

Chapter 22

Evaluation of a Mobile Software Development Company

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ABSTRACT

The mobile technology became an important tool for nowadays society, allowing fast and easy access to information, becoming useful on both the user's professional and personal life. However, the mobile environment involves many technologies, turning into a complex subject for software development, where it's necessary to pay attention to many variables in order to ensure the project's quality. Therefore, the present study was conducted with a mobile software development company, analyzing and contributing to the company's activity in order to identify common problems related to an application management and development. It was found issues related to the software interface and quality control processes, also covering the migration from a local database to a cloud service.

INTRODUCTION

The fast access to information gets more important day by day, not only to corporations but also including the final users, where the technology may be useful for daily problems resolution, besides the convenience and comfort, simplifying their chores. With the possibility to center all your information and easily manage them through nowadays devices, the mobile technology enabled a world where people are continuously connected and constantly consulting and trading information, allowing decision-making based on best results and reducing the time taken in the process.

Even that older methods, as the paper, still in use, it's easily noticeable the preference for digital media for data access and storage, especially in front of the new generations, which knows the technology and its benefits since young. With those systems aligned to the mobile technology, an easy and fast access to information is created, where the human mind starts developing connections of how to

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access determined data instead of memorizing the information itself, since the information can be easily consulted by personal devices.

There was never so much access to information as nowadays. The internet has been a revolution when it comes to sharing information, however, implementing the technology on mobile devices brought a whole new scenario, where the user can be constantly online, turning the mobile characteristic a key feature on today's computational environment.

Thus, the development of software compatible with the mobile devices became a fundamental challenge for the industry, where companies aim to provide their information and products on this environment. However, the software platform for mobile technology differs from the conventional computer systems, not only on the interface with the users but as well on the resources available on those. Therefore, there is the need for adjustments when developing an existing service on other platform into mobile technology, in order to guarantee a good user interaction and proper functioning of the system on the many different scenarios created by the technology itself, where the developers cannot control the environment which their systems are going to be used.

Also, it's necessary to consider the mobile market competitiveness, which generated multiple operational systems for mobile devices, where each one has their own aspects for software design, including differences between the symbolisms, layouts and information flow. Those variations, despite being healthily for the market and giving more options to the consumers, create more specifications for developers that need attention for projecting and creating an application.

In order to facilitate the right implementation of mobile software, frameworks and technologies to aid the mobile development were created, however, since the growth of the technology is quite recent, those practices may not be clearly widespread among developers, especially those who used to work on other software's platforms, bringing habits that can be important on those platforms, but implies a bad impact for the users of mobile devices, lowering the software quality and, sometimes, resulting in a bad experience for users.

With the goal to disseminate information about mobile development, this work was conducted with a software development company to identify common problems regarding not only their application, but also the processes related to the development and maintenance of their system, improving both the quality and the user experience.

BACKGROUND

As users of the mobile technology, people might assume that have enough understanding of the mobile ecosystem to plan and develop an application for those devices, especially those who have experience on development with other platforms. Such assumption can impact the software negatively, where the developer may bring bad habits to the software from their other experiences, since some procedures and interactions made through different platforms don't necessarily are functional or good practices when migrated to portable devices. As Fling (2009) exposes on his work, it's normal to a person unfamiliar with mobile development to assimilate the mobile ecosystem to the Internet and so think that the same rules might apply on both, however, the mobile technology is composed of multiple different parts communicating with each other, including the Internet, meaning that it's necessary to know both the facets of Internet and the remain systems to properly understand the mobile technology and which rules should apply to it.

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