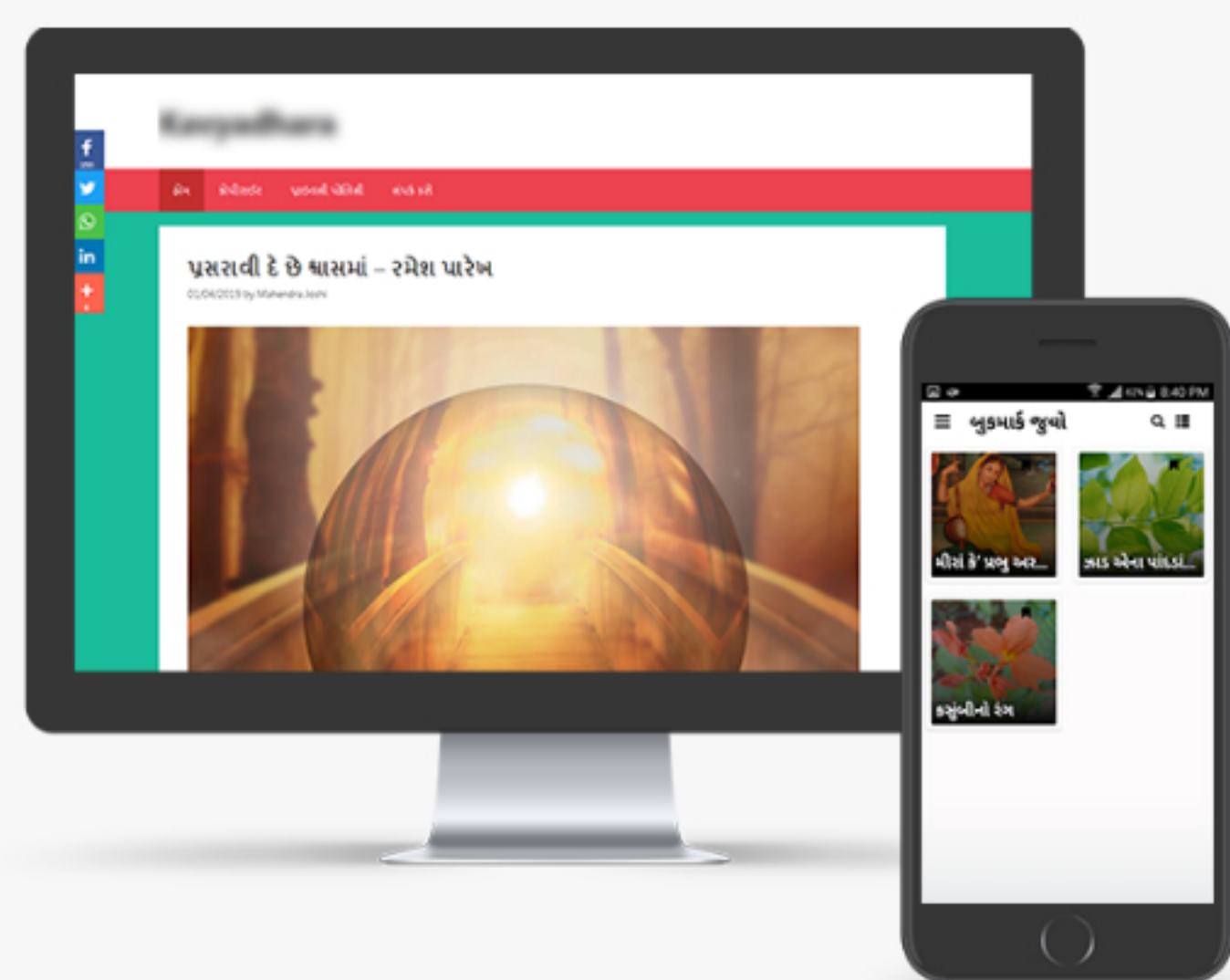


How a Popular Facebook Page Expanded the Reach of Gujarati Literature with a Mobile App?



About The Project

The client operated a popular fan club to promote the works of famous Gujarati Poet Late Mr. Ramesh Parekh. To keep his legacy alive, the client was committed to spreading his works across geographical barriers via a Facebook page and other mediums. However, the fan club wanted to expand the reach by making all the works of the famous poet available on the mobile platform.

The client contacted Sufalam to develop a mobile application that would connect help them in expanding the readership and reach of Gujarati literature.

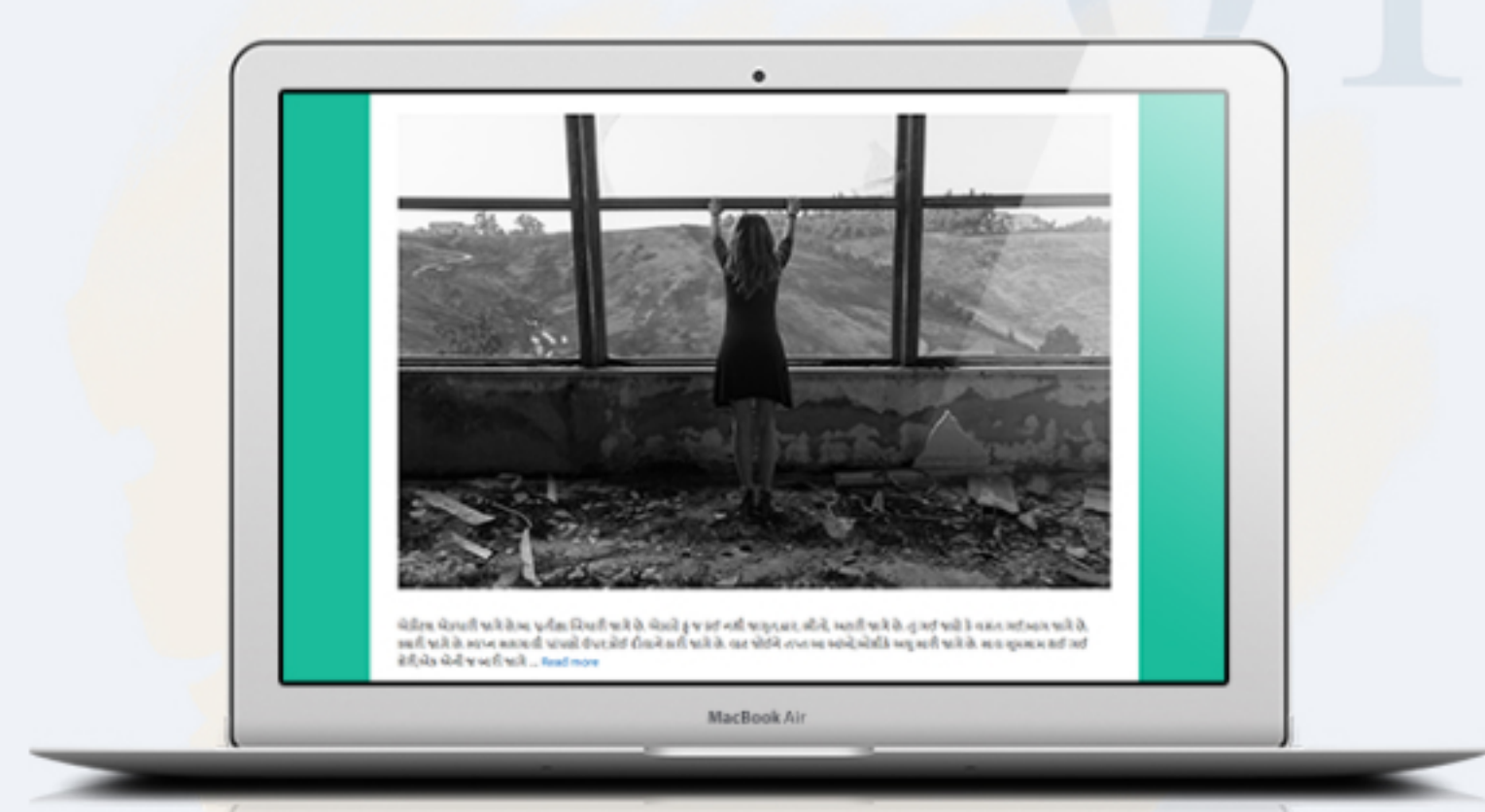


Solution Offered

The core challenge was to create a central database of poems by searching available information on the internet. Further, the client wanted a single publishing dashboard which can be integrated with the mobile app, blog and other channels for ease-of-publishing.

Team Sufalam brainstormed and developed a mobile app connected to a central administrative panel for publishing the poems on multiple platforms. Understanding the need for a streamlined approach, the solution was designed in such a way that made it easy for poetry enthusiasts to discover, search and read poetry using their mobile phones.

The mobile app displayed poems and other related information to the end-users i.e. poetry enthusiasts. Along with the mobile app, Sufalam also developed a centralized admin panel accessible via internet browsers for admins to publish poems and other stuff related to Gujarati literature.



Website home page post design



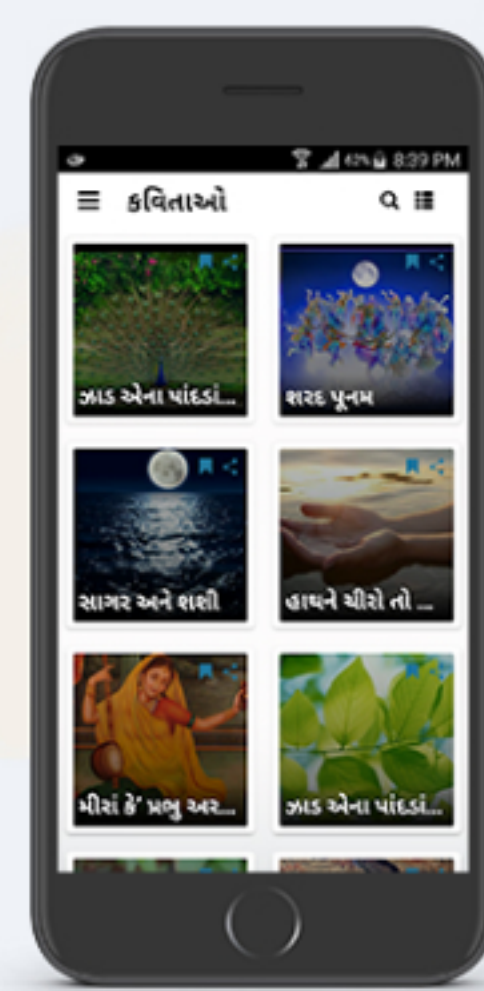
Application post listing screen

Objective

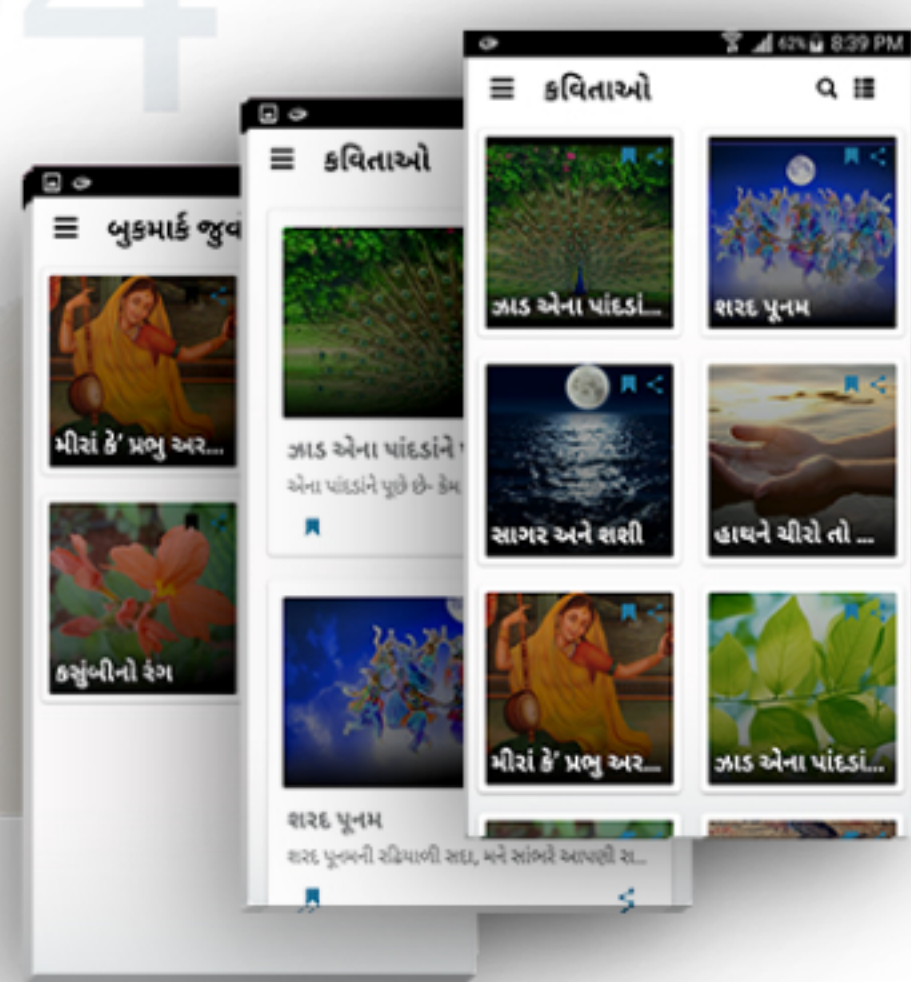
- ✓ To make all the works of the famous poet available via a mobile app.
- ✓ To expand the reach of Facebook page

Key Features of the Field Staff Tracking App

- ✓ Centralized publishing dashboard for fan club administrators to update information
- ✓ Cross-platform mobile application compatible with iOS & Android
- ✓ Social shareability options for all major platforms
- ✓ Favorite list for adding a poem as a favorite



Mobile application post screen



Overview of all screen

Solution Benefits

After the launch of mobile app, the fan club became highly popular and started publishing the famous works of eminent poets, too. Using the mobile app, readers can read famous works of poet's and can also like or comment. Collectively, the solution offered the following benefits to the fan club:

- ✓ Higher reach among interested poetry lovers
- ✓ Faster, better & easier way to publish poet's work
- ✓ Instant delivery to the fan club members & poetry lovers.
- ✓ Favorite list for adding a poem as a favorite

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Platforms Supported

- ✓ iOS: iPhone, iPad
- ✓ Android: Smartphone & Tablet
- ✓ Leading Web Browsers

Tools Technologies Used

