



Interactive Mobile App for efficient tracking of Indian & Global financial markets

Mobile App development, Cross Platform

The Client

The client is an Indian mass media company which is owned and operated by one of the prestigious and leading business group of India. It has dominance in television, print, internet, film, mobile content and allied businesses domains. They run India's leading financial portal that offers real time stock prices, news store (text and videos), analysis, data and tools on investing (across diverse asset classes), personal finance, the business sector and the economy.



Business Challenges

- Development of mobile application for financial portal that holds traffic of millions of users
- Create an advanced interactive app to support all functionalities offered in the website

Areas of Engagement

- 250+ screens implementation
- App architecture to manage high flow of dynamic data and rendering real time market data
- Graphical representation of market data
- Portfolio management

Engagement Brief

Webdunia developed a mobile application for different platforms, including Android, iOS and Windows. The application provides a rich user experience to access numerous features to end-users. This application is a gateway to all critical real-time information about Indian and global markets. It was developed to keep its users engaged updated and connected to all information.

Features

- Android SDK
- Objective C+ Swift
- MVC
- Singleton
- SQLite
- Android Studio
- IDE Xcode 6.4
- Play Service Library
- Google Analytics
- comScore
- Fabric
- Crashlytics
- AppsFlyer
- Google DFP(Native, Banner, Video, Interstitial, Pre roll)
- Google Text-to-Speech Engine
- iOS Text-to-Speech Engine
- Google Speech Recognition Engine
- Push Notification
- Chart Libraries

The application consists of following features:

- Live market updates & stock prices
- Covers Indian & Global indices
- Manage & track personalized portfolio
- Auto suggestive search across news, stocks and mutual funds
- Complete vertical of stock which covers overview, F&O, Balance sheet, P&L, peer comparison & much more
- Interactive and historical charts with Line, Area, Candlestick and OHLC charts types
- Live TV & News coverage
- Personalized watch list
- Elaborated message board
- Mutual Funds tracking with performance tracker
- Variety of personal finance calculators
- Commodities lookup

Business Benefits

User friendly app to let users seamlessly connect to financial markets in just few clicks.

Support for diverse features that enable end-users to make the most from their businesses.

Real time information on market performance with latest news updates.

Simple and aligned app with intuitive interface designed to meet end users needs.

Mitigation of risks involved in securing the financial data of business



About Webdunia

Webdunia, is a CMMI Level 3, localization and software solutions provider to businesses across the world. With over 15 years in the industry, we deliver industry-led localization, translation, multilingual content management, and software solutions and services to address specific needs of particular business requirements. We have a proven delivery record of offering high quality solutions to help our clients excel globally on any technology platform.

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