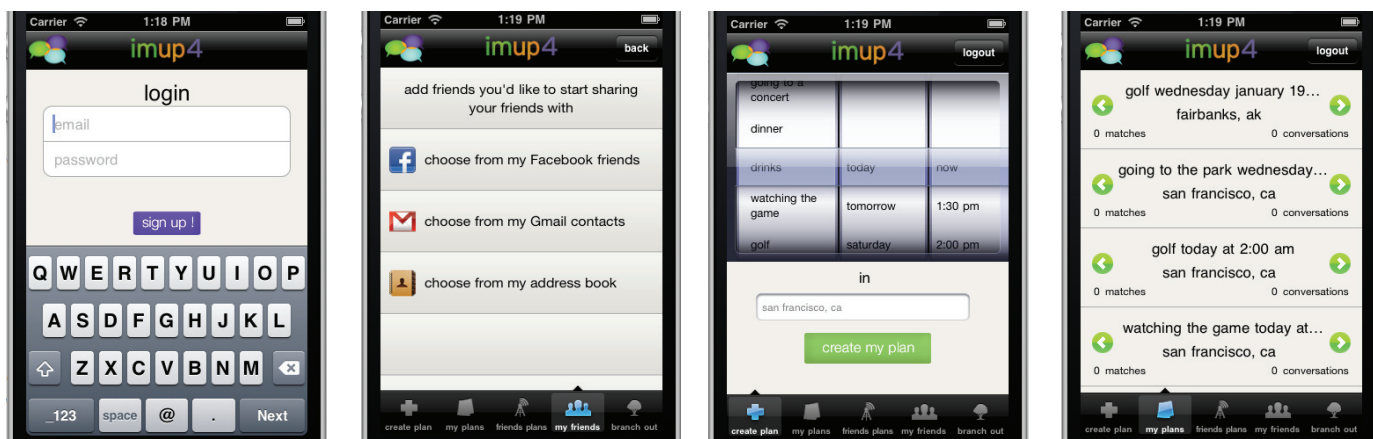
Solution Details

Neev solution revolved around Java 5, Hibernate, Struts 2, Springs, Postgres 1.10.2, Ajax and Webservices (Soap UI) technologies. Integrating third party social networking sites, posed several technical challenges. Keeping up with requests for constant changes / enhancements but still meeting deadlines was quite a challenge. Neev created a system which made it easy for users to login and import data from popular social networking sites. Project wise the solution was fast paced based on the Agile Development Model. Neev's expertise and domain knowledge helped improve the application during the feature implementation. Neev also aided in enhancing UI Designs and server usage.

Approach

The methodology adopted for creating the application was Agile. With a dedicated team working from Bangalore, Neev was able to create an application that was:

- Easy to use.
- Integrated a rich interface.
- Easy to find people with similar interests.
- Highly secured.
- Did not broadcast anyone's plans



About IMUP4

I Am Up For (IMUP4) was co-founded in April, 2010, by two friends at NYU Law School. It started with a simple question: "What's going on tonight?" This led to the thought of creating a better way to stay connected and making plans with friends. IMUP4 is currently based in New York City.