

robust apps, rapidly deployed.

WillowTree became one of the first companies to launch an iPhone app, and we've maintained our leadership ever since. The team of experienced and highly skilled UX designers, developers, professional account managers and consultants is second to none in the industry.

By deploying a real project and account management process, WillowTree ensures our projects go live on time and often under budget. We aim to maintain our unique "sweet spot" position of being large enough to offer true professionally-managed and reliable services to clients, while saving them the overhead costs and time-draining bureaucracy associated with traditional, broad-based software development companies.

who we work for.

Whether you're a company looking to strengthen your connection to your customers or mobile work-force, or an agency in need of development support, WillowTree helps you turn your vision into reality. Our clients include small businesses as well as larger corporations and institutions. Apple has also selected us to work on projects internal to that company. Numerous references available upon request.

what we've done.

If it's in an app, we've probable done it, across multiple platforms. Some areas of special expertise include gaming, map/GPS, database integration, utility, streaming, mobile transaction, mobile workforce automation and readers.

Industries we have worked with include health care, media, sports, retail, education, non-profits, engineering, ad agencies, and ticketing.

how we get it done.



DESIGN & REQUIREMENTS

A concise design and requirements document is developed with the client to outline the 'look and feel', work flow and general usability of the interface. A prototype of the interface can be reviewed on the device itself.



PROJECT PLAN

A project plan is developed with detailed assignments of resources and times on deliverables. This plan is used to identify milestones and provide trackable action items for the team.



AGILE DEVELOPMENT

Throughout the development cycle daily meetings are held with the team to identify what was accomplished since the last daily meeting, what the action item for the day is, and if there are any impediments that can prevent the team from completing that task.



TESTING & QA

A pre-determined build schedule is set in order to have frequent test and ad-hoc builds for the team. This allows thorough testing throughout the development cycle to identify any issues in advance so they can be adjusted and solved sooner than later.



RELEASE

WillowTree helps the client sign up for the appropriate Apple distribution program and provides assistance with the release of the application and updates.

we built these apps.



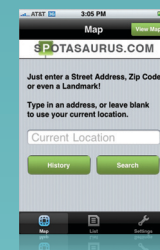
Catch-21

This iPhone game was done for the Game Show Network to go along with their TV show "Catch 21."



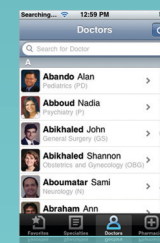
iCarStereo

An application from Crutchfield that helps people connect iPhones and iPods to their car stereos.



Spotasaurus

A parking garage finder which was recently featured in a full page Apple ad in the Wall Street Journal, New York Times and USA Today.



DocBook

An industry-leading medical referral and private network tool.