

Case Study Q-UP

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Application Overview

A QR (or Quick Response) Code is a two dimensional (2D) barcode. This type of code is capable of encoding quite a bit of detailed information like: URLs, Short Text Messages, Phone Numbers etc.

The customer wanted to find a solution to use this technology to share personal details instantly but securely. The application developed is capable of sharing names, phone numbers, email ids and even photographs via fast and safe Bluetooth or QR Code transmission technology. Each data element of the contact information can be “switched” On or Off at any time, prior to sending.

Solution Developed

Q-Up hired SoftProdigy to facilitate faster, secure and more efficient way to share contact details. The result was a solution that met client expectations and a means of sharing contact data across multiple platforms, that is, iPhone and Android.

The solution consisted of some of the below mentioned features:

Multiple Transmission technologies – The app enables sharing of details using both Bluetooth as well as QR Code technologies. Bluetooth helps on transmitting data even when people are at a distance of few meters. With QR code, each user’s contact details are converted into a unique black and white graphic which some else with the app can scan and grab.

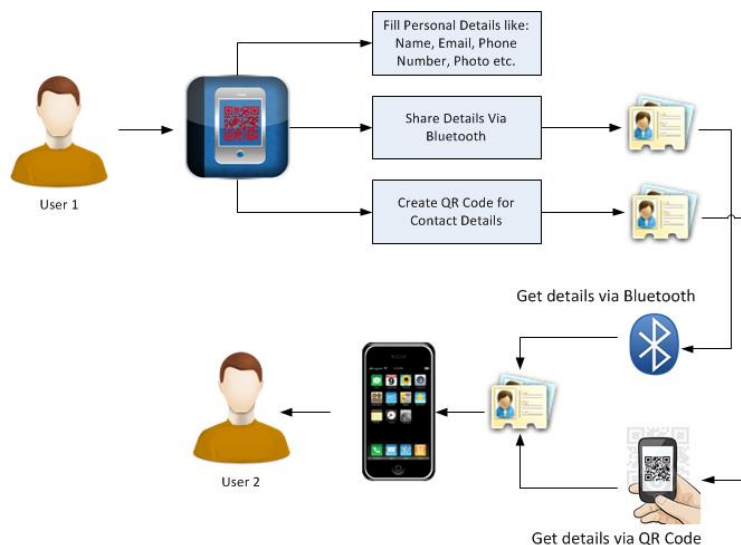
Multi-platform Support – The app has been designed for both Android and iOS platforms. The app makes it super easy to share details between these two different platforms.

Instantly Share Selected Details – The app saves user details within it. Whenever this information needs to be shared, user can do that instantly and doesn’t have to add it again. Also, the details to be shared can be toggled. So if some detail is not to be shared, just toggling it off will do the thing.

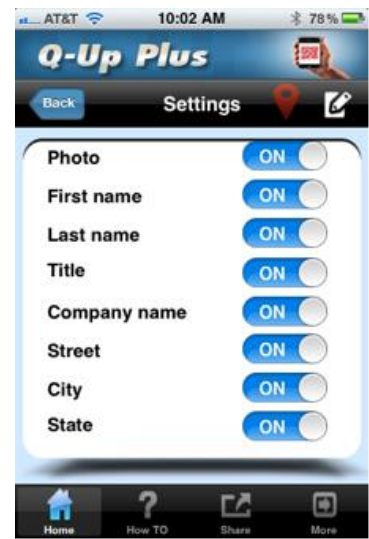
Support for Location and Time – Users can even add the day, date, time, and location via Geocoding (street address, etc.), where they met.

Security - QR code is generated from contact information and it is encrypted so that only other Q-up or Q-up Plus scanner will be able to read hence avoiding any loss of information by other QR scanners apps.

Application Flow



Screenshots



Benefits

Q-Up is a replacement to the trivial system of contact saving where no paper or typing on mobile is involved. Data is shared securely silently between the users.

Secure Contact Sharing – There are chances of identity theft in cloud-based Internet transmissions. With Q-Up, all identity remains secure and private.

Connect for Businesses and Friends – Q-Up proves to be helpful for getting business contacts. When in conferences or crowded gatherings, where it is difficult to hear someone or difficult to get close to someone, Q-Up helps in sharing contact details remotely with each other.

Revenue Generation – The app is available in free as well as paid versions. Paid version comes with added advantage to share date, time and location details along with the regular contact details. Besides this the paid version also allows user to add additional fields to the default ones available. On the other hand, free version is ad supported which also works as a source of revenue for the customer.

About SoftProdigy

Founded in 2006, SoftProdigy is an award-winning organization with expertise in the areas of Web & Mobile Technologies and Consulting services. Over the last few years, the organization has made a reputation for building quality solutions for its clients that helped them get more out of their business. SoftProdigy's customers range from start-ups to Fortune 500 companies such as Intel, Hyundai and Sony Ericsson. The company has worked with entrepreneurs as well as established corporate houses across the globe to put their ideas into inception and take it to the market. It employs over 150 technology and management professionals who work closely with each other. With a consistent growth track record that has surpassed the industry trends year on year since the company's inception, what sets it apart is the philosophy of pursuing, quoted as "measured success".



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