Shinetech Software, Inc. | Global Client Case Study

Start Small, Think Big:
Development of a Mobile Application
for Race Track Enthusiasts

Avant Garde Associates Limited (Avant Garde) needed an interactive, feature-rich mobile application that would allow users to track, analyze, and share their race track performance. The UK-based company was looking for an outsourcing partner that could provide ongoing support and maintenance before, during, and after the app's launch. Shinetech Europe's experience in pairing established offshore development teams with onshore project management helped bring this mobile app from the drawing board to the iTunes Store.

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The Client

Avant Garde is an interactive digital design company located in Central London. The company's services range from web and print design to 3D modeling and web hosting.

The Challenge

Avant Garde was looking for a partner to develop a smart, customized plan to create a data tracker and logger for racing enthusiasts. The UK-based company was inspired by personal experience to create an app that would combine powerful features with a sleek design. Requirements for the app included preloaded race track profiles, video logging, and visual telemetry analysis to provide insights for improved performance.

The Solution

Shinetech built an offshore development team with on-site project support to assist in product development. An experienced project leader in London, who also served as a business analyst, was assigned to work directly with Avant Garde, while also managing the development teams.

As part of the process, Shinetech began visiting various race tracks with the client to better understand user expectations and the user experience. In accordance with Agile practice, each developer on the Shinetech team was a project quality stakeholder and had a clear understanding of overall system objectives and project status.

"Shinetech was a true collaborator and central asset to the TDG team. I would front Shinetech on any project and trust that we will receive a thoughtful, direct, and successful solution in the end. With their personality and talent, I would recommend the team for engagements large and small."

Following the information-gathering phase, Shinetech's lead developers established the main app framework and architecture and developed the app modules. The teams had weekly meetings with Avant Garde to show demos, collect feedback, and define the next sprint and task. The project leader ensured both the onshore and offshore teams clearly understood the goals and requirements for the app, and were able to provide ideas and solutions through meaningful communication without language barriers.

The Results

The Track Day 'G' mobile app was released in early April 2016. The app incorporated a telemetry algorithm that tracks and analyzes users' race performance and calculates everything from speed and acceleration rate to G-force and slope. The app provides predictive lap timing reports, dynamic vehicle profiles, and a session data analysis summary, complete with graphs and satellite views.

Users can share and compare their results with others within the app and also through social media platforms, including Facebook, Twitter, and YouTube.

This collaboration is just the beginning of a strong relationship between Shinetech and Avant Garde, who has expressed interest in working with the Shinetech team for the second development phase of this project.