

# **A Cross Platform Mobile Application**

**For**

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## **Abstract**

The way in which users interact with companies is changing, due to the increasing popularity of smart-devices such as mobile phones and tablets. Companies are experiencing a marked increase in traffic to their websites from mobile devices. Therefore, solutions need to be implemented to provide users with an ‘enjoyable’ experience, rather than trying to scale large websites onto smaller devices. There are a number of councils who have deployed mobile applications but the quality of these varies. Often the user’s interaction with the application is overlooked and the primary objective is to provide as much functionality as possible, at the expense of providing a ‘good’ user interface.

The application was designed to interact with the Council’s existing architecture with minimal modifications and provide an identical user experience across iOS, Android and mobile web platforms. The main objective of the application was to provide users with access to key content (e.g. news and events) in addition to added functionality (paying and reporting).

The final solution (myClacksWeb) was approved by both the Apple app-store and Google Play Store, in addition to being hosted as a mobile web application on the council’s server. Additional expandability was a key objective and the code was designed for future development work. Therefore it contains some functionality which was not implemented in the current release version (1.0.2).