

Private: How Sufalam Developed an Intuitive Mobile App for Promotional Event Information Sharing?



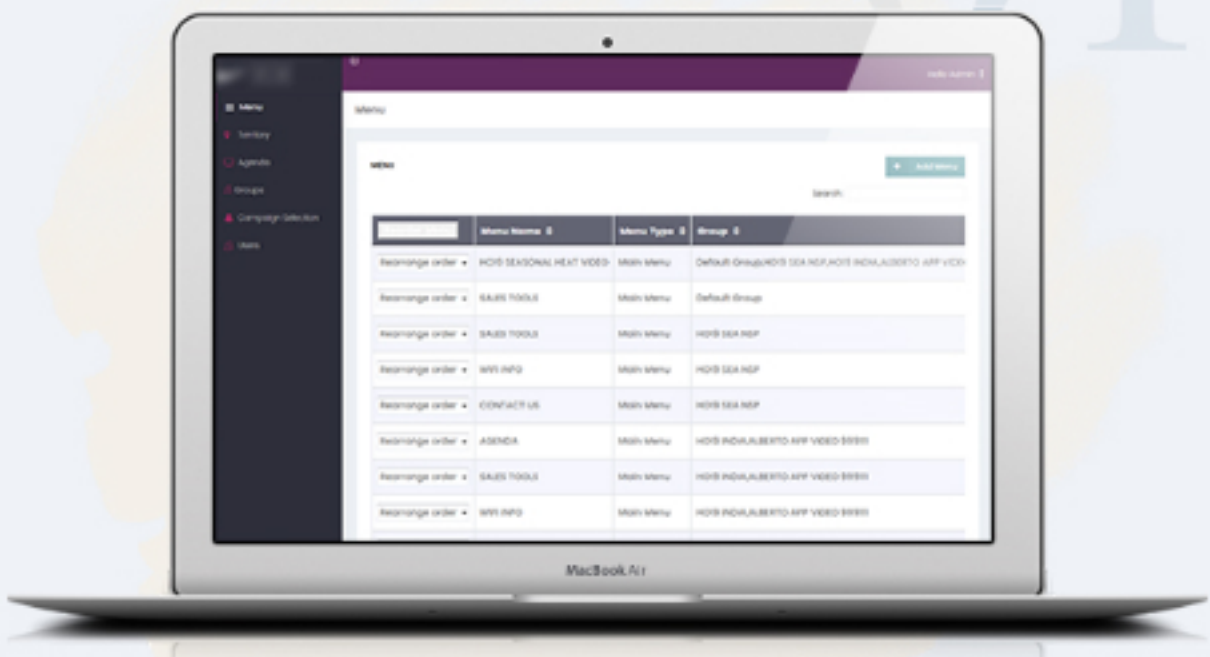
About The Project

The client contacted Sufalam with an intention to build a mobile solution that would promote communication and information sharing between Nike's internal team, vendors and the end-customers.

The client wanted a cross-platform app that would make it easier to promote Nike Retail Season Spring 2019 by providing users with details about different promotion events including time, date, venue, location on maps & more.

Solution Offered

Team Sufalam built an engaging mobile app that works on Android & iOS platforms along with an interactive Admin panel for management of various facets associated with information sharing and communication.



Admin panel event menu



Application agenda screen

Objective

- ✓ Developing a cross-platform communication app for streamlining information sharing between Nike's internal team, vendors and end-customers.

Key Features

- ✓ **Interactive Dashboard:** To view total training exercise time, dietary intake graphs, etc.
- ✓ **Splash Screen:** To view event title and other details
- ✓ **Registration:** To register as a user using name, account ID (Soldto ID), location, email ID & password
- ✓ **Home Screen:** To access application's main menu
- ✓ **Sub Menu:** Access a dynamic sub menu as per the main menu and selected language
- ✓ **Agenda:** Check event details including schedule, name, etc. Filter out events based on account type, channel, category, etc.
- ✓ **Notification:** Get real-time notification for events and latest news. Also, see all past notifications in notification listing panel.
- ✓ **Instagram Feed:** Check latest Instagram posts related to the event which are uploaded by event manager or coordinator.
- ✓ **Details Screen:** Browse PDF, Images, Webpage, Videos, etc.

Key Features of the CMS/Admin Panel

- ✓ **Dashboard:** Manage various aspects related to upcoming events
- ✓ **Agenda:** Configure event listings and agenda by adding, editing, deleting or importing/exporting data
- ✓ **User Management:** Check all user profiles or edit/export user profiles to an excel sheet.
- ✓ **About The Season:** Upload introductory video for end-users to see in the user application
- ✓ **Menu Management:** Customize in-app menu name as per the applicable season
- ✓ **Push Notifications:** Send real-time notifications to all the app users
- ✓ **Welcome Screen Management:** Configure welcome letter and input event details for users to see on welcome screen



Application welcome screen



Overview of all screen

Solution Benefits

The mobile app helped in effective promotion of Nike Retail Season Spring 2019 in collaboration with Nike's internal team. Users can easily browse event details with time, date, event name and location on maps, to increase engagement and attendance at promotion events sponsored/hosted by Nike.

Platforms Supported

- ✓ **iOS:**2 or later- Compatible with iPhone, iPad and iPod Touch
- ✓ **Android:** Smartphones &Tablets
- ✓ **Web-based CMS:**Any internet browser

Tools Technologies Used

