



NYC Department of Education

Software Merchant Inc. developed an App for NYC Department of Education called PSAL. The PSAL-NYC iOS app allows parents and students to enjoy a more user friendly app featuring high school sports, featuring: scores, stats, standings and more!

About PSAL

The mission of the Public Schools Athletic League is to provide opportunities to educate students in physical fitness, character development and socialization skills through an athletic program that fosters teamwork, discipline and sportsmanship. Established in 1903, the PSAL is the longest running scholastic athletic program in the country.

The Purpose

To make the app better and faster for users, NYC Department of Education wanted to add new features to PSAL like having access to upcoming events, news, staff tools, latest stories and announcements at the convenience of iPads and iPhones. Students would be able to browse schedules, get directions, save events to calendar, make the app their own by using favorites. The staff also would gain from the feature of entering scores through simple steps on the app.

The Challenge

The management team of NYC Department of Education needed to change the requirements for the App features multiple times during the process of development. This caused the team of iOS developers to discuss if any discrepancies arose during the development and let the management know the same.

Software Merchant Inc

Software Merchant Inc is well-positioned in the Mobility segment of the outsourced product engineering market. We provide cost effective and efficient Mobile application solutions by using best practices and employing a smart combination of experts from our worldwide pool of resources. We ensure a better understanding of the business and ensure seamless communication with our clients by bringing in local consultants with rich domain expertise.

The Solution

Software Merchant Inc developed the entire app sooner than the stipulated time frame by successfully adding all the features needed in the app. Several discussions were held wherein the developers gave their views on the changes proposed by the management and accommodated all aspects desired in the app. The iOS developers fixed production issues, enhanced the architecture and flow of the app, further enhanced the user interface and deployed the app in the App store, followed by testing.

The Benefits

The app became more user friendly. Defect tracking and app tracking became very easy now and most importantly, the time consumed for making any enhancement in the app reduced greatly. It became a smoother process to bring updates to the App store regularly with improvements and new features.

Appendix:

Exhibit 1: Preview of the PSAL app on the App store.

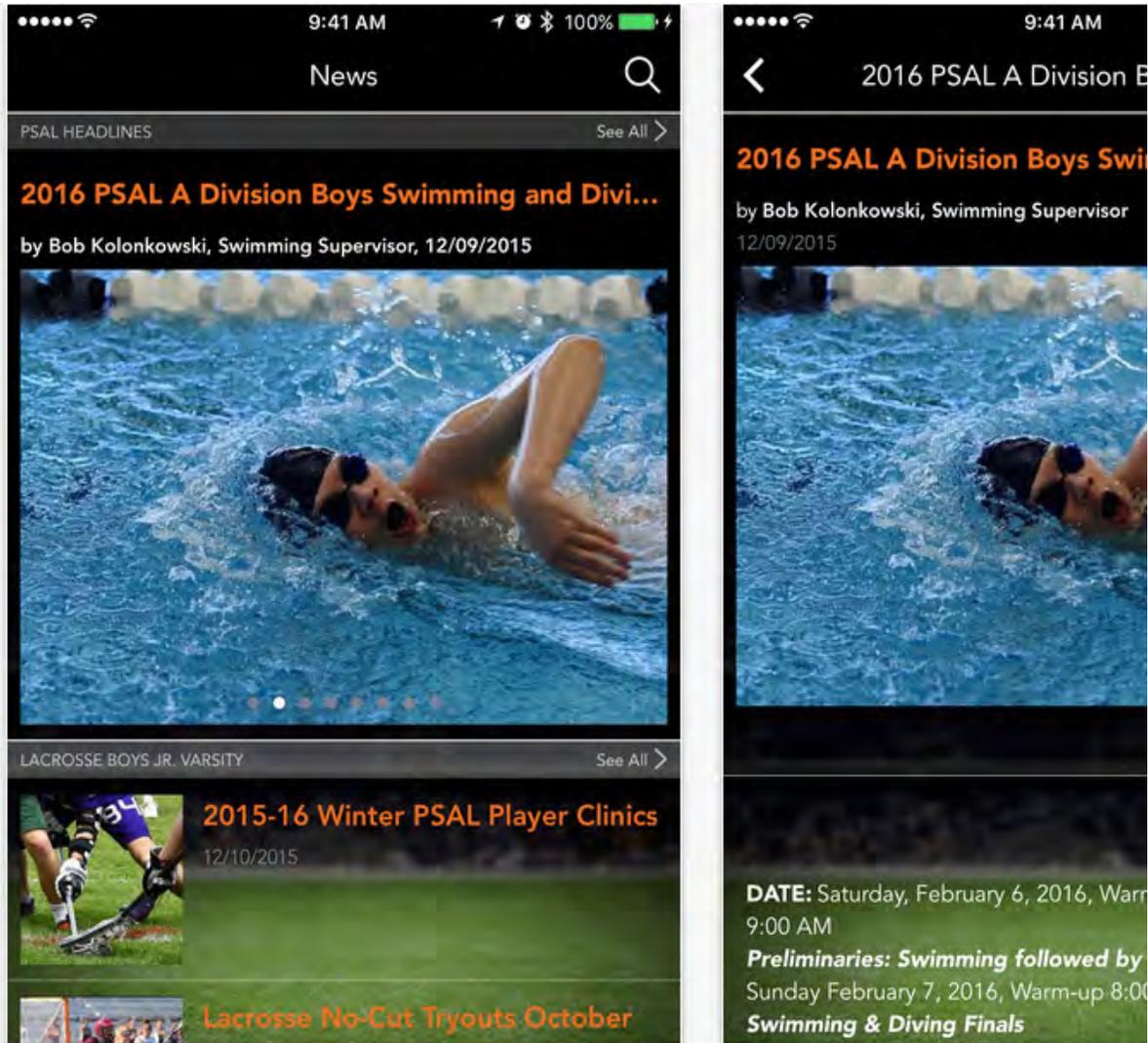


Exhibit 2: PSAL sports page.



Exhibit 3: News tab on the app.

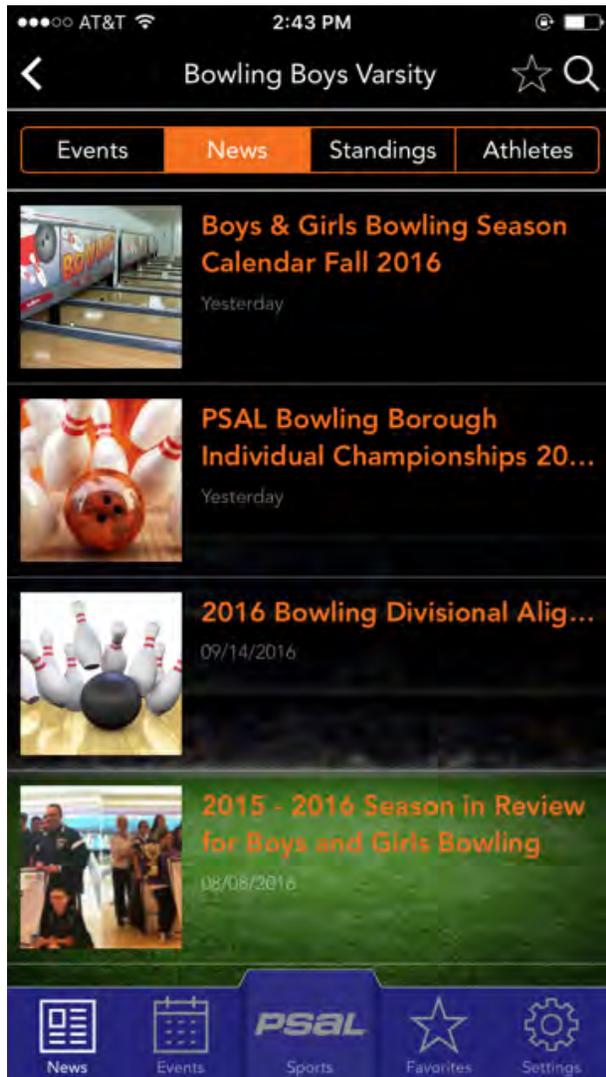


Exhibit 4: The headlines view page.

