



PADDYPOWER.

Multi-platform user experience optimisation

Improving customers experiences with slick multi-platform applications

Multi-platform user experience optimisation

Paddy Power is an Irish bookmaker operating both online and offline. Their innovative approach of putting their customers experience at the heart of everything they do has led to them being ranked the third largest online bookmaker and the sixth largest online gaming business.

BACKGROUND

Wanting to continue improving their customers experiences, Paddy Power sought to move their tablet application from its native iOS platform to a platform that would facilitate functionality for both iOS and Android users. The complexity and expense of building a separate Android application was prohibitive, so Dotfive was employed to find a solution.

Flexibility to enjoy Paddy Powers services via a stable, responsive and intuitive application.

CHALLENGES

The complexity and expense of building a separate Android application was prohibitive, so Dotfive was employed to find a solution using Paddy Powers existing native iOS application as a basis.

PADDYPOWER.

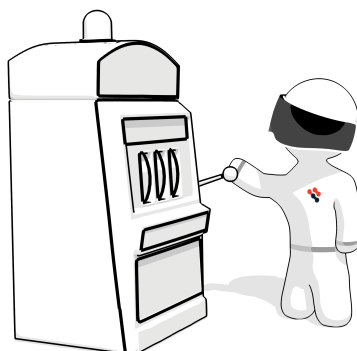
The user interface and complex functionality needed to be extracted to a new cross platform application. The data heavy application had to respond quickly for all users, including those using old devices, and most importantly it had to be secure.

RESULTS

We delivered an interface with responsive dynamic menus that could be swiped for expansion without disrupting the integrity of the static content on the screen. We were also able to ensure that large amounts of data necessary for the complex interface were processed quickly and reliably.

We achieved this across multiple devices and device versions, ensuring that the user experience was of the same high standards across iOS and Android platforms.

The application was available to widest number of Paddy Power customers possible, giving them the flexibility to enjoy Paddy Powers services via a stable, responsive and intuitive application, using the devices and platforms they preferred.



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Dotfive is registered in England & Wales as Dotfive Limited, with company number 5445396; and in Wyoming, USA as Dotfive, Inc.

Technologies used:



PHP



DRUPAL



MYSQL



ANGULARJS



MUSTACHE

PHP | Drupal | MySQL | JavaScript | AngularJS | Mustache | XML | JSON | SOAP | HTML | CSS | Varnish
LDAP | API



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