



We work **hard** | We **love** our work | We work with **passion**

Great to work with Elit Square

Did excellent work for me. Very fast to respond and command of programming languages and understanding of requirements was perfect from the start. I was happy to pay a bonus for such quality of work. I would recommend them very strongly.



Ted Lavy

Founder and Owner at OpenICE.Net

40+

Clients Served

50

Team Members

300K

Hours Worked

40K

Coffee Cups Consumed

Mobile Application Design & Development

Mail us at info@elitsquare.com or call us at +1-646-808-0222

Who we are

Elit Square

A digital Agency

The team

A strong team of 15+ engineers working together on mobile app development technologies since 2007.

Core competencies

- Development of enterprise mobile applications
- Focus on best and mostly used platforms & technologies: IOS, Android
- Solution of complex software related problems
- Minimal downtime
- Support Staff
- Industry Knowledge
- Communication

Mobile applications development

- Yap jobs
- Fest Friend
- Salah

Development competencies

- Latest Mobile Operating Systems compatibility
- Compliance with official design guidelines
- Backward compatibility
- Location based services
- REST based two way data synchronization
- Experience with complex client-side databases
- Bluetooth stack
- SIP stack
- Data visualization
- High availability, modern applications with realtime data

Yap jobs

Real Time Hiring for Hospitality & Retail

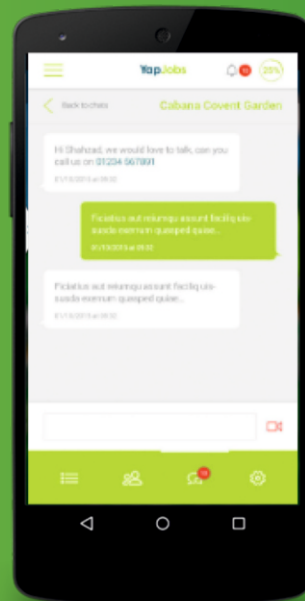
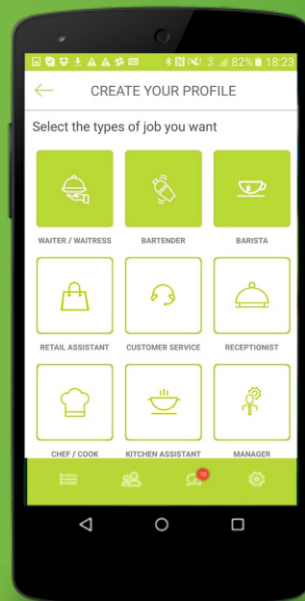
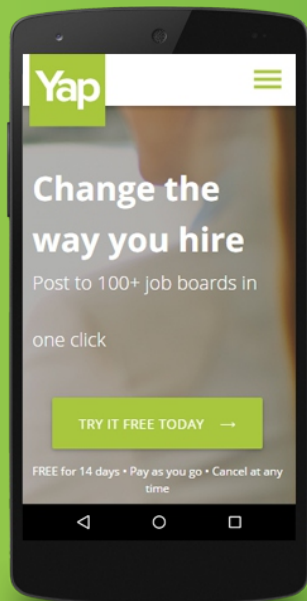
- YapJobs is a powerful tool for hospitality recruitment in London
- They are working with leading businesses to find and recruit the right talent.
- The web and mobile app connects matching job seekers in the service industry with employers instantly.

Technology Stack

- IOS
- facebook integration

Visit Site

- www.yapjobs.com



12-STEP GUIDE TO Building your very FIRST MOBILE APP

Did you wake up this morning with a creative idea for the perfect mobile app? One that nobody else has thought of before, and that you are certain will be very popular?

The only problem is, you don't know how to even begin designing and building an app! Never fear – read this brief guide on the **12 key steps to bring your mobile app idea from your imagination to smartphone screens everywhere.**

STEP 1 Define Your Goal

Having a **GREAT IDEA** is the starting point into every new project. Before you go straight into detailing though, you must clearly define the purpose and mission of your mobile app.

- 1 What is it going to do?
- 2 What is its core appeal?
- 3 What concrete problem is it going to solve, or what part of life is it going to make better?

Defining a clear goal for the app is also going to help you get there faster.

STEP 2 Start Sketching

By **developing sketches** you are laying the foundation for your future interface. In this step you visually conceptualize the main features and the approximate layout and structure of your application.

Having a first rough sketch of your app helps everyone on your team understand the mission. These sketches should be used as reference for the next phase of the project.

STEP 3 Research

4 Main Purposes of Research

- 1 Find out whether there are other apps doing the same thing
- 2 Find design inspiration for your app
- 3 Find information on the technical requirements for your app
- 4 Find out how you can market and monetize your app

While you may think that you have a revolutionary idea, you may get your hopes crushed very quickly.

There are more than **1 million apps** for Android and iOS, so building something that hasn't been done before is nearly impossible.

Nonetheless you must not get discouraged by those who may be playing in the same arena. It is imperative that you focus on your own project and your user acquisition. Learn from the key features and mistakes of your competitors, and drop all other thoughts about them.

There is a great marketplace for designers called **Dribbble**.

Designers use Dribbble to showcase their work to others for feedback and to get inspiration from fellow artists. It is probably my favorite place to look for ideas about design and implementation.

Salah

Salah is **prayer time teller** application.

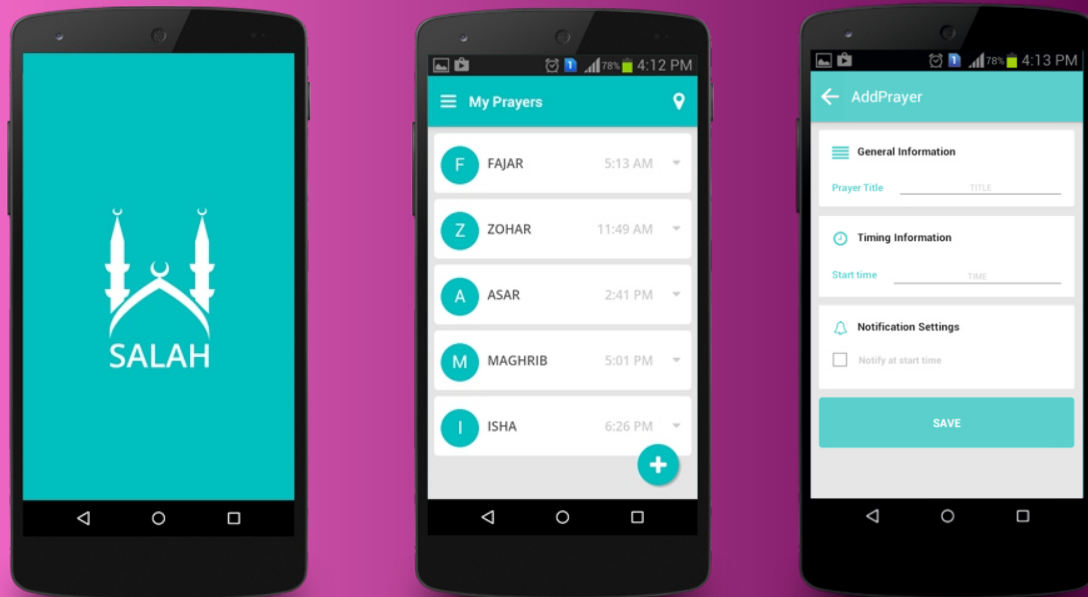
- Islamic prayer times
- Edit the notification time of any prayer you want
- Notifications can be audio, silent or vibration
- Salah app will count your missed prayers so that you may offer them afterwards
- Default notification timings for every prayer, you may edit them according to your ease

Technology Stack

- Android

Visit Site

- <https://play.google.com/store/apps/details?id=com.ideacure.salah>



STEP 4 Create a Wireframe & Storyboard

WIREFRAMING is the process of creating a mockup or prototype of your app. You can find a number of prototyping tools online. The most popular ones are

balsamiq | m | HotGloo
(balsamiq, moqups, hotgloo)

which allows you to not only drag and drop all your placeholders and representative graphics into place, but also add button functionality so that you can click through your app in review mode.

While you are working on your wireframes you should also create a **STORYBOARD** for your app. The idea is to build a roadmap that will help you understand the connection between each screen and how the user can navigate through your app.

STEP 5 Define the Back End of your Mobile App

Your wireframes and storyboard now become the foundation of your back-end structure.

Draw a sketch of your **SERVERS, APIs, and DATA DIAGRAMS**. This will be a helpful reference for the developer, and as more people join the project you will have a (mostly) self-explanatory diagram for them to study.

Modify your wireframes and storyboard according to technical limitations, if there are any.

STEP 6 Test Your Prototype

Revert to your wireframes and ask friends, family, colleagues, and experts to help you review your prototype. Grant them access to the wireframe and have them give your app a test run.

Ask them for their honest feedback and to identify flaws and dead-end links. If possible, invite them to your studio and have them try out the prototype in front of you. Monitor how they use the app, taking note of their actions and adapting your UI/UX to them.

The goal is to **concretize your app concept** before it goes into the design process! Once you start designing it is much harder to change things around, so the clearer the prototype from the start, the better.

STEP 7 Build the Back End of Your Mobile App

Now that your app has been defined pretty clearly, it is time to get started on the back end of your system. Your developer will have to set up servers, databases, APIs, and storage solutions.

Another important thing on your to-do list at this stage is **signing up for developer accounts at the app marketplaces** you are developing for. Getting your account approved may take several days (depending on the platform) and shouldn't be left to the last minute.

STEP 8 Design the App "Skins"

"SKINS" are what designers/developers call the individual screens needed for the app. Your designer's job is now to come up with high-resolution versions of what were previously your wireframes.

In this step it is crucial to include all comments from your prototype testers (see Step 6). After all, you are trying to build an app your target audience is actually going to use, therefore their feedback should guide you toward to the perfect UI-User interface.

Fest Friend

FestFriend is like an **insider's guide to the ultimate Coachella!**

This great free festival app makes Coachella more awesome by:

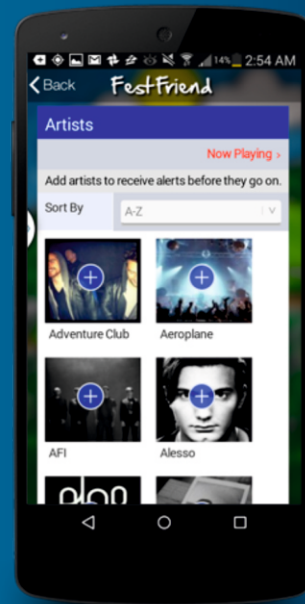
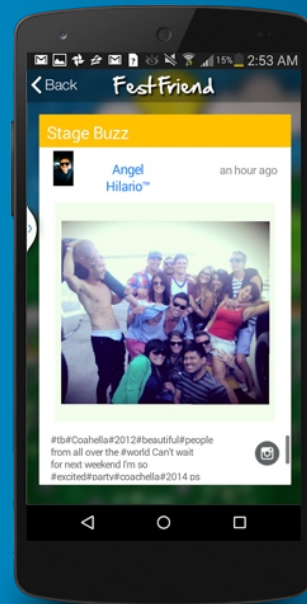
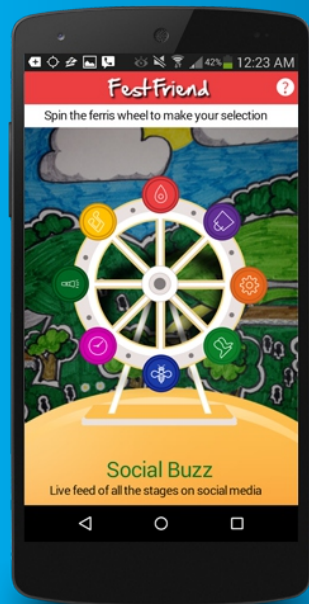
- Find your friends
- Discover amazing artists
- Always know the shortest drink lines
- Meet other festival attendees
- Trade or sell items in the free marketplace
- Even find amazing food

Technology Stack

- Android

Visit Site

- <https://play.google.com/store/apps/details?id=com.myxongs.festfriend>



STEP 9 Test Again (Yes, Again)

TEST APP

Once your designer has completed the design skins, you're up for another round of testing. Don't think that you are all set with what you've done so far. For the first time you have your actual app concept completely in place, all the graphics inserted, and all text as it should be. Which means you can finally test your app in the way it will really look and feel.



To test your app, two great testing apps come to mind: **Solidify** and **Framer**. These apps allow you to import your app designs and add links where needed to test the flow from screen to screen.



Don't confuse this stage with Step 6 (wireframing). At first it was about creating the basic look and feel of the app. Here you've implemented the actual design and made it clickable.

STEP 10

Revise and Continue to Build



FEEDBACKS → NEW IDEAS

Once you've given your design a test drive and collected more feedback from future users,

you should use these **NEW IDEAS** to polish your app idea. You can still ask your designer to change the layout, and you can still tell your developer to change something on the back end.

STEP 11

Refine Each Detail

As you continue to build you will want to have a constant look at your new app. On Android, for example, it is easy to install your app file on a device to test its functionality in a live environment. IOS is different.



There you will require a platform like **TestFlight** to download and test your app as it proceeds.

This step is the last step in the app development process. You can monitor your app all the way until your product is complete.

STEP 12

Release Time!

App marketplaces have very different policies when it comes to publishing a new app.



Android, for example, does not review newly submitted apps right away. They'll pass by at some point and check it out but you are able to instantly add your app to Google Play.



IOS, once again, is different here. Apple reserves the right to review and approve your app before it can go live. There is no set timeframe for this, but you can expect at least a week before you hear back from them.

To overcome this hold there is something else you can do:
submit your app to PreApps.



As you can probably guess from its name, **PreApps** is an app marketplace that gives developers the opportunity to reach early adopters (a.k.a. "lead users" – people who like to be first at trying out new inventions) and receive some of the very earliest feedback on your masterpiece.

We have worked with



ACT ON



INDUS INSIGHTS



FIELD MANAGMENT IRELAND



THIS ROOF



WAI GLOBAL

Axtrion

AXTRION



SO SHAPE



STOCK SOURCING

EngagePoint

ENGAGE POINT

and many more



Mail us at info@elitsquare.com or call us at +1-646-808-0222



We work **hard** | We **love** our work | We work with **passion**

We are your team we work for you

They know their work and they really own your job. Awesome working with Elit Square. Will definetly recommend them to others



Elad Sela

Founder and CEO at Adobucket.com

ELIT SQUARE

Office address:
1400 Broadway, Flr. 9, New York
NY 10018, United States
Tel: +1-646-808-0222

Office address:
Suite 9, 2nd Floor, Alhafeez Suites
MM Alam Road, Lahore, Pakistan
Tel: +92-334-406-7991

Mail us at info@elitsquare.com or call us at +1-646-808-0222