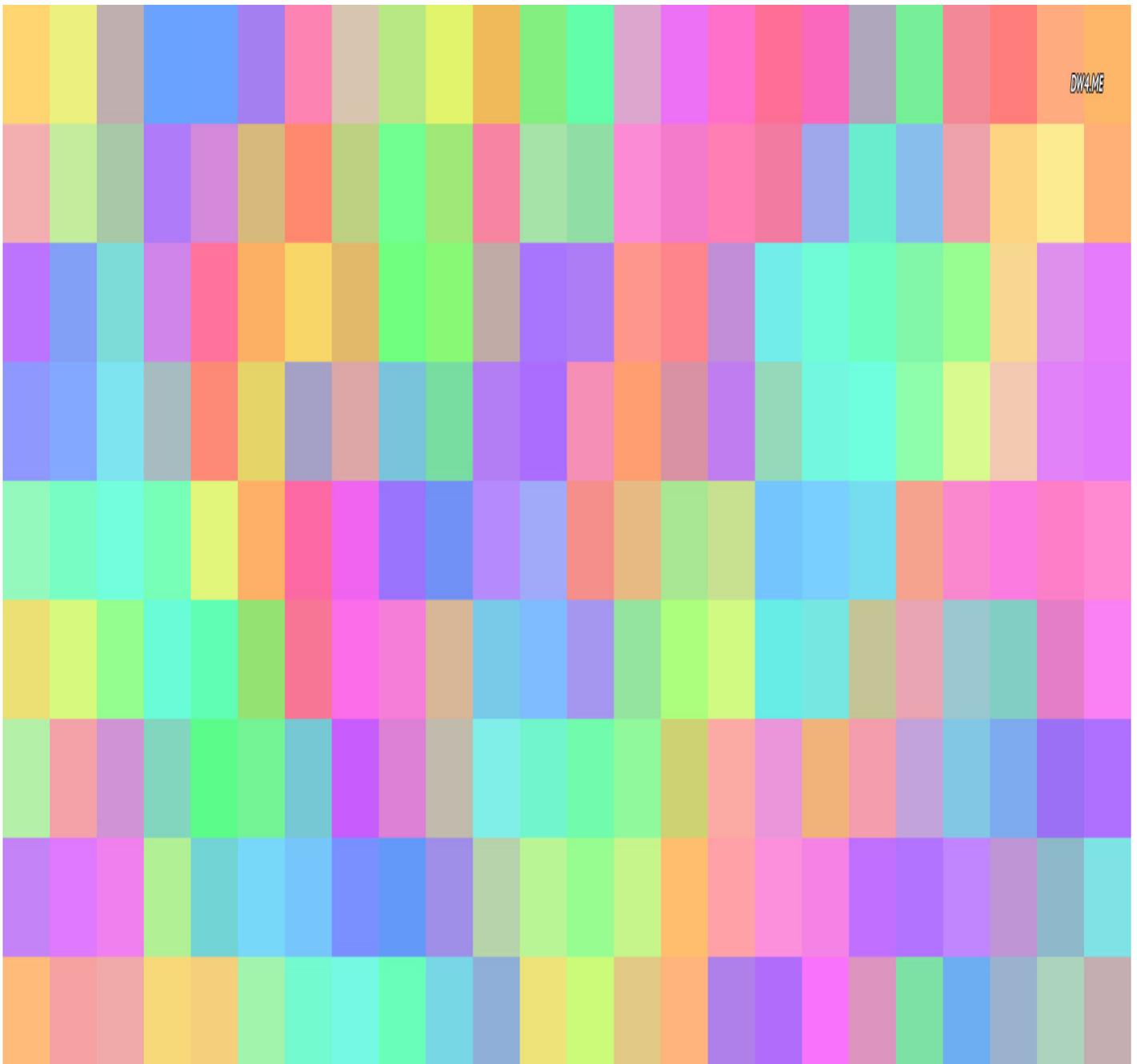
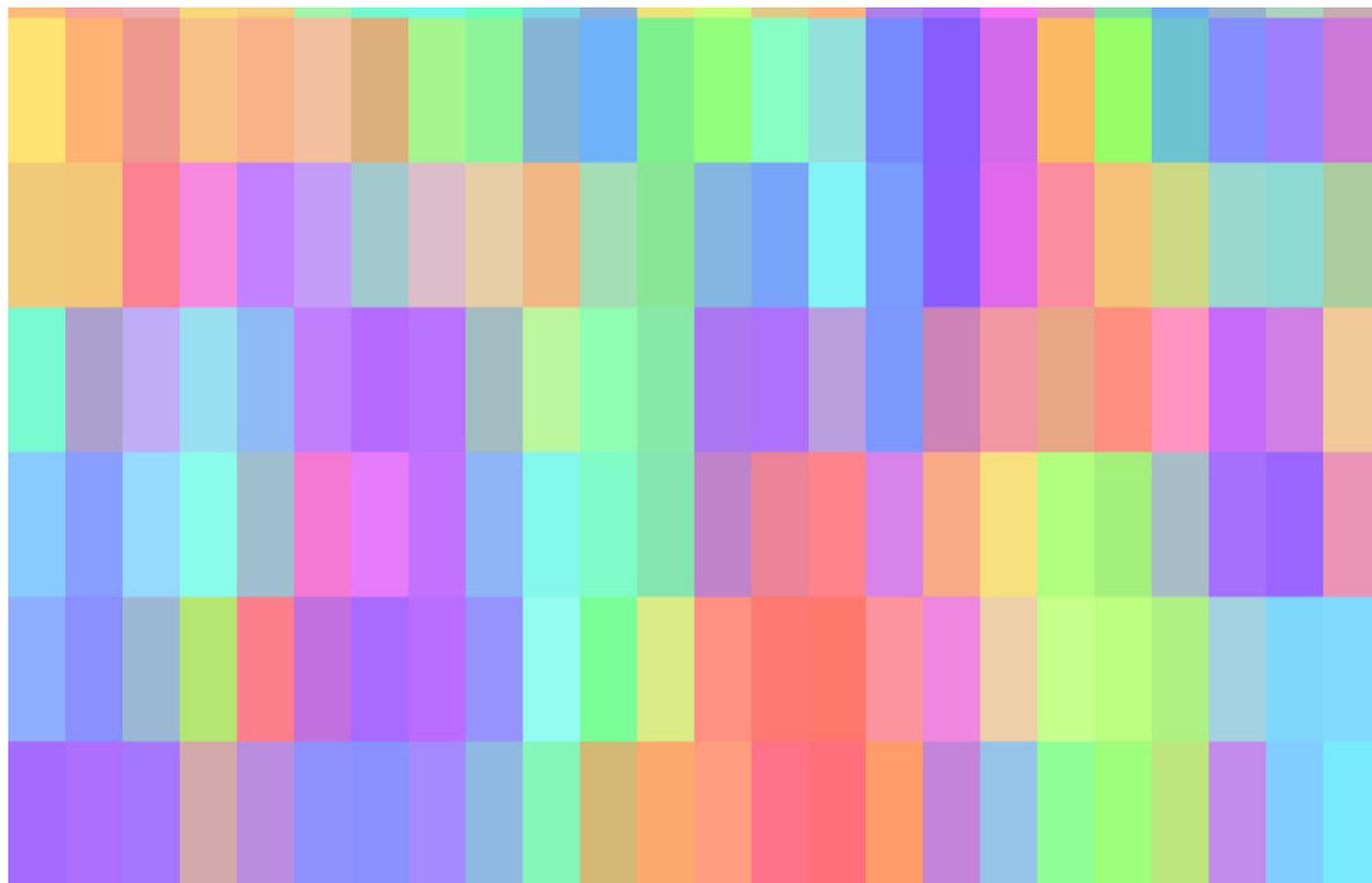


# MOBILE APPLICATION POSTS





## Great Ways to Market your Mobile Application (<http://veltrod.in/blog/great-ways-to-market-your-mobile-application/>)

Mobile (<Http://Veltrod.In/Blog/Category/Mobile/>)

Mobile Application (<Http://Veltrod.In/Blog/Category/Mobile-Application/>)

1.2 Million Apps are in the business sector at this moment! Does your portable application stand a chance in this number to demonstrate its uniqueness all by its own?

Being the proprietor of the application your work does not finish by minor building up an application. It is only a begin of your since a long time ago required committed endeavors to make your application a buzz in the town.



app-development1-550x330.jpg)

(<http://veltrod.in/blog/wp-content/uploads/2016/02/mobile->

After a fruitful improvement of the portable application, the following stage is to make it accessible to the clients. It is exceptionally troublesome for any client to think about your application until you make them mindful of it. Beneath I am saying a portion of the focuses by which you can make a client base for your application.

1. Application store enhancement: Aside from straightforwardly downloading your versatile application from the application stores, there is another path by which clients can find the applications which is hunting down the application. For this you have to include a pleasant portrayal of your application loaded with catchphrases. The depiction ought to dependably be short and most favored for is in shots.
2. Online networking: Use Facebook, Twitter and other online networking stages for cooperation with your fan and devotees. Compose drawing in substance so that the client can feel related and profits by your data. Orchestrate more challenge so that the clients are inspired to share your redesigns in their dividers.
3. Assemble a versatile well disposed site: You should fabricate an easy to understand versatile site for your application in which you can talk about in point of interest the elements and usefulness of the application. You can not say all the data in the application store about your application so you should use portable sites as a medium to share the genuine aims of making the application.
4. Press kits: Make appealing press units which ought to incorporate screenshots of the application alongside the symbols in various sizes, incorporate data like the historical backdrop of the application, upgrades and news about the application which you think clients can profit by. This press unit ought to be effortlessly accessible in your site so that the clients can download it and get complete data about the application.



(<http://veltrod.in/blog/wp->

[content/uploads/2016/02/Mobile-App-Strategies.jpg](http://veltrod.in/blog/wp-content/uploads/2016/02/Mobile-App-Strategies.jpg))

These are a percentage of the strategies by which you can make a solid and star long client base for your portable application. As the group of onlookers will have complete data about your application they will feel more secure about utilizing your application.

Veltrod is expert in developing mobile applications, ecommerce solutions and IOT applications. The business enquires can be send to [sales@veltrod.in](mailto:sales@veltrod.in) (<mailto:sales@veltrod.in>)



Posted by Shubhra Bhramar (<http://veltrod.in/blog/author/shubhrabhramargmail-com/>)



February 19,

2016



## **Evaluating ROI of Travel and Tourism Industry with Mobility and Apps (<http://veltrod.in/blog/evaluating-roi-of-travel-and-tourism-industry-with-mobility-and-apps/>)**

Mobile (<Http://Veltrod.In/Blog/Category/Mobile/>)

Mobile Application (<Http://Veltrod.In/Blog/Category/Mobile-Application/>)

- Cell phones has extraordinary change power. It has a reshape different businesses working, client securing and serving patterns. eCommerce and different areas, travel and tourism industry are embracing portability with a speedier pace.
- A late study has uncovered that by September 2015 travel is seventh most prevalent classification in Apple App store. 40% People arrange an excursion with cell phone so cell phones will be a main thrust in 2015 and onwards and is the most energizing open door for travel organizations.



(<http://veltrod.in/blog/wp-content/uploads/2016/02/30631253->

Vector-modern-flat-style-icons-set-for-tourism-industry-travelling-on-airplane-planning-summer-vacat-Stock-Vector.jpg)

Here is an understanding of exercises of explorers with cell telephones:

1. Correspondence and media sharing – 65%
2. Web Browsing– 54%
3. Route – 52%
4. News – 48%
5. Playing recreations – 38%

Not simply in travel arranging, cell phone helps explorers at different stages when they require amid their voyage, for example, checking ticket status, flight data, finding close-by eateries, hunt down top destinations, lodging booking, sharing pictures to online networking and so on. An overview was conveyed to recognize the utilization of cell phones. Here are reactions from voyagers:

1. Discovering eateries – 52%
2. Hunt down destinations – 46%
3. Perusing surveys – 45%
4. Booked or inquired about lodgings – 42%
5. Booked or inquired about flights – 34%
6. Other detail coming through in the overview included:
7. Left a survey of a lodging, eatery, fascination – 23%
8. Announcements to informal organizations – 38%
9. Checked flight status – 51%

### **Cultivating Mobile innovation in the Travel and Tourism industry**

- The coming and utilization of portable innovations astoundingly affect the tourism and travel industry. Explorers make a complete guide of their trip; pick different travel destination and tourism spots by surfing the web through their cellular telephones. SMS (Short informing) administrations are utilized to give data to booking affirmation and even as ticket which can just be introduced to the carrier or the inn and one is permitted to appreciate the administration.

- The development of new and innovative versatile applications has again mixed a transformation in portable innovation. This is particularly useful to permit a client to get to web and book administrations on the web. Henceforth, one can likewise book visit bundles and other travel related administrations through the versatile.
- The relationship between TWO T's travel and innovation has rubbed their shoulder together to counter difficulties confronted by voyagers and different partners from industry.
- In this cell phone period every client searches for a customized care. To contend with this interest the greater part of the organizations embracing versatile applications to serve and cooperate with clients in a more elite manner.



(<http://veltrod.in/blog/wp-content/uploads/2016/02/travel->

[and-tourism-industry-tourism-fest.jpg](#))

### **In any case, what does this mean for the tourism business?**

Versatility is viewed as best partner for the travel business. This offers organizations to obtain new clients, some assistance with retaining old ones and serve clients in the most helpful way. This is the reason tourism ventures need to adjust to this new mechanical move and ensure they can achieve their clients in the portable environment and turn into a dynamic piece of their computerized life.

### **Wearable Technology are interceding in Travel:**

- A late study conveyed by Euromonitor International Consumer Electronics research has anticipated that by 2016 wearable Technology will be real formula.
- By 2018 there will be 180 Million Wearable web associated gadgets which were simply 9 Million all around in 2013. Items right now on special incorporate Sony Smart Watch, Samsung Galaxy Gear and Google Glass. Google likewise created Android Wear programming for wearable hardware.
- Apple Watches, Android Wearables are required to take this segment by tempest, as Apple items have accomplished for cell phones and tablets.

### **The pace of adjustment for quick reaction and to be at lead part:**

Fly out organizations should be quick to crush wearable innovation as a feature of their methodology which will push them to on-load up new clients also keep from losing existing.

Notices, Personal help, restrictive administration and extra backing are the keys for present and future advertising situation. These components ought to be received in a powerful way so customers can have bother free travel involvement regarding finding applicable data.



(<http://velrod.in/blog/wp->

[content/uploads/2016/02/images2.jpg](http://velrod.in/blog/wp-content/uploads/2016/02/images2.jpg))

### **Computerized Savvy and Young Population Feeds Travel and Tourism Online**

- With the wide web utilization of the method for the convenient gadgets at all the periods of the travel experience, players in the travel and tourism industry are rapidly receiving most recent innovation to grow their abilities and to keep up a high ground.
- By worldwide statistical surveying organization – Euromonitor International, Middle East online travel entrance will develop from 18% in 2013 to 22% in 2014.
- Information from different trusted source has uncovered that in most recent 12 months 48% of center east explorers have utilized their cell phones for travel related ventures out of them around 70% have utilized either tablets or advanced mobile phones to arrange their travel.
- This information gives indispensable advertising chance to travel organizations to devise their procedure to connect with potential clients.
- The encouraging portable stage is playing a huge mantle in concocting the business systems of travel and tourism organizations in the UAE area. 85% of business voyagers utilized versatile application as a part of 2013, out of them 62% utilized them on each excursion. The general reaction was from business voyagers that versatile applications enhanced their travel encounter and helped them at different phases of travel!

### **Advantages of having a cell phone in the business**

Having a versatile application gives your business innumerable open doors, just not in the terms of serving your clients, but rather to deal with your business in a more controlled manner: Here are some noiseless advantages:

1. Track, react and answer to your messages.
2. Clients can check their inhabitation utilizing internet booking framework application and site.
3. Voyagers can take photographs of destinations and can post them on Flickr, Facebook and different locales
4. Take recordings and post them on YouTube, Facebook and different destinations
5. Deal with your online notoriety
6. Check and post on your Facebook Page
7. Do your internet keeping money
8. Answer your live talk framework present on your site utilizing a portable application
9. Using a client relationship administration framework



(<http://veltrod.in/blog/wp->

[content/uploads/2016/02/pic\\_travel\\_and\\_tourism\\_degree.jpg](#))

Veltrod is expert in developing mobile applications, ecommerce solutions and IOT applications. The business enquires can be send to [sales@veltrod.in](mailto:sales@veltrod.in) (<mailto:sales@veltrod.in>)



Posted by Shubhra Bhramar (<http://veltrod.in/blog/author/shubhrabhramargmail-com/>)



February 19,

2016

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## **Important Features and Factors that can be Considered for Mobile Application Development** **(<http://veltrod.in/blog/important-features-and-factors-that-can-be-considered-for-mobile-application-development/>)**

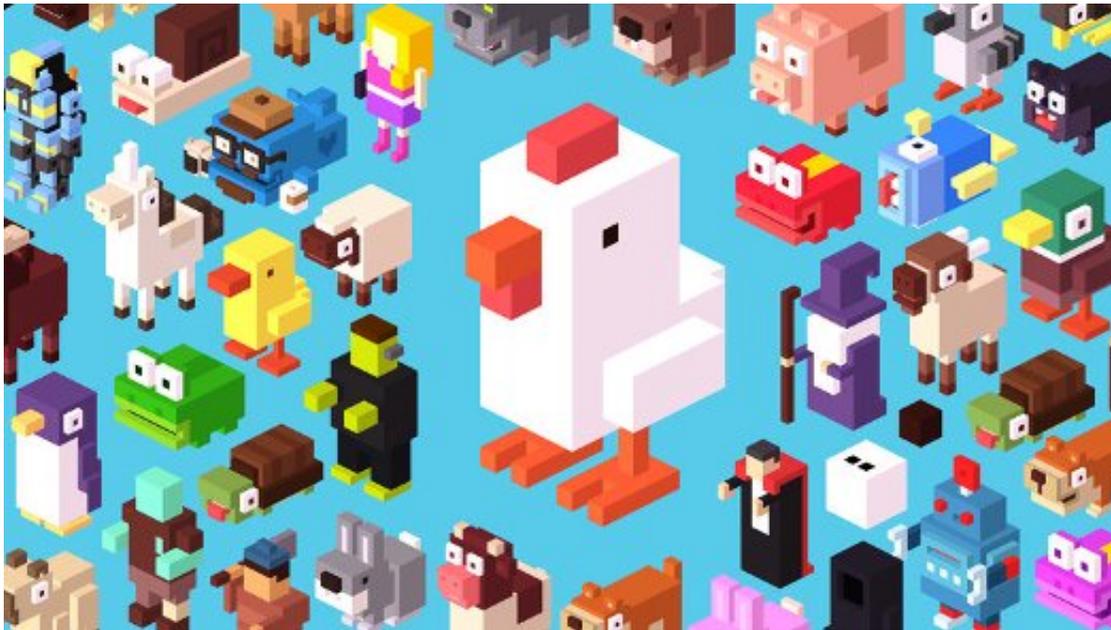
Mobile (<Http://Veltrod.In/Blog/Category/Mobile/>)

Mobile Application (<Http://Veltrod.In/Blog/Category/Mobile-Application/>)

Small Business (<Http://Veltrod.In/Blog/Category/Small-Business/>)

Technology (<Http://Veltrod.In/Blog/Category/Technology/>)

Uncategorized (<Http://Veltrod.In/Blog/Category/Uncategorized/>)



([http://veltrod.in/blog/wp-content/uploads/2016/02/rsz\\_crossyroad\\_characters\\_feature1.jpg](http://veltrod.in/blog/wp-content/uploads/2016/02/rsz_crossyroad_characters_feature1.jpg))

Mobile application developers are fighting an endless wrestling match in their minds either to develop an offbeat app or emulate apps. Do what your mind says? If you love to develop offbeat games while the world may be going with app emulation or the re-skinning way, just stick to your way. Minecraft developer Notch did exactly the same. When the gaming world was busy with guns, weapons, killing, running, blocking and throwing he focused on building up stuffs, using building blocks and other decorative stuffs. In the end Microsoft bought minecraft for a sum of 2.5 million dollars. Even emulated games such as clash of clans are doing inordinately good.

Here, after analyzing a list of gaming app strategies we have come up with 10 best factors for mobile application development. They are,

### 1. Do not neglect old apps

Do not give up on your old apps. Revive and emulate them for better usage. Emulation is the process of addition of features, functionalities, technologies, and rapid iterations to an already existing application source code.



(<http://veltrod.in/blog/wp-content/uploads/2016/02/coleco->

[tabletop-frogger-system.jpg](http://veltrod.in/blog/wp-content/uploads/2016/02/coleco-tabletop-frogger-system.jpg)) For instance, we are familiar of the gaming app Crossy Roads. But we may not know the fact that the developer Matt Hall emulated the “Frogger arcade game” to develop it.

He did exactly the same which any tom, dick or harry would have done. But whatever may be the fact Crossy Roads was rousing with a success of over 5 million downloads and \$10 million revenue within three months of its release. It reached #1 in the top chart categories. The monetization strategy the game adopted was groundbreaking. It was something that games like flappy birds have already applied.

The bottom line is: If your old app still have its potential rescue it instead of leaving it.

### **App skinning**

Big boys of the gaming world are releasing the duplicate copies of their old blockbuster game. For instance: Disney Oz is nicked off from Imani studios classic. The same code but you have a new branded app the chart categories. Another factor to be considered is that because of the release of the game the endless runner series will still remain in the minds of the masses.

### **2.Consider developing freemium model**

Basically , there are three revenue models which the mobile game application developers should warm up, they are

- Free
- Freemium
- paid

But then you should only consider freemium model over the other for your gaming app. If you go with the paid model huge market share will not be held by you. But why freemium? Because part of the app will be available for free. This motivates the users to download your apps and partly it provides in-app purchases that helps the users to enhance their gaming experience.

Moreover, freemium is the one of the most preferred model. Almost 82% of the app store games employ this model. So depend on freemium model ,if you intent on making money from your apps.

### **3.Give thought to virtual reality**



([http://veltrod.in/blog/wp-](http://veltrod.in/blog/wp-content/uploads/2016/02/virtual-reality.jpg)

[content/uploads/2016/02/virtual-reality.jpg](http://veltrod.in/blog/wp-content/uploads/2016/02/virtual-reality.jpg)) If virtual reality is something you want to try your hands on, go for it. There will be numerous people to oppose the approach . Never give thought for them. The virtual reality concept has received a green signal in Game Developers conference in San Fransisco. Virtual reality games are getting more attention among the teenagers because of the graphics,

animations and the ability to interact with the environment. An interactive edge has been given to these games because of the use of bio-sensing technology. Nowadays, VR games are available on XBOX 360, PS 2 and 3 as well as on Mac and Pc.

#### 4.Keep the US flag flying high

This may sound stupid but this is what Lasse Sappanen , Co-founder and Chief executive of PlayRaven , a Finnish game developer who recently raised \$4.1 million dollar said.” Have US flag in your app store icon, if you have US audience in mind for your app.”

According to the statistics, 59% of Americans are gamers, and they use audio, video and games for about 10 hours 34 mins per month on an average basis.

#### 5.Honor the apple watch

Apple watchers have made a significant inroad into the gaming world. With the straightforward UX, it is stated that games can be easily developed for an Apple watch that for any other apple product. But the question is whether the developers are able to monetize their apps. Brands like Starbucks and Macys are making the most out of it by having their promotions right in front of the customers eyes.

#### 6.Employ HTML5



([http://veltrod.in/blog/wp-](http://veltrod.in/blog/wp-content/uploads/2016/02/html5-games.jpg)

[content/uploads/2016/02/html5-games.jpg](http://veltrod.in/blog/wp-content/uploads/2016/02/html5-games.jpg))

The cost of installation in mobile advertising is going high year by year pushing the developers to their limitations. But why to break your bank accounts when you can easily try with HTML 5.

- It is quite easy to develop little version of game in HTML 5
- It is easier to distribute it via mobile web for few weeks.
- The users can play the games on their mobile browsers without any installation
- If the users like the game they can download it from app store
- The best thing is that they will be charged by the distribution network only when the user download the native app.

#### 7.Honor companions

Though the concept of companions otherwise known as ‘second screen apps’ was originally prompted to give females the sense of security while commuting , it helps people to come together in a single platform.

For example, Microsoft’s Xbox One is a gaming console , which on one hand can be connected to the consoles where the downloads can be managed , at the same time it helps the users to use their smartphones as a second screen for the console.

## 8.Think of big games

While Apple enhances its app binary size allowances from 2 to 4gb , developers should think of developing bigger games.

## 9.Leverage social interaction

One more factor that should be taken into account is developing deeper bond with the players . Studios are already integrating social media plans into their gameplay. In some cases , tying up with freemium models may also increase the level of social interaction.

## 10.Seek the help of Game Studios

Big game studios are emerging as a saving grace for smaller game companies. For instance, consider the game Angry birds developer Rovio. Nowadays, they are bonding with small companies to publicize their apps.For customized mobile application contact sales@veltrod.in (mailto:sales@veltrod.in).



Posted by Madhumitha Srinivas (<http://veltrod.in/blog/author/smadhumitha1503gmail-com/>)



February 13, 2016

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# Increasing the Reachability of your Mobile Application by Using Sales Funnel (<http://veltrod.in/blog/increasing-the-reachability-of-your-mobile-application-by-using-sales-funnel/>)

Digital Marketing (<Http://Veltrod.In/Blog/Category/Digital-Marketing/>)

ECommerce (<Http://Veltrod.In/Blog/Category/Ecommerce/>)

Mobile Application (<Http://Veltrod.In/Blog/Category/Mobile-Application/>)

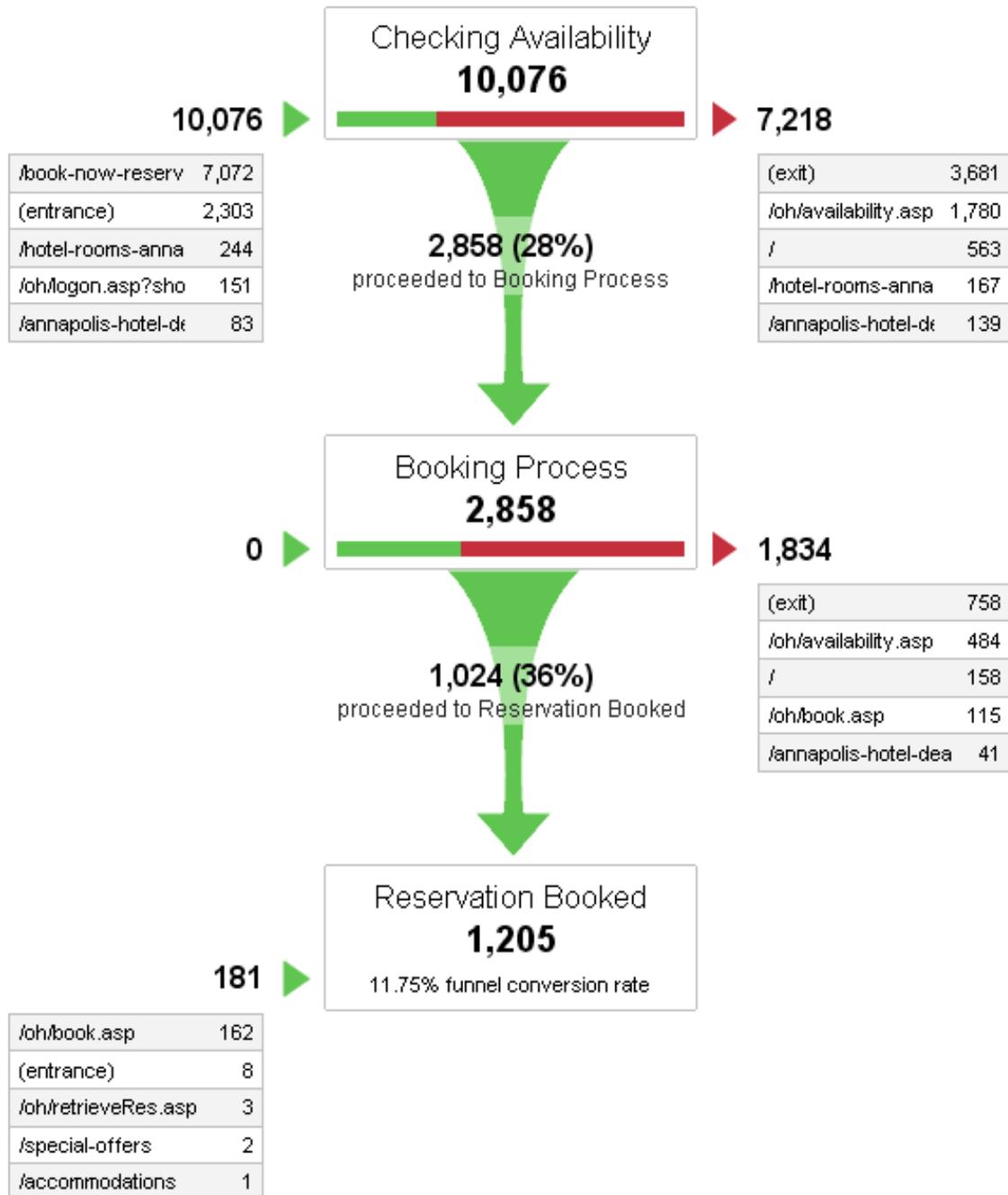
Social Media Marketing (<Http://Veltrod.In/Blog/Category/Social-Media-Marketing/>)

Technology (<Http://Veltrod.In/Blog/Category/Technology/>)

The concept of sales funnel is nothing new as it exists with each and every business model . However, in the digital age funnels have become a fundamental visual matrix to understand the consumer behavior and to improve the overall business sales. If you are digital marketer you might have your own funnel set up in Google Analytics. Let us have a look at the fundamental use of funnels and multi-channel funnels along with their applications in making your app profitable.

## Reservation Booked

1,205 visitors finished | 11.75% funnel conversion rate



(<http://veltrod.in/blog/wp-content/uploads/2016/02/google-analytics-goal-funnel-1442482563-1442482961-1.png>)

The above image shows the sales funnel of hotel booking website. Any number of pages can be added to create a funnel, where the number of pages defines the steps in funnel. The red portion in the funnel shows the user drop off. It is almost undesirable and the role of the marketer is to reduce the rate of drop off.

### Why sales funnel ?

Each and every part of the sales funnel are analyzed by the marketers to reduce the drop offs. The pages where the number of user drop off is maximum is optimized. The optimizations include content changes, technical upgradations or anything else that prevents the users from going further into the

funnel. In the above scenario, most of the people leave during the transaction, this clearly defines two possible causes. Maybe there might not be enough rooms available in the hotel or the prices maybe unfavorable.

You can also see that a funnel has a specified path of the pages. This is the case when your funnel has a single description page, add to cart menu and then a sale. But this is not the case always. A funnel can have any number of pages. All these pages act as a point of entry for the user , ultimately leading to Goal completion page. Same condition applies for mobile app. In app purchase can occur in any stages of game.

When users enters from multiple places who are not the part of an existing funnel ,their behavior can be recorded using multi channel funnel.

### **Multi-channel sales funnel**

Each and every marketer is always obsessed with Goal completion page , nothing can be complained. There can be multiple pages that allows the users to make a sale rather than your specific funnel. Under these circumstances multi-channel funnels can be used.

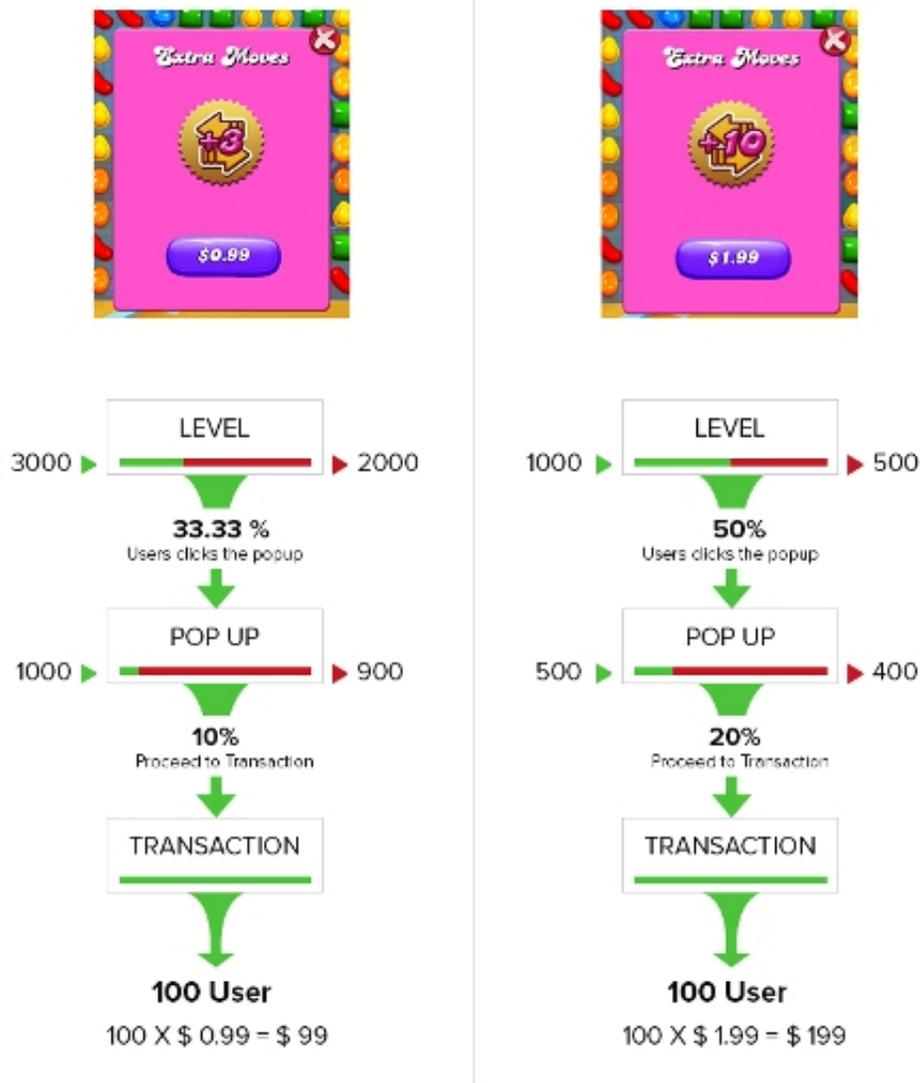
You need to optimize the pages , when 2/3 pages leads to multiple goal completion page each with a different path. But when you find the set of pages are important you can either add them into your existing funnel or create a new one. Consider a site where lot of inquiries comes from the portfolio page.

Multi channel funnels are extremely important for companies that have many interlinked web pages with different purchasing instructions. It is also useful when users are drawn from a large number of channels. For example, an eCommerce site getting users from banner ads, PPC s, organic search, QR codes, and more. In this circumstances the user can enter from any medium and may generate a sale.

### **Use of funnels in mobile apps and games**

In-app purchases within games and apps have become the fundamental mode of revenue generation. However, app monetization involves 'n' number of steps for the users to make purchase. Let us consider the scenario where in-app purchase is compared to goal completion.

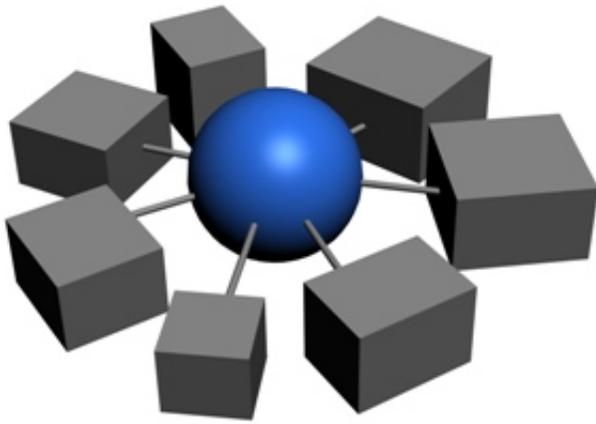
Consider a game similar to candy crush where the IAS pop ups values at 0.99\$ and 1.99\$ respective to 3 moves and 10 moves appear. However , IAP offering 10moves is having higher conversion rate. Obviously, the image of more for less is created here. This results in increased impression of 10 moves.



([http://veltrod.in/blog/wp-content/uploads/2016/02/moves\\_funnel-1442492657.jpg](http://veltrod.in/blog/wp-content/uploads/2016/02/moves_funnel-1442492657.jpg))

**Power of consolidated data**

Consider the same scenario with respect to analytics part observing that some of the level causes drop offs. For example, let us consider level 5 is causing more drop off. The reason for the drop off is the difficulty level and moreover, 20-25% of the revenue comes from users who cross level 5.



(<http://veltrod.in/blog/wp->

content/uploads/2016/02/datawarehouse.jpg)But in order to reduce the drop off making changes to design may involve huge amount of time and money. Hence the best possible way is using funnels. Instead of changing the programming code , extra lives can be included and in-app purchases for 10 moves with higher impression rate can be included. This would definitely reduces the drop off and increases the revenue.

Sales funnel is a great tool where the increasing hunger of analytics increase its value during the recent times. You can increase your revenue at the same time you can also figure out the features that needs to be updates in future.

What do you think of sales funnel. Have you been able to find the loopholes that hindered the monetization of your app. For any queries drop to us on [sales@veltrod.in](mailto:sales@veltrod.in) (<mailto:sales@veltrod.in>).



Posted by Madhumitha Srinivas (<http://veltrod.in/blog/author/smadhumitha1503gmail-com/>)



February 13, 2016

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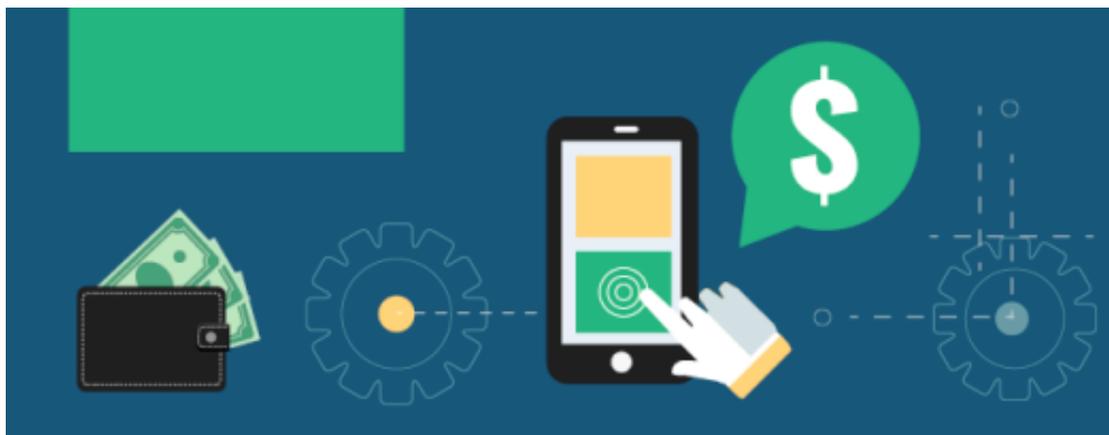
## **The Advantages and Disadvantages of Free Vs Paid Apps (<http://veltrod.in/blog/the-advantages-and-disadvantages-of-free-vs-paid-apps/>)**

Android (<Http://Veltrod.In/Blog/Category/Android/>)

Mobile Application (<Http://Veltrod.In/Blog/Category/Mobile-Application/>)

Social Media Marketing (<Http://Veltrod.In/Blog/Category/Social-Media-Marketing/>)

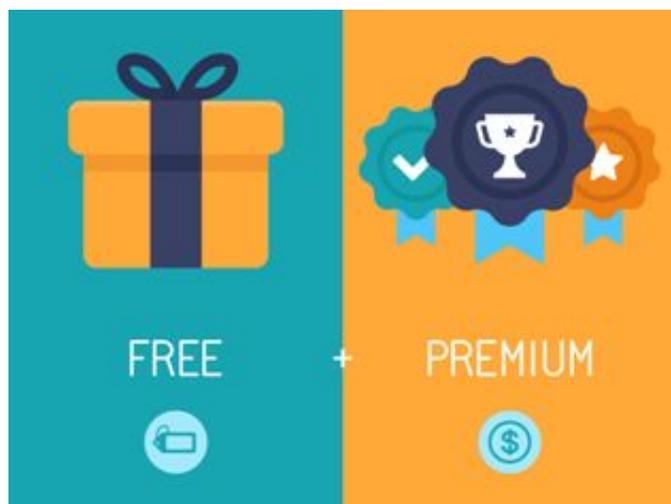
Technology (<Http://Veltrod.In/Blog/Category/Technology/>)



([http://veltrod.in/blog/wp-content/uploads/2016/02/services\\_monetization.png](http://veltrod.in/blog/wp-content/uploads/2016/02/services_monetization.png))

App monetization is one of the guiding principles for your application. Failing to successfully monetize your app could be the difference between building a successful business and having to scrap your efforts. Right from development investment and product features to marketing strategies your approach to monetization will have its effect on your business and application. Here we are going to look at some background context of mobile app marketplace and evaluate the pros and cons of free vs paid apps.

Paid apps provides straightforward approach to monetization. People buy the app directly from the app store and you get 70% of the revenue out of it. In terms of free apps the strategy is entirely different. The entire app will be available for free download to the users hence the developer has to think of ways to make money out of it.



(<http://veltrod.in/blog/wp->

[content/uploads/2016/02/freemium-models-featured.jpg](http://veltrod.in/blog/wp-content/uploads/2016/02/freemium-models-featured.jpg)) The most common approach used with free app for monetization is in-app purchasing. This is carried out through in-app advertising where the mobile advertising has grown rapidly and there will be lot of resources and features available in the future. But advertising should be carried out with caution. Developers need to careful about how, when and where to display their ads. If the advertising detracts too much from the overall app experience, users will be alienated. This in turn cause the retention to fall which reduces the revenue from advertising.

Another technique for app monetization with free app is freemium model. The initial basic set of features will be available free for the users, during subsequent levels the users can unlock additional

features through in-app purchases. Developers keep 70% of the revenue from it and 30% of it goes to the store.

Since the introduction of freemium in 2009 , the rate of adoption to it is increasing day by day. While the freemium model has become the norm, developers often lose the sight of the challenges to make significant revenue. In order to make the freemium to work ,it must be good enough with,

- Engaging people
- Providing a strong enough value proposition to pay
- It should give the impression that the app is worth investing
- Have an economy capable of extracting hundreds and thousands of dollars from the few top users.

Freemium will definitely work well but it requires a lot of data and product refinement to optimize for revenue. Meanwhile, paid apps have dwindled to a small fraction of the app ecosystem and often developers hesitate to consider the paid model.

However ,app producer David Barnard ,founder of contrast , Launch center pro and perfect weather thinks that the paid app shows plenty of merits.

While using IAP might work for some, its going to be a miserable failure for others. The problem is, you have to have just the right combination of right download numbers, high prices, high conversion rates, and recurring revenue to make a freemium strategy to pay off in the apps store.

In order for the freemium app to succeed it needs a considerable combination of,

- Crazy download numbers
- high prices
- high conversion rates
- recurring revenue

When your app is not compatible of producing it, you should probably go for the paid apps. Lets have a look at some of the pros and cons of free and paid applications.

## **Free apps**

### **Advantages**

- More number of downloads
- Multiple monetization strategies
- Majority of industry
- User expectation is very low
- More number of positive reviews

### **Disadvantages**

- No guaranteed revenue
- Ads often distract users
- Requires high enhancement to generate revenue
- User loyalty is very low

## Paid apps

### Advantages

- Each and every download generates money
- Free from ads
- In app purchase is still possible
- Perceived value is high
- More loyal users

### Disadvantages

- Fewer downloads
- Minimum number of monetization options
- User expectation is very high
- Need for higher quality

Have an idea or to question on app monetization contact us on [sales@veltrod.in](mailto:sales@veltrod.in) (<mailto:sales@veltrod.in>).



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February 13, 2016

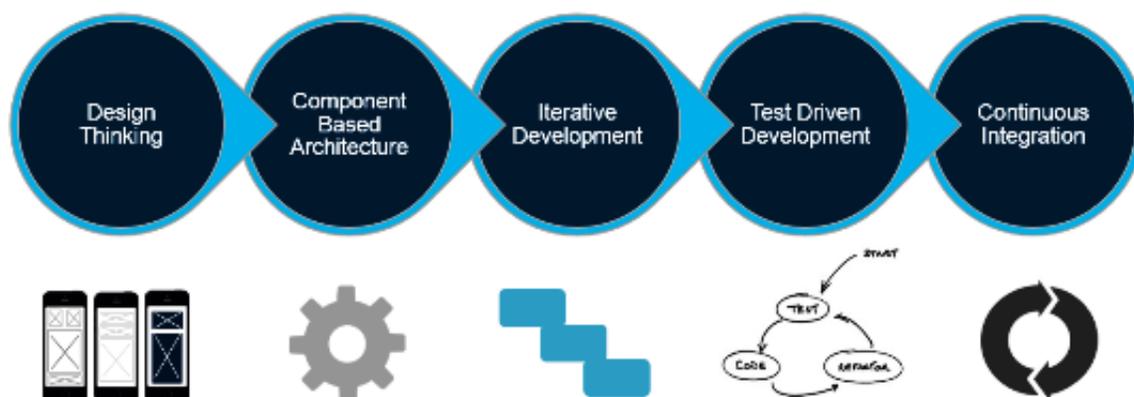
## Following the Effective Agile Approach for Mobile Application Development (<http://veltrod.in/blog/following-the-effective-agile-approach-for-mobile-application-development/>)

Mobile (<Http://Veltrod.In/Blog/Category/Mobile/>)

Mobile Application (<Http://Veltrod.In/Blog/Category/Mobile-Application/>)

Social Media Marketing (<Http://Veltrod.In/Blog/Category/Social-Media-Marketing/>)

Technology (<Http://Veltrod.In/Blog/Category/Technology/>)



(<http://veltrod.in/blog/wp-content/uploads/2016/02/agile-with-discipline-model.png>)

Nowadays, most of the mobile app development companies follow agile principles of software development. Ultimately, it depends on the needs of the customer. The agile approach to mobile application development focus on customer involvement, flexible planning, constant evaluation and the

most important factor risk evaluation. As a result of the agile approach , the mobile app development project can be completed more effectively and efficiently. In order to have the expected and the outcome of the project to be same regular communication with the customer is needed.

### What is agile development?



([http://veltrod.in/blog/wp-](http://veltrod.in/blog/wp-content/uploads/2016/02/agile-development-process.png)

[content/uploads/2016/02/agile-development-process.png](http://veltrod.in/blog/wp-content/uploads/2016/02/agile-development-process.png)) Agile development is defined as the ability to move quickly and easily , relating to the method of project management that is characterized by the division of work into short phases of work and frequent reassessment and adaptation of plans.

The use of agile approach make the mobile app development simple and easy and hence the final product after release would be more adaptable. There are several different theories relating to agile development and development teams helps in putting them into practice.

Barry Boehm and Richard Turner provided a list of procedures that are essential for agile development in their 2003 book, *Balancing Agility and Discipline: A Guide for the perplexed* (<http://www.amazon.com/Balancing-Agility-Discipline-Guide-Perplexed/dp/0321186125>). Some of the characteristics provided by agile approach are,

- simple design
- Ability for releases within a short span of time
- Extensive team cooperation, pair programming and testing during development
- Anticipating the need for change
- Welcoming change and using it as an advantage

Gartner, Vice President of Research , Van Baker explained in a 2014 report as mobile application development is different from software development for desktop applications. The major difference is the need for rapid change and frequent updates. Based on the physical limitations , mobile devices

provide additional changes.

Mobile applications need to be frequently revised to meet the end user expectations and to support frequent mobile app deployments and pushed updates. The pace of change in the mobile market presents challenges in particular to the operations team, and this pace is unlikely to slow down.

Mobile application designers and developers are crafting software for mobile devices with small screen, limited memory, clumsy keyboard, limited power and lesser processing time than desktop applications.

### Mobile application development characteristics

Traditional desktop applications are designed to run on a relatively high powered computer for a longer time before revision. Lets have a look at the challenges involved in the development of mobile app,

- Short life cycle
- short development cycle
- limited hardware
- Frequently changing user demands
- Easy adaptability
- Easy download facility



([http://veltrod.in/blog/wp-content/uploads/2016/02/agile-development-](http://veltrod.in/blog/wp-content/uploads/2016/02/agile-development-for-mobile-apps.png)

[for-mobile-apps.png](http://veltrod.in/blog/wp-content/uploads/2016/02/agile-development-for-mobile-apps.png)) All these factors arises a big question , how mobile development agencies are going to develop high quality applications. The only solution to this issue is to follow the approach of agile development. All these attributes leads to the creation of mobile application that is easy to use, adaptable, and meet the changing user needs. One of the best way to execute agile development is through collaboration between mobile application developers, designers, client and end users.

According to the report by Gartner in 2014, The development team needs to focus on designing the optimal UI as a starting point for mobile application development, and mobile application developers need to combine with this workflow that represents how users actually work, Most complaints about mobile apps has to do with poor user experience . Ensure good user experience by testing the app before release.

### Veltrod approach to Agile development

At veltrod, we break down the functional requirements into user stories. This ultimately becomes the foundation for app development schedule. We work within this framework for 2-3 sprints sets and iterate the process continuously until the milestone for the project can be reached. Agile development helps in reducing the requirements into smaller, manageable chunks.

## Mobile application testing



(<http://veltrod.in/blog/wp->

content/uploads/2016/02/mdmat.jpg) Mobile applications live on several different operating system across several devices. As a result, testing is essential for successful deployment of the mobile app. The key to each type of testing is a sense of collaboration and cooperation between testers and mobile design and app development teams. Quality assurance and testing are the major approaches to be followed for mobile application development. Additionally we employ user testing to test the usability feature of the mobile app.

Testing process is the crucial stage of mobile application development. A proper agile development procedure produces subsequent updates after the release. Because of the dynamic challenges presented to mobile app and the unique challenges, agile approach is the best method for application development.

Want to create mobile app that provides exceptional user experience, contact [sales@veltrod.in](mailto:sales@veltrod.in) (mailto:sales@veltrod.in).



Posted by Madhumitha Srinivas (<http://veltrod.in/blog/author/smadhumitha1503gmail-com/>)



February 13, 2016

## List of Various Approaches and Tips for Mobile Application Development (<http://veltrod.in/blog/tips-for-mobile-application-development/>)

Digital Marketing ([Http://Veltrod.In/Blog/Category/Digital-Marketing/](http://Veltrod.In/Blog/Category/Digital-Marketing/))

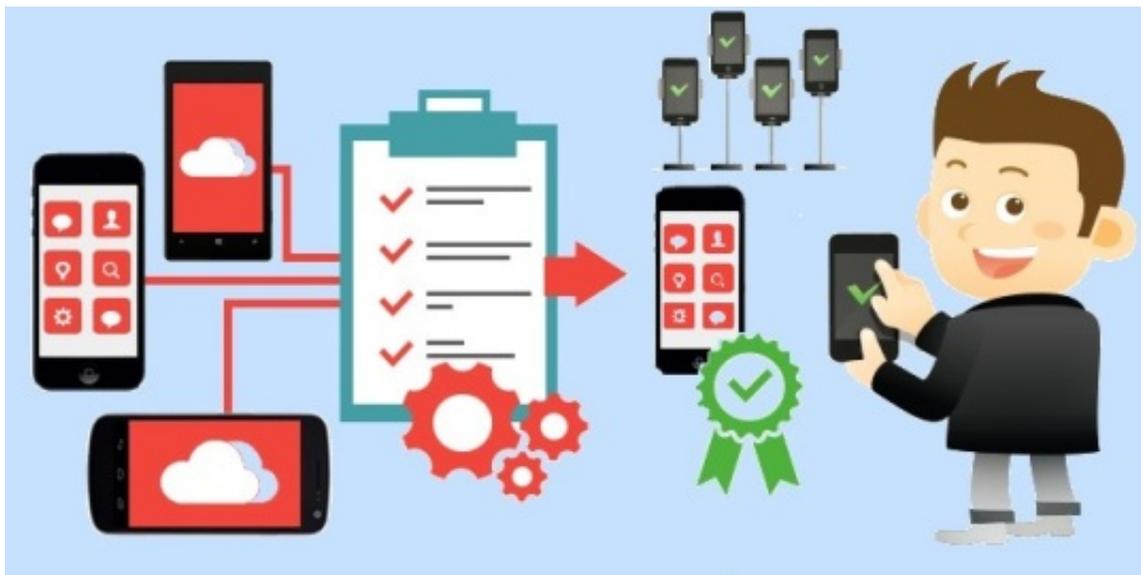
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Mobile Application ([Http://Veltrod.In/Blog/Category/Mobile-Application/](http://Veltrod.In/Blog/Category/Mobile-Application/))

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Technology ([Http://Veltrod.In/Blog/Category/Technology/](http://Veltrod.In/Blog/Category/Technology/))



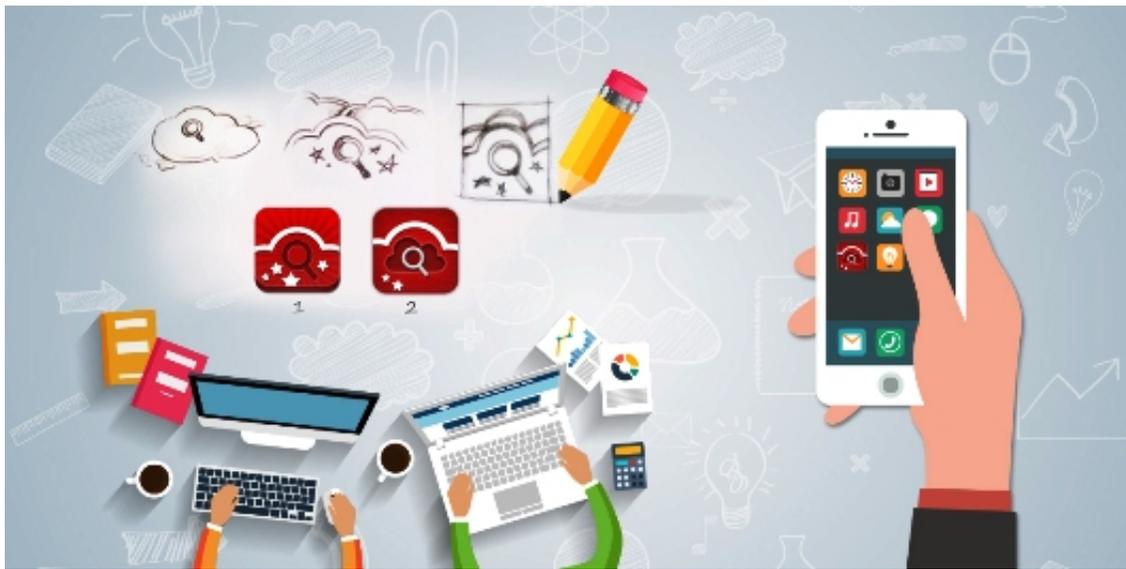
(<http://veltrod.in/blog/wp-content/uploads/2016/02/Image1.jpg>)

Building a mobile app is little bit tough for the startups. Millions of mobile apps are envisioned, designed, developed, launched and maintained everyday. Lets have a look at various tips involved in building a better mobile application.

### **Think different**

Coming up with an idea where no else has seen before obviously set you apart. But coming up with the next big thing is not always an easy task. The first thing to consider before launching any app is consideration of the competitors. Learn apps by each and every component interfaces, unnecessary component and software glitches. Try avoiding mistakes completely.

### **Design prioritization**



(<http://veltrod.in/blog/wp-content/uploads/2016/02/create-stunning-icon.jpg>)

With multiple apps already flooding the market places of Google and Apple, they do not provide easy acceptance of the application unless it creates a compelling experience. Always focus on delighting people and make your product usable. Fascinating designs and animations add fun at the same time avoid them if they serve no purpose. Understanding the behavior of your application users helps in improving the product quality.

### **Increase in efficiency**

Smart phones and tablets limit the power allocated to them. Hence, apps that eat up 3g/4g data are often prone to crashing and are shunned by app stores. Hence applications should be developed with the possibility of using the data effectively and efficiently. Be confident that your app is one of the handful constantly used at the same time limit the data usage of your app to 100mb.

### **Engage experts**



([http://veltrod.in/blog/wp-content/uploads/2016/02/7-](http://veltrod.in/blog/wp-content/uploads/2016/02/7-tips-on-sms-mobile-application-development2.jpg)

[tips-on-sms-mobile-application-development2.jpg](http://veltrod.in/blog/wp-content/uploads/2016/02/7-tips-on-sms-mobile-application-development2.jpg)) By 2017, the market capacity of the mobile application will grow several times faster than the organizations internal IT capacity to deliver them. This is because of the rapid development of mobile apps. Moreover the skill set needed for developing mobile app is entirely different from the one used for developing enterprise software. Hence, there is a little timing for hiring and training in the rapid fire atmosphere of mobile application development. Most of the organizations outsource their application development to those who can avoid delays and can meet the need for rapid market.

### **Know your audience**

When outsourcing the application development to other firm you need to communicate to them regarding your customer requirements clearly. Analyze the behavior of the customer from the products bought and searches made in your website. The more you know about the usage patterns and trends the better you can provide insights into what features they would like to see in a mobile app. This type of business analysis can also be outsourced to skilled data analysts.

### Throw out your expectations



(<http://veltrod.in/blog/wp->

[content/uploads/2016/02/061510102447time.jpg](http://veltrod.in/blog/wp-content/uploads/2016/02/061510102447time.jpg)) Many companies make the mistake of holding onto their preconceived notions of what their app should look like and act like. Some require their app to look exactly like their website. User engagement is different in a mobile app, hence it is almost impossible to recreate the same atmosphere. Everything from screen size to platform choice on a mobile app can affect the user experience.

From all these factors, it looks like mobile apps are the primary way of user engagement with the companies. For quicker launch of mobile apps and to gain advantage of this growing movement contact [sales@veltrod.in](mailto:sales@veltrod.in) (<mailto:sales@veltrod.in>).



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February 11, 2016

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## Reduction of Valuable Application Traffic through the use of Cohort Analysis (<http://veltrod.in/blog/cohort-analysis-for-your-valuable-application-traffic/>)

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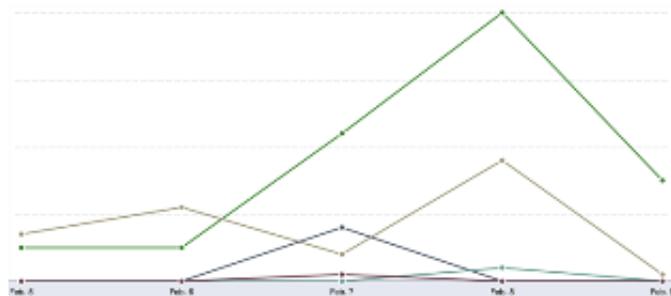


(<http://veltrod.in/blog/wp->

[content/uploads/2016/02/mobile\\_vs\\_PC\\_traffic\\_large.jpg](#))

You might have missed the update from Google Analytics. The update is due to the fact that lot of internet traffic are driven by apps. This made GA to change 'Unique visitors' to 'users'. Anonymous web users can be identified only using their IP address that vanishes within a short span of time. This is also one of the reason why GA changed the 'visitors' to 'users'. Another reason why GA made it prominent is that most of the application traffic is generated from apps.

## Application traffic



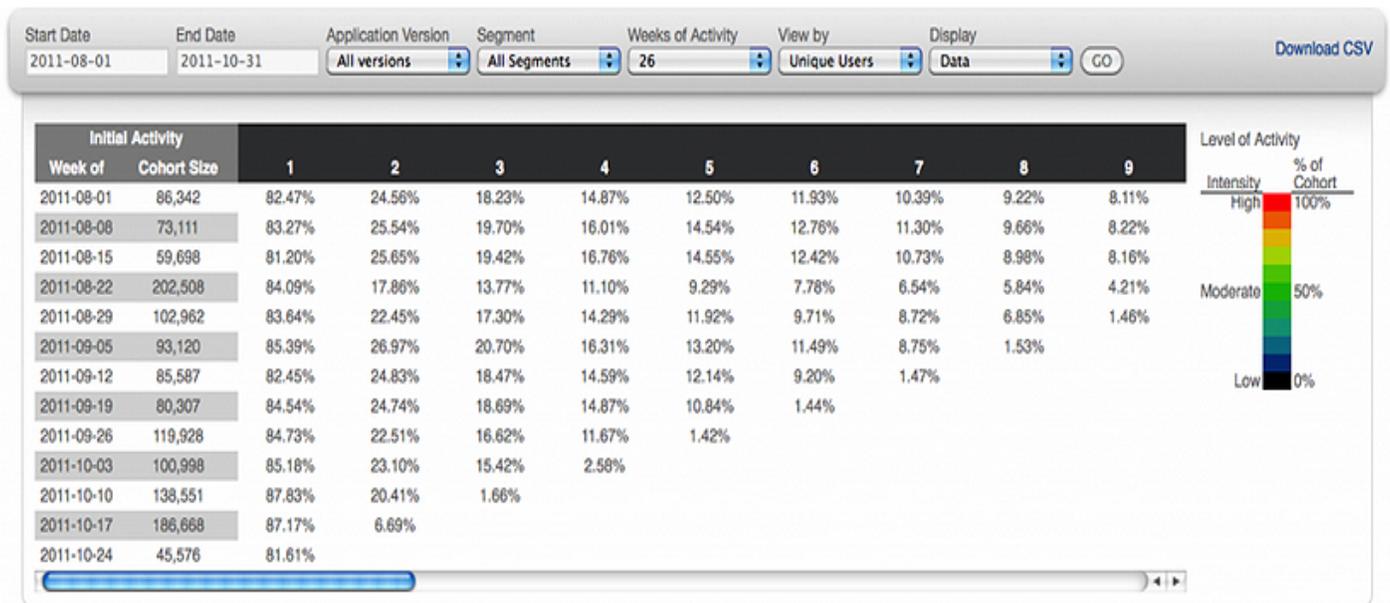
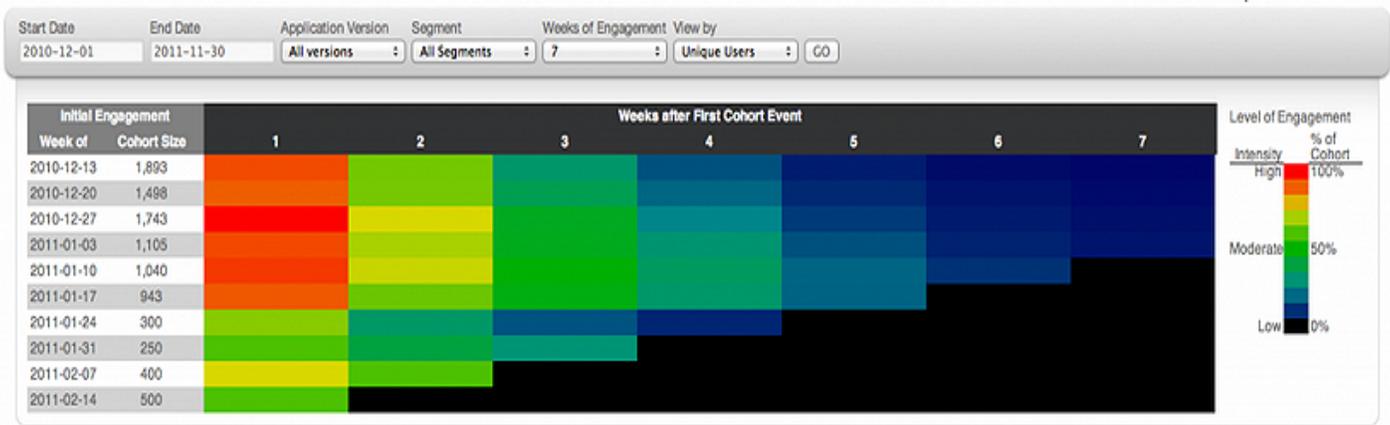
(<http://veltrod.in/blog/wp->

[content/uploads/2016/02/cohort\\_mixpanel\\_feb05-feb10\\_segmentation.png](#)) Imagine browsing a product on Amazon, you can either use the mobile application or you can use their website. While using the mobile app, the user data will be collected. The fundamental need is that app needs a permanent login which is not the essential factor in terms of website. However, app traffic is different from mobile and web traffic.

This is where the difference between sessions and users occurs. Traffic from app has clear distinguished users. Because of the individual identification of users the dynamics of analytics and marketing efforts have largely changed. Now, the entire focus is tracking the individual app users for weeks. This is where cohort comes into picture.

## What is cohort analysis?

People who are dealing with mobile app will already be aware of the term cohort analysis. A cohort is generally a group of people who share the common functionalities. Analysing the behavior of such people comes under cohort analysis. Lets have a look at the sample cohort chart,

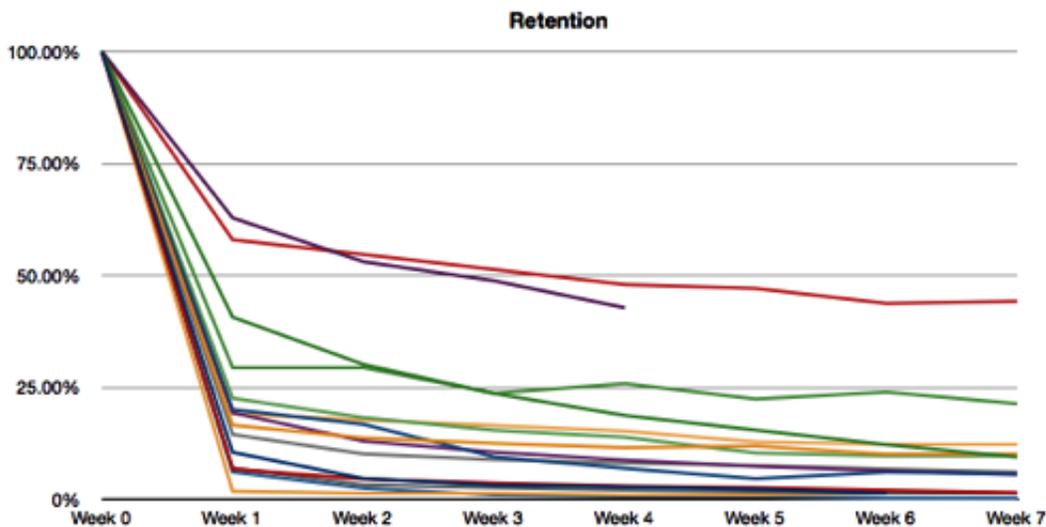


(<http://veltrod.in/blog/wp-content/uploads/2016/02/dfvs.png>)

As you can see the cohort are segmented into specific weeks. This clearly indicates that each horizontal line indicates a cohort which is the number of users acquired per week. Over a period of several weeks, several other factors can be identified such as drop offs and retention. Hence, you can easily ascertain how long users from a particular cohort remain and use your app.

Recently options for Active users and cohort analysis has been added by Google Analytics. The main purpose is that it wants to stay relevant to app and web traffic.

### App retention and cohort analysis



(<http://veltrod.in/blog/wp-content/uploads/2016/02/mixpanel-graph-of-social-game-retention-trends.png>)

Retention is the only factor that makes the app based business valuable. CEO's of app startups are always looking into analytics to monitor their MAU's and DAU's. But the only worrisome factor is user drop off. The trouble factor begins when the number of app sign up and drop off remains in an equilibrium. An app with 10 million users with less retention is not better than an app with 5 million users with high retention.

Generally, all the startups during the beginning they start to make a marketing plan. Over, several weeks the effectiveness of successive marketing activities can be correlated to user acquisition and app retention. This could be done effortlessly using cohort analysis.

For example, in the above chart analyzing for the first 4 weeks, 2nd week acquired the maximum number of users. However, 8.22% of the users stayed till the 9th week. Marketing updates made the users stay for a long period of time. Sometimes bad marketing strategies make the users to drop off.

### No intermixing of results

Cohort analysis comes into play when app and app driven business inquire changes. There is no intermixing of results. If your app has low retention during a period this will be clearly shown in the cohort, at the same time during a certain period of time when you acquire more customers this will not be shown until the users acquire it.

For an eCommerce app, one can easily find out the time taken for product addition and its sale. If you are running a Google AdSense campaign you may notice your sales clearly. You would be able to clearly distinguish the factors.

### Acquisition, marketing and retention

Every app based business model runs through this triad. You know of the Indian eCommerce giant, Flipkart. Like its competitor Amazon, it employs both web and mobile app to channel its users. First of all it uses its marketing strategy to acquire its customers. Once the considerable amount of customers have been acquired, it provides various benefits for them in order for the customers to retain using the app. Hence, there is a bigger role for cohort here.

A quite similar logic can also be used with gaming apps also. Game apps demonstrate the least retention among the major application categories. They also acquire acquisition, marketing and retention. Updates that end up in trouble will also be reflected in cohort. Calculating MAU and DAU is crucial and cohort gives deeper insights into it.

### Combining all the matrices

To create cohort for your app or website, there are lot of tools available in the market. One such tool is Mixpanel which integrates a lot of features to record user behavior. This gives substantial insights when integrated with cohort.

App based start ups consume huge sum of money from the venture capitalists. At the same time , traffic patterns are different for all apps. The motives and the way of analyzing them are entirely different. Apps have shifted their focus onto the individuals to create substantial analysis. However, the only way to cash into analytics part largely depends on your understanding cohorts and its application.

In order to implement cohort analysis for your mobile application, contact [sales@veltrod.in](mailto:sales@veltrod.in) (<mailto:sales@veltrod.in>).



Posted by Madhumitha Srinivas (<http://veltrod.in/blog/author/smadhumitha1503gmail-com/>)



February 11, 2016

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## Doing the Math involved in Mobile Application Development in the Right Way (<http://veltrod.in/blog/stop-doing-the-wrong-mobile-math/>)

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While design has been a focus on consumer apps, it is equally important for enterprise apps as employees are expecting the ease of consumer UX at work. Design should not be an afterthought, it is a building block of the application that decides its success. Making the decision to invest in quality design leads to,

### Wider audience:

Software initially reaches the mobile which are its first markets as many people do not have access to or want to use desktop computers.

### Brand awareness:

Mobile improves and build upon the image of the brand.

### Perpetual connectivity:

Mobile allows people to be connected and accessible anywhere and everywhere.



(<http://veltrod.in/blog/wp->

content/uploads/2016/02/roi.jpg) So what does all these factors add up to? It turns out that designing the target demographic leads to more engaged users. More engaged users ultimately increases the Return of investment. But the idea of putting the quality design first does not stop with more engaged users. It ultimately changes your application and its process. However, with a stronger design foundation your app will have quicker updates. Additionally, consumer support costs will be ultimately reduced, user training is simplified and user adoption can be less expensive and organic.

## Project

While building any mobile product, right from a platform based enterprise application for the employees to a custom native app for the customers – version one is just the tip of the iceberg.

A typical project without design will look moreover with the following set of features,

- Long and expensive overhaul.
- high
- extensive
- uphill battle
- discover breaches
- late or never

But whereas a thoroughly designed project will moreover looks like,

- Quick and cheap update
- Lower
- simple
- easy and organic
- tight
- early on time

While version 2 of the product involves user training, customer support costs, user adoption, security, ongoing maintenance, project success and total life cost. Old thinking of mobile application design includes listing out its features and functionalities, security, backend integration, downloads and waterfall. Whereas the new thinking leads to design, research, features and functionalities, security, backend integration, target audience and engagement and agile. Lets have a look at some of the success stories of hallmark.

## Hallmark

Hallmark uses an intuitive mobile retail management system used by 50,000 employees. Cut the training time, boost the productivity and increase accuracy.

## Earlier version



(<http://veltrod.in/blog/wp-content/uploads/2016/02/Hallmark.jpg>)Hallmark

earlier used Infolink, the old retail management system that handled the database of hundreds of thousands of product, inventory management and tracking the employee productivity. Learning the complex system was time consuming for the new employee and also difficult to grasp, requiring lengthy and expensive training.

## Latest version

With the latest management system the user interface was completely convoluted , it drastically reduced the employee efficiency and accuracy.

## Goals

The goals that were set before the creation of new retail management system were,

- Decrease the time needed to train a new employee
- Increase the accuracy and efficiency in the amount of work done within the same timeframe
- Easy for non -traditional smart device users.
- Ability to meet 3500 requirements.

All the above mentioned factors clearly demonstrates the need for a perfect plan before development. For more further details contact [sales@veltrod.in](mailto:sales@veltrod.in) (<mailto:sales@veltrod.in>) .



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February 11, 2016

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## Exploring the Costs and Team Size involved in Mobile Application Development (<http://veltrod.in/blog/exploring-the-costs-and-team-size-involved-in-mobile-application-development/>)

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(<http://veltrod.in/blog/wp-content/uploads/2016/02/reach-a-much-wider-audience-with-mobile.jpg>) Customers may have a brilliant idea about the project, but they seem to be clueless on how to proceed. For custom mobile application development there are two choices, either they find a mobile development company or they recruit and hire an internal team for that purpose.

### **Building an internal team**



(<http://veltrod.in/blog/wp->

[content/uploads/2016/02/Hire-Mobile-Developer.jpg](http://veltrod.in/blog/wp-content/uploads/2016/02/Hire-Mobile-Developer.jpg)) Building a team may seem feasible but there are several issues with creating an internal team. For example, selecting an appropriate candidate may take weeks, months or even years. Additionally various costs involved such as hiring costs, recruiter's fee and relocation costs, which all together quickly add up. Even though you find someone who seems perfect for the role, you may discover that you may not be the right- long term fit.

While the internal team members consists of senior mobile designer, mobile developer, quality assurance engineer and the project manager. Listed below are some of the risk factors concerned with building an internal team as well as approaching a mobile development firm.

### **Long recruitment period**



(<http://veltrud.in/blog/wp->

content/uploads/2016/02/apps-software.png)It usually takes an average of 6-8 weeks to fill the job requisition for a qualified engineer. Once you have invested a great deal of both time and money there is no guarantee that you may end up with the correct candidate. There will be a greater loss in time and budget by losing a team member especially during the end of the development cycle. This may end up in people assuming different roles leading to the reduction in productivity. But in case of mobile development companies it usually takes one month for recruitment process.

### **Hiring costs involved**

While some of the professional hiring costs that needs to be considered are,

1. Advertisement of job listings.
2. The cost involved in background/eligibility checks.
3. Recruiter fees
4. Paying employees for referrals.
5. Recruiting event fees
6. Travel expenses for top candidates
7. Relocation costs
8. Sign on bonuses
9. Potential immigration expenses
10. Cost for internal staff interviewing/recruiting

With an internal team the overall costs for recruitment as well as salaries may add up to \$500,000. But with mobile application development company this may be even lower around \$200,000.

### **Risk factors**

In addition to above all the factors there are still three major risk factors that are involved.

1. There will be complete pressure over the entire project when the designer leaves at the end of the deadline.
2. Sometimes people may end up in choosing a wrong candidate to fill up the position. This results in the loss of time and cost involved.
3. The quality of the product produced defines you. It would be difficult to rely on a newly recruited employee over company reputation.

With an internal team the following set of risk factors will be involved,

1. Loss of talent stops the progress

2. Misfit slows down the progress
3. questionable quality
4. Limited time scalability

Whereas, with a mobile development company the set of factors associated with it are,

- Deep talent roster available
- proven team synchronization.
- team with varied experience
- Team size may grow/shrink as needed.

### Final evaluation



(<http://veltrod.in/blog/wp-content/uploads/2016/02/Mw.jpg>)

As stated above, it will take almost 2-4 months to hire an internal app development team. The cost involved in development is substantial. If the project needs to be scaled up/down or make any team changes, it will be covered in the recruitment plan and goes through the entire process again. Considering the budget as well as the deadline requirements, hiring a mobile development will be the best suitable option. This is certainly a good decision if you meet any one of the following criteria.

1. You have no idea of how to bring your project idea into reality.
2. You have already created viable products and now it's the time to take a big leap.
3. A lot of help is required within a minimum time period.
4. You are in no need of an internal employee

But with so many factors and options to choose how to evaluate an external development company. The following six steps will give you clear guidelines in choosing the right development company for your project.

#### Set a budget

Before beginning your planning consider the budget and calculate a minimum estimate. Consult the decision with all the development partners.

#### Identify the required services

Design and develop the services needed. The entire product concept has to be refined as per the business needs.

## Evaluate their talents

Evaluate the development firm by analyzing the skills, research projects, website evaluation and reviews.

## Considering the work logistics

Operate in a hybrid model or straight up logistics.

## Considering the people

Select smart and knowledgeable people who are passionate about your idea and wish for your success.

## Hire ninjas

Battle for your success. Do a complete evaluation of the website, reviews and research projects.

For further regarding mobile application development contact our experts at [sales@veltrod.in](mailto:sales@veltrod.in) (<mailto:sales@veltrod.in>).



Posted by Madhumitha Srinivas (<http://veltrod.in/blog/author/smadhumitha1503gmail-com/>)



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