One the leading agricultural products provider in El Salvador needed to provide their customers with a simpler way to place new orders and track their progress. Before the solution was implemented customers had to either call in to place their orders or wait for a salesman to visit them.

Services performed

0.1 PRODUCT DESIGN

We held workshops to define the scope and services, which we included in the app UI/UX design process.

0.2 NATIVE DEVELOPMENT

The solution was developed on native platforms (Swift / Kotlin) and is still in production with a scheduled makeover in Q4 2024.

03 FLUTTER DEVELOPMENT

A makeover and rebase to flutter is scheduled for Q4 2024 to provide faster implementation of new features scheduled for 2025.

04 MAINTENANCE

We are responsible for the maintenance of the system. The maintenance phase's goal is to ensure that the application is up-to-date and attractive.

05 QA & TESTING

We strive to deliver the best user experience possible, which entails that testing and QA control is done by our staff before handling it for the clientes Beta testing.

MOBILE
we <develop/> ideas

Graphic Design Approach

1 **User-Centered Design**

The design process prioritized user needs and feedback, leading to an intuitive and enjoyable user experience.
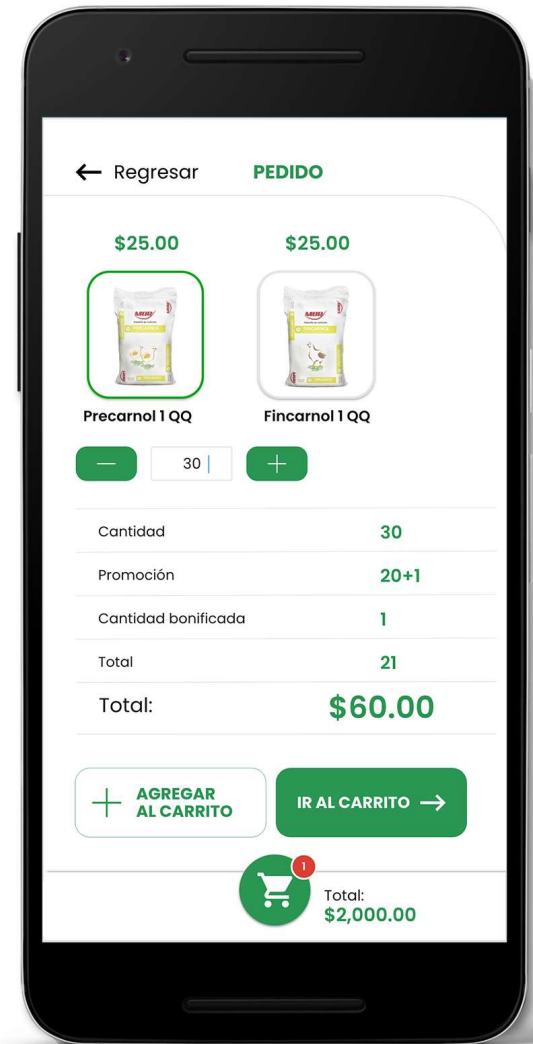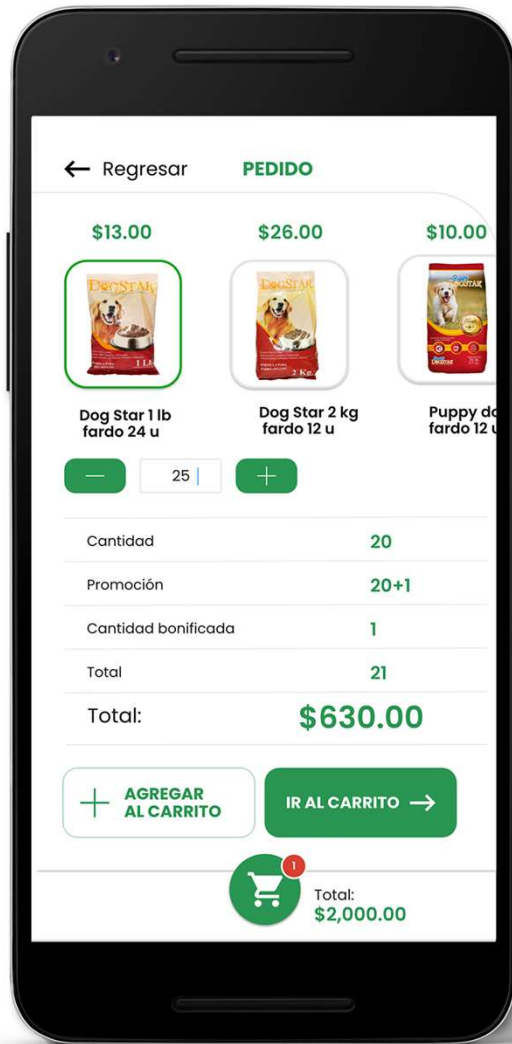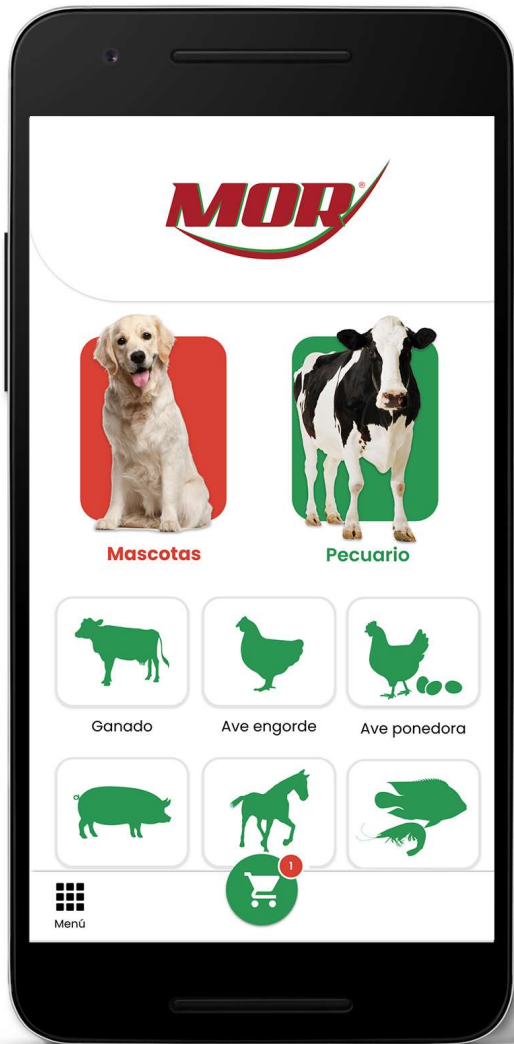
2 **Consistent Branding**

Maintaining a cohesive brand identity across all platforms ensured visual consistency and brand recognition.

3 **Responsive Design**

The application was designed to adapt seamlessly to different screen sizes and devices, optimizing user experience.

Screen 1 — Home

MOR®

Mascotas   Pecuario

Ganado   Ave engorde   Ave ponedora

Menú

Screen 2 — Pedido

← Regresar   PEDIDO

$13.00 $26.00 $10.00

Dog Star 1 lb fardo 24 u   Dog Star 2 kg fardo 12 u   Puppy do fardo 12 u

− 25 +

Cantidad	20
Promoción	20+1
Cantidad bonificada	1
Total	21

Total: **$630.00**

+ AGREGAR AL CARRITO   IR AL CARRITO →

Total: $2,000.00

Screen 3 — Pedido

← Regresar   PEDIDO

$25.00 $25.00

Precarnol 1 QQ   Fincarnol 1 QQ

− 30 +

Cantidad	30
Promoción	20+1
Cantidad bonificada	1
Total	21

Total: **$60.00**

+ AGREGAR AL CARRITO   IR AL CARRITO →

Total: $2,000.00

Infrastructure Considerations

Adaptability

We used the customers existing infrastructure as well as creating APIs for their ERP (Adempiere) to interact with the app.

Security

Robust security measures were implemented to protect sensitive user data and application integrity. Data is encrypted on transit.

New workflows

New processes and workflows created had to be scoped in terms of additional resources dedicated to the solution.

Challenges and Obstacles Faced

1 Integration Challenges

Integrating diverse systems and APIs presented significant technical challenges.

2 Ease of use

The UI was tailored for a large non tech savvy user base, to increase usage and making the process quick and simple to use.

3 Lack of testing environments

Due to limited infrastructure no testing environment for the ERP was provided so we had to create mockup services to simulate the different responses before deployment.

4 Time Constraints

Meeting tight deadlines while maintaining quality was a constant challenge for the development team.

Client Feedback and Outcomes

Increased User Engagement

Within the 1st year 35% of the customer's clients were now using the app to place orders.

Improved Business Processes

Engaged customers started requesting additional features they would like to see in the app once they understood how faster and easier it made their operations.

Improved brand perception

Being first to market with a mobile solution solidified the brand image as innovators in the client customers perception.

We can help your company bring your needs and ideas to your customers.

If you have any questions or would like to discuss how we can help you achieve your goals, please reach us at:

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