

Case Study

DODADOG

DODADOG is an app for tracking where you walk your dog that also links in to the companion website at www.dodadog.com

The main challenge for the app was that as a "tracking" application, use of the google mapkit on the iPhone is prohibited under the terms of use. A related application by another author had recently been served an injunction by google and so it was clear from the outset that using mapkit was out of the question.

We researched alternatives and decided on openstreetmaps under a cloudmade library as the base layer and then wrote our own code to draw the current walk on top of the map.

The app also ties in to the points of interest layer that the website maintains for local vets and dog friendly hotels, pubs etc. A custom web service allows us to deliver local points of interest to the iPhone so they can be explored while the user is out and about.

A further challenge for the application was preparing a mobile version of the website that the user can access at the click of a paw on the home screen. Although full websites can be used on the phone, a much faster and slicker user experience results from recognising that a phone is accessing the site and serving a customised version better optimised for mobile devices.

The serendipity between the app and the website works well for dodadog. People purchase the app before they know of the site and this then encourages them to join online, conversely existing site members are encouraged to use the app and this helps drive sales.



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