



New York



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Case Studies

iPhone Application for an Online Art Auction

Project Overview

A large Internet art auction company was looking to expand its system's functionality (created by DataArt) to the iPhone OS, one of the most popular mobile platforms. DataArt was hired to develop an application which would provide clients with a convenient tool to use the customer's main services on their iPhone or iPad: an online auction, a catalogue and an artist index.

System Description

The system is divided into three major parts and mirrors the key functionality of the online version - on a mobile device. The main screen of the mobile application contains a menu to choose a desired section, as well as additional features to log-in into the system, do a search, check FAQ or personalize the user interface.

User Interface

The main page displays recent artworks in a grid or table view (there is a toggle to change views) and two filters for advanced search: types of artworks and sorting options. The user can search not only for lots from the ongoing auctions, but also check the previous ones. After choosing a particular item the system will present detailed information: description, the opening and estimate prices, shipping information, etc. If needed, a bid can be made right away on the default interface, the only requirement is to login or create a new account. The system provides all the necessary features for comfortable usage on a mobile device.

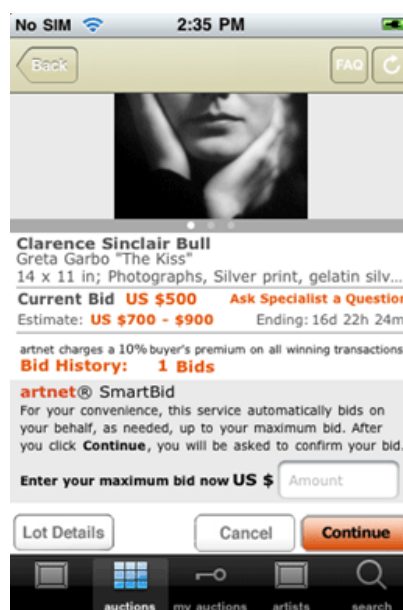
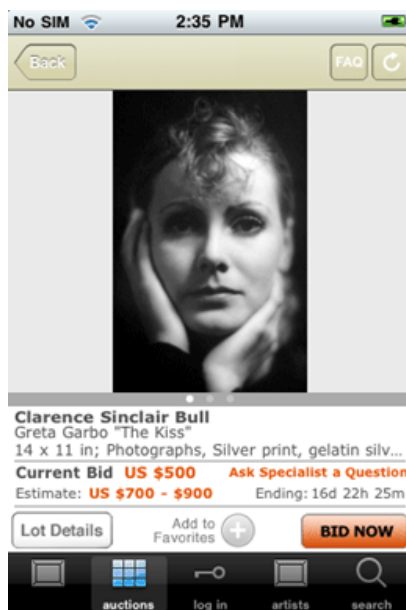
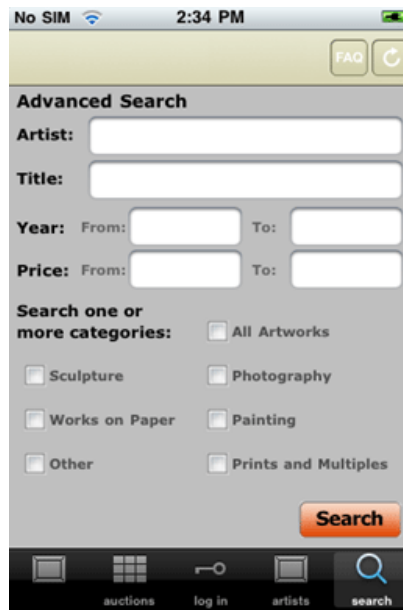
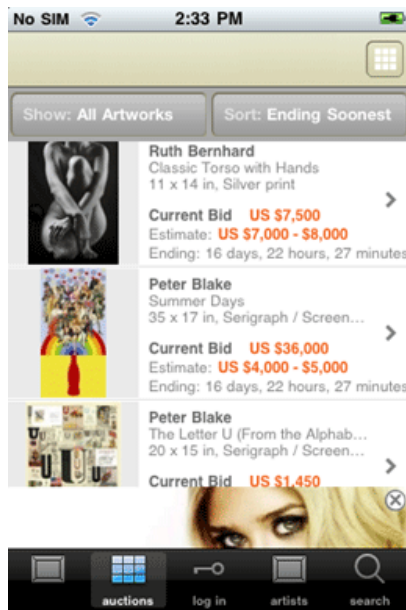
Magazine/Catalogue

The Catalogue provides readers with news, reviews, and insights into fine art, decorative art and design markets, available in three languages: English, German, and French. Each article can be shared by e-mail, text message, via Twitter and Facebook, or saved as a favorite into a manageable "saved" section. The user can locate the table of contents for an individual magazine section by choosing the option from a tab bar on the bottom of the screen. The tab bar is customizable, having two permanent items (the homepage and settings), and three slots to fill as desired, i.e. with "news", "search" and "saved" sections.

Artist Index

The Artist index is used to browse alphabetized artists in a comprehensive list or to search for a specific artist. The artist's homepage showcases the most recently added works, after which the user can follow a link to view the entire artist's works in the Safari browser, click any thumbnail to view a larger image with artwork details, or save the artist into a manageable section, similar to the one from

the Magazine. While browsing artwork the user can choose to see details or not, share the picture by e-mail or MMS, or use it as wallpaper.



Project Info

Industry

Technologies

Project Timeframe

Integration with

Online art auction

iPhone SDK, Objective-C, .Net 3.5, C++

3 months, 25 man-months

Facebook, Cybersource, in-house systems

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