

Native mobile app solves for stability

Client

Widen

Department

Mobile

Team

Brett Samson - VP

Tricia DiPiazza - iOS

Alex Petitjean - Android

Elaheh Jabbarifard - Apprentice

Launch

February 2021

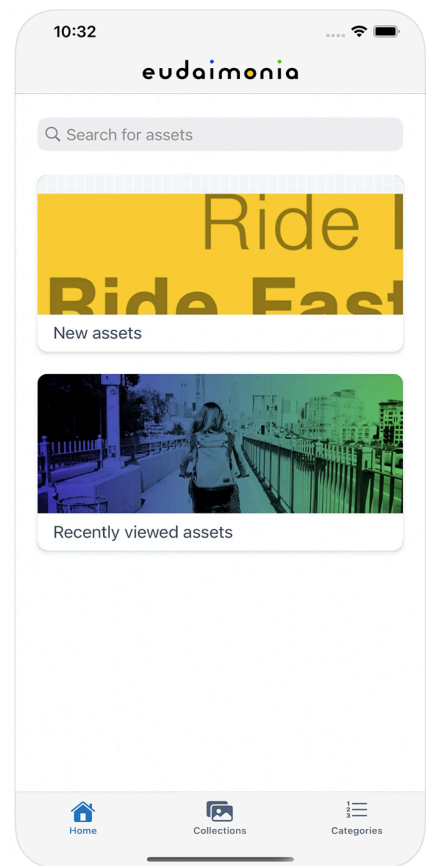
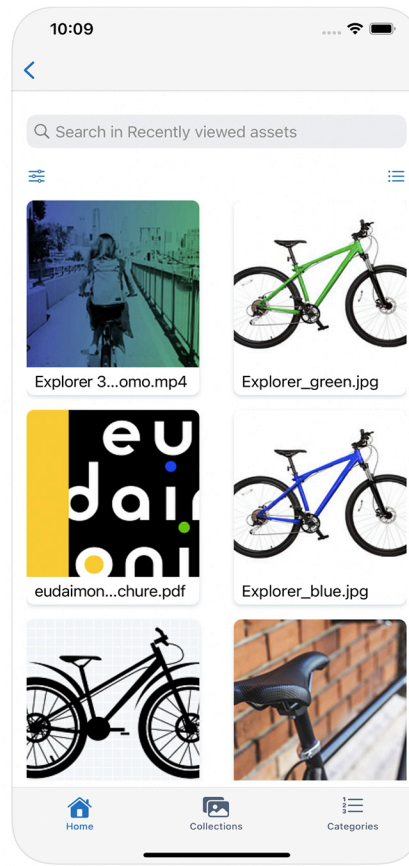
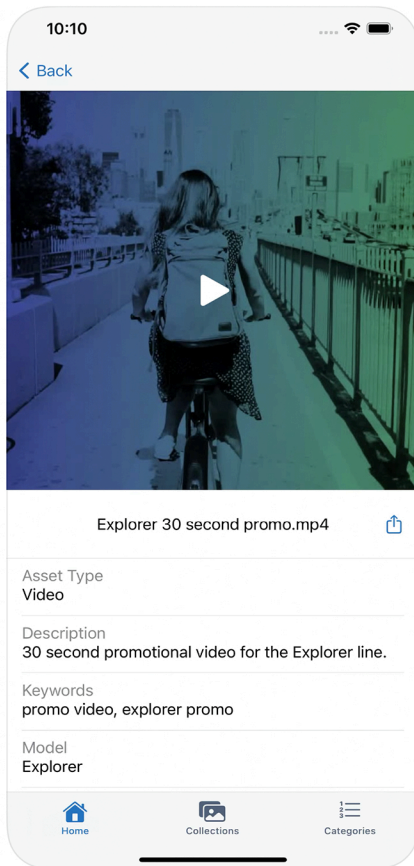
Overview

As a leading provider of digital asset management solutions, Widen is uniquely positioned to provide outstanding user experience and customer service for their clients, who use Widen's software to manage their brands across many forms and destinations.

As part of this, they needed an accessible mobile application to complement their existing web platform to support clients as they promoted their brands, products, and services on-the-go.

Widen partnered with Ten Forward Consulting to build new, native iOS and Android applications to replace a deprecated mobile app that had been removed from app stores. They leveraged the expertise of Ten Forward's seasoned mobile development team to create an award-winning product that is both functional and beautiful.





Overcoming the limitations of legacy software

The Challenge

In 2013, Widen released their first mobile app, “Widen DAM”. By 2020, however, it had fallen out of routine maintenance, and Widen was forced to remove it from app stores.

Further complicating matters, this original app was tightly coupled to a

monolithic backend application that was scheduled to be deprecated and replaced with a new API.

Widen needed to iterate quickly on a replacement mobile app that could consume the new backend application’s API.

A superteam of software experts

Ten Forward's experienced mobile developers joined forces with Widen's team of mobile product experts, UI/UX designers, and API developers to work iteratively on the new mobile app.

The client loved the collaborative transparency of Ten Forward's approach to agile development, including our weekly demos and shared Slack channel.

They also appreciated the chance to be involved with our apprenticeship program, sponsoring university student Elaheh's Jabbarifard's participation.



Results

Ten Forward led the roadmapping planning process based on Widen's initial UX research, pulling in expertise from both companies.

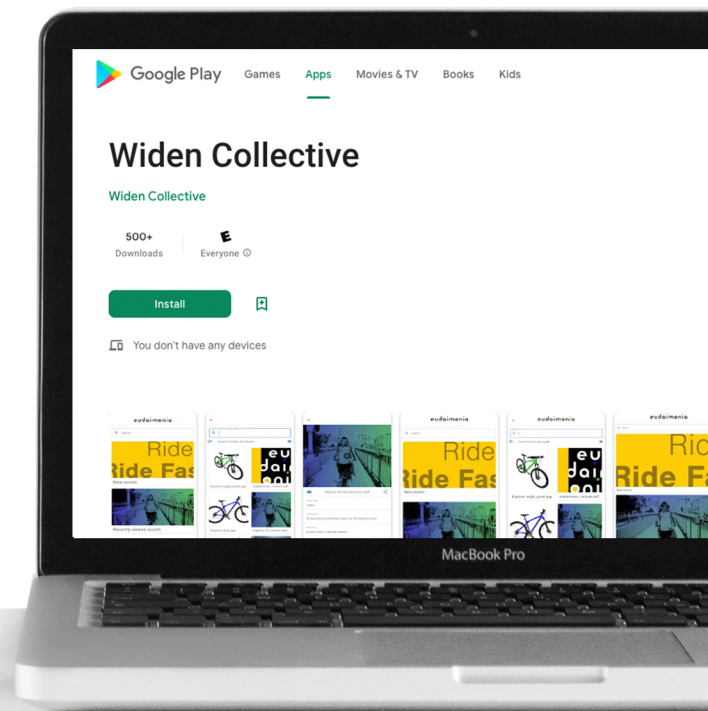
Following Ten Forward's collaborative, agile process, the team successfully delivered the MVP on time.

By methodically collecting key requirements early on in the process, Ten Forward was able to make strong architectural decisions that set the project up for success when building out additional features in version two.

The work Widen and Ten Forward put into developing for usability and user interface scored perfect marks in the 2022 Forrester's Customer Experience Report.

Finally, the choice to build the new app natively with Ten Forward as a mobile partner ensured Widen will be able to ship updates to their product much more easily than in the past.

**A fruitful,
forward-thinking
partnership.**



Successful collaboration.

“Ten Forward was the perfect partner to develop our mobile app. They had extensive knowledge in both iOS and Android technology, and were responsive, hardworking and fun to collaborate with.”

Erika Schewe, Product Manager
Widen, an Acquia company

A large, light blue rounded square frame with a white border. Inside the frame, the number '10' is written in a large, white, sans-serif font. The '1' is a simple vertical bar, and the '0' is a circle with a small gap at the bottom.