

# Design & Development of Mobile Applications for a Leading Publisher of Open Access Journals

## Business Profile

The client is an amalgamation of Open Access publications and worldwide international science conferences and events that has been instrumental in taking the knowledge on Science & technology to the doorsteps of ordinary men and women. Research Scholars, Students, Libraries, Educational Institutions, Research centres and the industry are main stakeholders that benefitted greatly from this knowledge dissemination. This group also organizes 100 International conferences annually across the globe, where knowledge transfer takes place through debates, round table discussions, poster presentations, workshops, symposia and exhibitions.

## Situation

The client simply wanted to create a dynamic app presence on two of the prominent mobile platforms – iOS (iPhone & iPad) and Android, envisioned to acquire and retain more of customers. The client wanted fully potential mobile apps that has to be the replica of their existing website, which is being tapped by many people

## Technical Challenge

Furthermore, the only format rendered was HTML which usually consumes lots of time to segregate the text and the images apart and then rework on it to obtain a seamless & presentable user interface and experience. The whole intention of the client is to serve people by giving access to the latest research from over 300 peer reviewed journals of varied disciplines and latest information regarding the conferences organized.

## Solution

Sameva with state-of-the-art and cutting-edge technological expertise has had helped this client by delivering a custom built app with set of below outlined valuable features:

- Enhanced user experience
- Improved reading experience
- Issue-based navigation of journals
- Browse abstracts and full articles
- Open PDF files of the articles
- Precisely described scientific programme
- Exhibitor and Sponsorship opportunities