ArcTouch and Xamarin score big with San Jose Earthquakes fans.

ARCTOUCH   Xamarin

HIGHLIGHTS

App built using Xamarin.Forms with 80% code sharing across iOS and Android platforms.

Estimated 35% time savings in development from using Xamarin vs. using a combination of Objective-C and Java.

Xamarin Insights enabled the team to identify and fix an important issue in just 48 hours, before users provided negative feedback.

The best app for the best soccer stadium in the US

"We've tried other cross-platform tools, but only Xamarin can deliver the native end-user experience we expect from our apps."

Adam Fingerman, Founder and Chief Experience Officer, ArcTouch

The brand new Avaya Stadium, home to the San Jose Earthquakes, one of Major League Soccer's original franchises and two-time MLS Cup champions, is widely considered the best soccer stadium in the U.S.

ArcTouch, a custom app developer and Xamarin Premier Consulting Partner, knew that expectations were high for creating a premium app worthy of the new stadium and the Quakes' fervent fan base.

ArcTouch needed to create an app for both iOS and Android that's fun and engaging on game day, and that enables fans to interact with the team at any time, from anywhere.

App launched in four months, in time for Avaya Stadium opening

Given the need for a multi-platform launch and a relatively short four month development cycle, ArcTouch chose Xamarin to deliver a native experience on iOS and Android in a fast, cost-effective way.

" By utilizing Xamarin.Forms we were able to share 100% of the business logic, and 80% of the UI code across all platforms," says Fingerman.

ArcTouch took many of the features that fans could only get on their PCs—such as buying tickets, browsing player bios, and connecting to the team on social media —and brought them into an easy-to-use mobile app.

The app also helps fans navigate the stadium on game day, with driving directions, FAQs, and an interactive map of stadium amenities.

It was necessary to the team to have a responsive, native-feeling stadium map with pinch-to-zoom and smooth scrolling. They were able to achieve this by using custom renderers to access native views for multi-touch capability.

Through **Xamarin Insights**, ArcTouch was also able to find and fix an issue that affected 3% of Android users within 48 hours. ArcTouch now offers Xamarin Insights with all of its mobile apps.

" Without Xamarin Insights, it would have taken much longer for us to identify the problem and caused a lot more user frustration," says Fingerman. *"The early warning spared us a lot of angst."*

> *" By utilizing Xamarin.Forms we were able to share 100% of the business logic, and 80% of the UI code across all platforms."*
>
> Adam Fingerman, Founder and Chief Experience Officer, ArcTouch

An app as great as the stadium

The San Jose Earthquakes are thrilled with the result. Some of their favorite features include:

- Season ticket holders can scan into the stadium using the app instead of paper tickets.

- Earthquakes' staff can easily update in-app content without publishing a new version in the app stores, leveraging the AppGlu content management system.

- A rotating banner on the home screen which can be used to promote upcoming events at the stadium, sponsors, and charitable causes.

" We've spent the last three years building a state-of-the-art stadium, laboring over every detail to provide a fan experience that rivals any other in the world and the app is a critical piece," said Earthquakes president Dave Kaval. *"ArcTouch scored big for us. The result is a truly engaging app we think our fans will love."*