

# Case Study

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## Android App for Market Research and Analytics

### Problem

Client (Growing marketing research and analytics company) wanted ExcelGens to create an Android application that their employees could use to fill out audit forms at different retail establishments and synchronize the data with a backend.

### Challenge

- The application had to work in an offline mode, but still save location and time when the form was filled out
- The questions were designed to be shown in paper. ExcelGens had to work with the client in order to redesign the questions to make sense in a mobile context.
- No backend was present. ExcelGens had to create a lightweight backend to fulfill the clients needs.

### Solution

- ExcelGens met with the client to define the requirements of the project.
- The questions were formatted in the mobile context.
- The application was developed to function in an offline mode with required business validations as well as the ability to synchronize data on periodic basis.