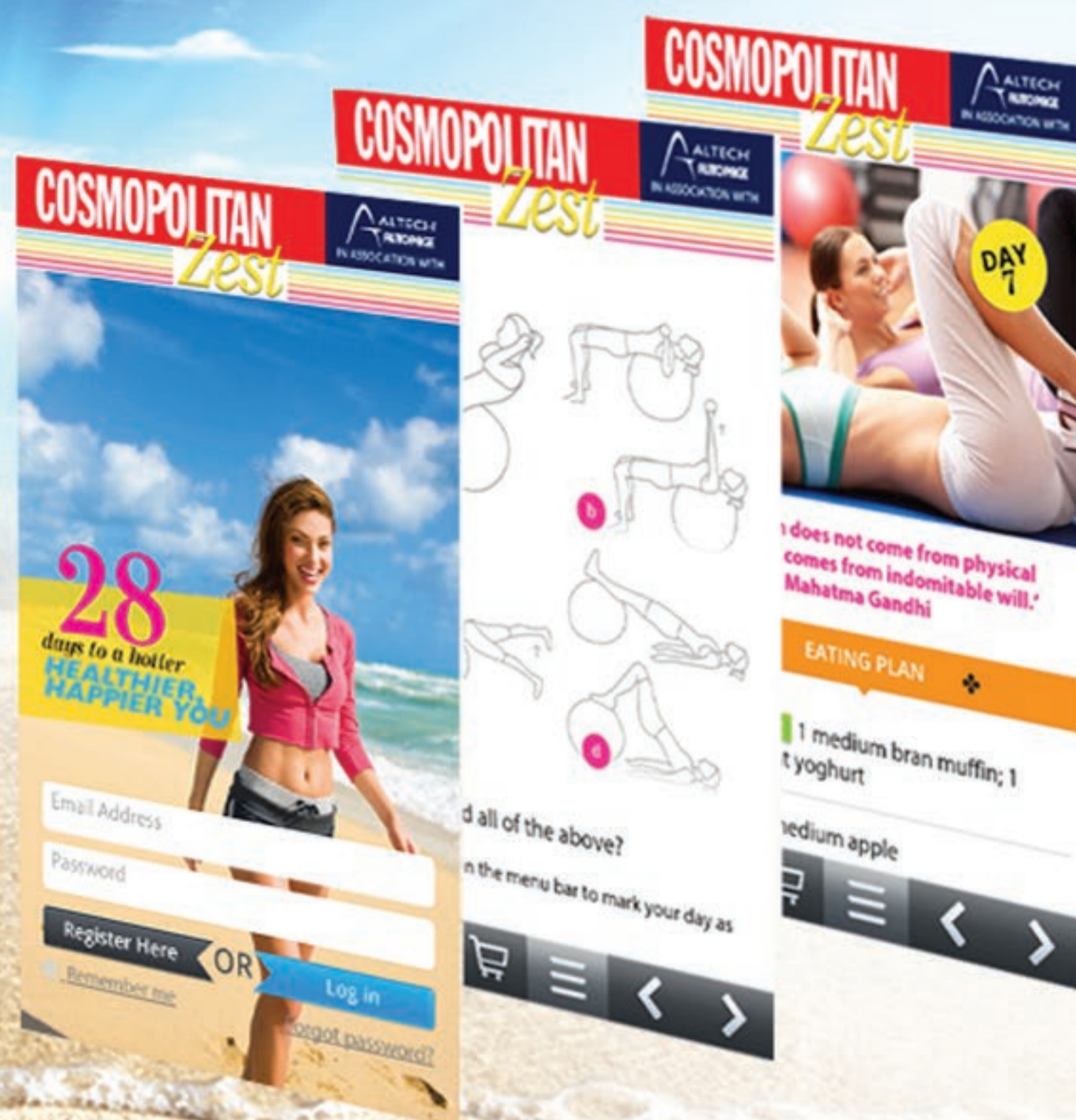


LET TODAY
WITH THE
**Healthier
Happier You**



COSMO Zest Health and Fitness App

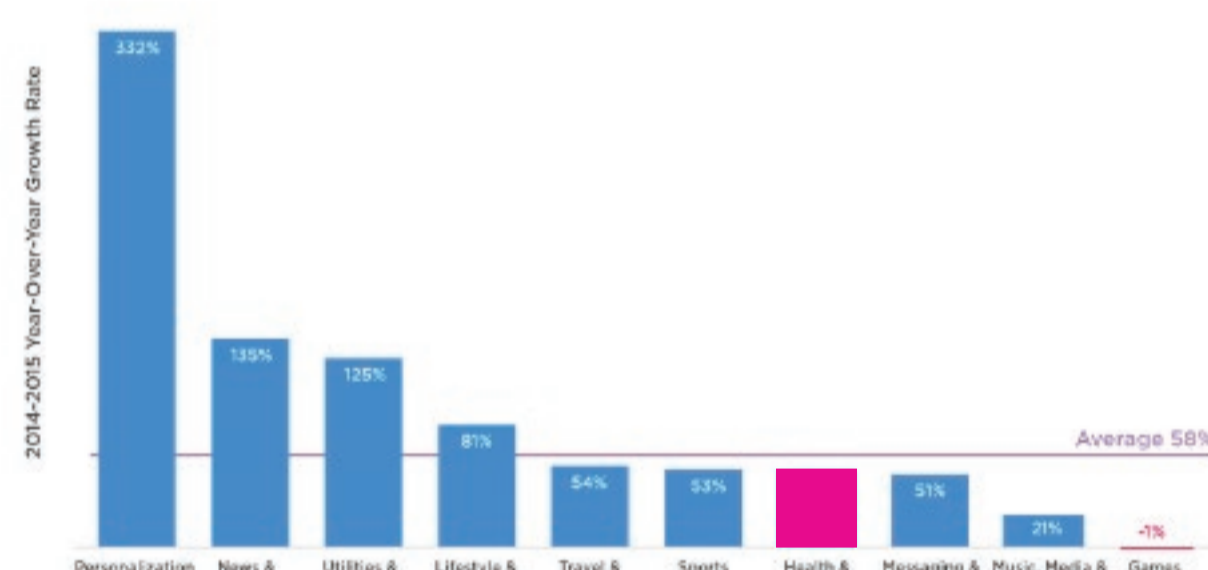
Product Overview

Cosmopolitan Zest is a PhoneGap-based mobile app that users can download and run on their iOS and Android devices. The application showcases its 28-day diet-and-exercise programme created specifically by registered dietitians and personal trainers, and encourages users to adopt it, monitor the progress, and achieve their fitness goals shedding the extra pounds.

Factors Necessitating the Mobile App

- Growth in the mobile usage (Increased by 58%)
- Growth in the mobile app usage (80% of the mobile time is spent in apps alone)
- Growth in health and fitness apps adoption

Mobile Use Grows 58% Year Over Year
(Sessions)



FLURRY

Source: Flurry Analytics, 2014-2015

Image Courtesy: Flurry

Business Challenges

- Improving the user-engagement across multiple devices
- Improving digital engagement in the health and fitness section
- Containing digital marketing budget
- Pushing lead generation and conversion
- Improving customer-experience

Solution

Taking advantage of the feature-rich PhoneGap mobile app development framework, our experienced mobile app developers succeeded in digitizing the 28-day diet-and-exercise programme by means of Cosmo Zest app that works flamboyantly across the Android and iOS platforms.

Fitness Exercises

Offered in 4 Categories

- Flexibility 10%
- Cardiovascular 30%
- Strengthening 30%
- Core 20%

Users Can Do

- Access tutorials and videos on exercises
- Access diet-plan to follow
- Track progress made
- Learn Do's and Don'ts of a healthy lifestyle





Result

Cross-platform Cosmo Zest witnessed a good success. Women fitness freaks all round the world discovered a new shortcut to adorn a body like their favorite celebs. Key benefits can be summarized as:

- Improved brand visibility and reach
- Improved circulation of Cosmopolitan magazine
- Improved user-engagement in health and fitness section
- Improved customer-satisfaction and brand reputation

Why it Interested Us?

This PhoneGap mobile app development project for us was something very special, as it requires to be on the toes to deliver the brilliant user-experience matching the stature of Cosmopolitan, an international magazine, with a global readership, and over 125 years of legacy of inspiring, supporting, entertaining and uplifting women. It is published in 35 languages and read in 110 countries. The number itself speaks a volume about the challenging and awe-inspiring mission that our PhoneGap developers were going to pursue.

Strategy

- Understanding the likes and dislikes of mobile app users
- Building simple and interactive UI
- Enabling strong synchronization of data from different plug-ins
- Incorporating effective privacy safety settings
- Building a modular and scalable mobile app

Development

Doing justice with the brand's user-centric legacy, our PhoneGap mobile app developers left no stone unturned when it came to harnessing the capabilities of the technology framework. Apart from the design, we emphasized on the performance and privacy protection areas to boost the user's sentiment. We balanced the native and hybrid components, and showcased our software maneuvering skills while connecting it with the operating systems using the right API. We also facilitated backend integration to allow the brand actively and easily manage users.

Testing

Our PhoneGap-based Cosmo Zest app has cleared all the testing parameters as discussed below.

1. Interrupt conditions

The app remains immune against all voice and non-voice mobile phone activities including Incoming/outgoing calls, notifications, messages, gaming, browsing, etc.

2. Installation/Uninstallation

Cosmo Zest can be installed and uninstalled easily on/from any device without any limitation, and in any condition.

3. Network conditions

From the slowest to fastest, users can access the features and functionalities of the app under different network conditions.

4. Performance conditions

The app doesn't deteriorate the performance of other apps and services running simultaneously on a device.

5. Device integration conditions

The app connects seamlessly with the device's hardware components, viz., GPS, video and camera, and more, and enables users to get most of it.

Publishing

We published the app on Google Play and iTunes, the trustworthy stores, visited by millions, to let users easily find it easily. We also monitor the performance of the app from the user's point of view and, hence, keep a close watch on the customer reviews popping out on the stores or across other customer review portals. We try to provide quick fix to emerging issues. Currently, the product is under some maintenance, so you might not be able to find it on the app stores.

About Us

Root Info Solutions (RIS) is a globally recognized Information Technology consulting and software outsourcing company based in the UK. We have an offshore software development and implementation center in New Delhi, India. We provide enterprise web and mobility solutions using different programming languages/frameworks including PhoneGap, Drupal, Angular JS, Magento, Python, Android, Swift, and more. We have been serving clients across different sectors and verticals since 2004.

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