



FROM A BUGGY APP
THAT NO ONE LIKED TO RANK **#1**
ON THE PLAY STORE



BACKGROUND

Image convertor was developed by a company which could never complete it. The app was somehow uploaded to the app store and received a backlash from the users. The client had to find a company that could actually deliver results. That's when he turned to The App Development Company.

THE CHALLENGE

The App had a terrible user interface, deprecated codes and libraries. The SDK did not support all the image types that the client wanted. We had to scrap the entire app and start from ground zero. All this had to be done in a really short span of time as the app had already been launched. So this was a big step back for the client. We had to build the entire app with all additional conversion formats in half the time the previous company took while keeping our usual high standards of work/code ethics.



WHAT WE DID

The team was split into three sub-teams. One team did the R&D for the conversions formats, libraries and available resources for rapid application development. Second team worked closely with the graphic designers to make sure that the designs adhere to the Android user experience standards. The third team started to code the other functionalities as app had features like in-app purchases etc. The Project Manager continuously worked with the developers and also with the client on what

we were doing and how it is going.

We used Agile and Scrum for the development process so that we could share solid updates with the client and the app was soon delivered as per the client's expectation and TADC Standards.

RESULTS

Ranked **#1** on the Play Store for the keyword **"IMAGE CONVERTER"**

1 Million Plus Downloads

More than **5500** 5 star reviews

The client was really happy and went on to give us the **iOS Version** of the app as well.

POUL

“They have always delivered, it's amazing how I've worked with these guys close to 2 years now and feel like I've known them for long. I completely trust them with my projects. Work is always done right. They maintained professionalism throughout the project and completed it within the estimated time period. Despite my little knowledge on iOS, HestaLabs kept me informed and advised on all the important AppStore policies my project had to adhere to. Im very thankful to have hired them. Looking forward to more projects with the team.”

About The App Development Company

The App Development Company (TADC) is a team of Mobile Entrepreneurs, Project Managers, UX designers and Mobile App Developers that specialise in Product development. Having worked with some of the industry giants we have produced measurable results that have been utilised by clients across 40 countries for more than 250 mobile applications. If you are looking for a team that do not consider your next endeavour as a project but a product, feel free to get a consultation with the experts.

Looking for an app that would someday become a case study?

India : +91120-4294-448
USA : +1415-6369-291
UK : +442-0351-466-62
Singapore : +653-1580-485

friends@theappdevelopment.com
www.theappdevelopment.com



LET'S TALK