



Boehringer Ingelheim is one of the top 20 leading pharmaceutical companies in the world, with a strong inclination towards technology and innovation. Its research and development facilities aim at developing new solutions to provide high therapeutic value and widen its customer base. In one of its similar endeavors, it wished to make medical journals and diagnosis tools available to its clients at any moment irrespective of where they are.

The Challenge – Why did we do it?

So the objective here was to have a mobile website / app which could be used to access medical journals as well as have some diagnosis tools. As medical journals could be quite large in size and could be either text or video, therefore having a mobile app made much more sense in this project as all the material would be downloaded to the user's device during first time installation and then only updates be sent via push / pull mechanism.

The way users were to access the journal would like reading an actual magazine and therefore the flip functionality was very important here. Apart from the robust functionality, it was also required to have an attractive application interface which the user could not resist from using in their day to day life. It was a business decision to target the iOS (version 4/5/6/6+) users first. The app would work on both iPhone / iPad and would be available in Portuguese, Spanish and English.



Our Solution – What did we do?

Technousa and e-Deploy together proposed an iOS app solution to be developed in objective C and for the dynamic news section, the backend would be accessed via web services to display the correct data in the frontend. The ability for the users to bookmark their favorite journals and then go through them using the flip animation was the main task of this project. Technousa was involved in all aspects of this project which included project management, business analysis, UI designing, coding and testing and applied its expertise to create the best possible experience for the user and also worked on client's feedback at each stage to deliver the most efficient solution.

We also created a detailed software specification document for this project based on which this project was developed. The main features which were covered under the mobile app are as follows:

- ✚ Once the user accepted the disclaimer, they were taken to the slots / bookmarks screen. There were 6 slots on each page and user could traverse through each page using the flip animation. For a first time user only the option to add a bookmark was available.
- ✚ "Add a bookmark" functionality opened a menu from right to left. The menu had a search functionality as well as listed all categories and the available journals / content under each. The search looked for matching text in content title, text of the content as well as the file names. Each content had a "+" icon to add the specific content to the main slots / bookmarks screen.
- ✚ The main crux of the app was the content organization and how it was accessed. The folder structure followed within the app was as follows:
[Language folder](#) - > [Resolution Folder](#) -< [Category Folder](#) -> [Category Content Folder](#) - > [Content Details Folder](#)
- ✚ There would be separate content detail pages for content type – text and video. The third type of content i.e. Calculators would be hard coded into the app logic.

- ✚ Apart from the above there would be a special category called as News for which there was no physical folder but the content was fetched (added / updated / deleted) on run time using a web service. The News web service was called each time the app was opened.
- ✚ The 4 calculators had a step by step screen to take some input parameters like weight, age, symptoms (yes / no answers) from the user and based on this it provided a final diagnosis as per the calculated results. Each calculator had its own login implemented in the app



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Our Process – How did we do it?



The Results and the Benefits



The SPAF academy mobile app developed for Boehringer Ingelheim was an enriching app for any user who is active in reading health journals and would like to have trivial diagnosis through the available calculators. It was a fruitful decision to develop this app as every user wants mobile access for anything and everything and this only added to the health activities initiatives taken by Boehringer Ingelheim.

Based on the success of SPAF Academy mobile app, Boehringer Ingelheim has also decided to launch its counterparts for android and windows mobile devices.

Contact Us

To know how we can do more for your business, contact us at any of the following:



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