# PCA Skin

## *Case Study*

The application is designed for internal use. The main goals of the app are to prescribe medical products and make schedules of trainings. This automation tool allows PCA Skin company sellers to increase sales.

**Customer:** pcaskin.com

**Project:** PCA Skin

**Type:** Mobile development

**Requirements:** The customer wanted Elinext Group to develop a mobile app for the iPad that will provide the user with up-to-date information about goods and trainings. Clients should have a possibility to sign invoices for purchased goods.

**Challenge:** The main challenge for our developers was to organize a user-friendly interface for the whole application that has quite a big workflow. Therefore, the architecture of the application had to be not very difficult for an ordinary user.

**Solution:** The team of developers made a deep analysis of how the user could get to any screen of the application in 3 steps. Based on this analysis, the team decided to change the main application template and created their own as a basis.

**Results:** The development project outcome is an application for the iPad. The application has the following functionality:

- Differentiation of roles (users, administrators, etc)
- Registration for trainings
- Shipping/reviewing customer orders
- Managing companies/customers/contacts/orders and all their attributes
- Digital signature
- Statistics on orders

**Region:** Europe

**Industry:** Trade

**Engagement model:** Time and material

**Technologies:** Objective C, iPhone SDK

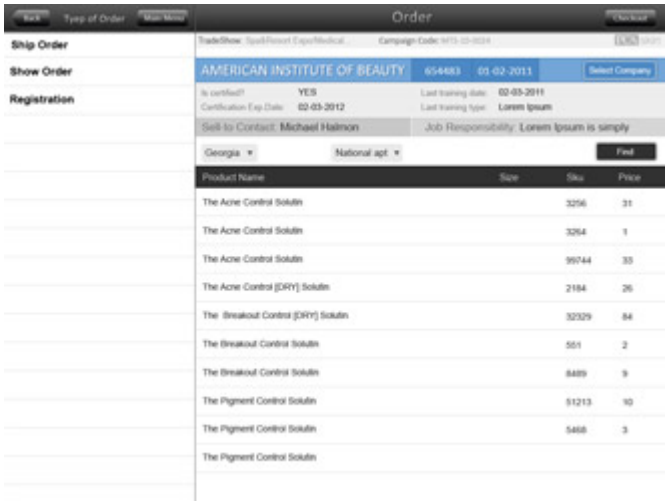
**Duration:** 3 months

**Staff:** 2 developers, 1 designer

**Platforms:** iOS (iPad)

Elinext Group is a global supplier of software services and IT solutions for a wide array of industries, including advertising, accounting, banking, education, finance, healthcare, hospitality, real estate, retail, tourism and others. Elinext Group's companies specialize in custom software development, mobile development, web development, TV app development and game development. For more information, visit: www.elinext.com

Copyright © 2012 Elinext Group. All rights reserved



Elinext Group is a global supplier of software services and IT solutions for a wide array of industries, including advertising, accounting, banking, education, finance, healthcare, hospitality, real estate, retail, tourism and others. Elinext Group's companies specialize in custom software development, mobile development, web development, TV app development and game development. For more information, visit: www.elinext.com

Copyright © 2012 Elinext Group. All rights reserved