

App Dev for Event & Conference Planning Company

PROJECT DETAILS

 Mobile App Development

 Nov 2018 - Ongoing

 \$10,000 to \$49,999

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PROJECT SUMMARY

Nickelfox assisted an events and conferences company in developing an app with the ability to generate customized applications for various events. It offers note-taking, email sharing, and polling functions.

PROJECT FEEDBACK

The team provided their partner with a solution that is far superior to alternatives. The final product has received positive feedback and hasn't experienced any major functionality issues. Their willingness to problem-solve and make themselves available on a flexible schedule added value.



The Client


Introduce your business and what you do there.

I'm the executive director of Currinda Pty Ltd, and we're an event and conference organizing company.


The Challenge

What challenge were you trying to address with Nickelfox?

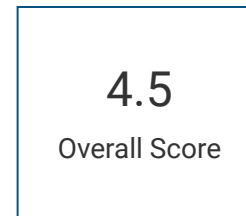
We needed someone to develop an application for our company.

 **Michael Pickford**
Executive Director, Currinda Pty Ltd

 Business services

 Melbourne, Australia

CLIENT RATING



Quality: 4.5

Schedule: 4.0

Cost: 4.5

Would Refer: 4.5



The Approach

What was the scope of their involvement?

We have software that handles all the preparation for the conference but we needed a single native app that would produce a custom app for our current event. That would avoid us having to translate data from one database to another.

The main function of the app was to provide delegates access to the program. We wanted it to be interactive access that enabled polling, note-taking, and sharing via email.

We wanted them to be able to find topics and look through buyer profiles. The information was already there in the database. The challenge was getting it displayed in an accessible and reliable format while being able to customize it for each event. We're used for more than 200 events each year. Not all of them have an app, but that's quickly changing.

At this point, the app is live and complete. Now, they make sure the software is up to date.

What is the team composition?

We worked with three people from their team on this project.

How did you come to work with Nickelfox?

Someone on our team was aware of them and their work. He alerted us to them. They had pretty good credentials, pricing, and experience.

How much have you invested in them?

We have spent around \$40,000–\$60,000 AUD (approximately \$26,956–\$40,434 USD).



What is the status of this engagement?

We began working with them in November 2018, and the collaboration is still ongoing.

The Outcome

What evidence can you share that demonstrates the impact of the engagement?

People have been happy with the app. Through several versions and iterations, it's been really stable and the feedback from delegates indicates that it's a useful tool. That's significant because many delegates are pretty skeptical about the value of an app at the conference.

From our perspective, the alternative to these apps is to print out a book. Those are often out of date due to program changes anyway. The app is dynamic because it accurately draws from the database.

There were a number of early issues to do with logging in, which our delegates pointed out. Those API issues have since been corrected, and people are concentrating on the app itself. They really are enjoying it.

How did Nickelfox perform from a project management standpoint?

We had a couple of people we could go to with questions and concerns. While we're in different timezones, we didn't have any trouble communicating. Some of their team worked around the clock.

Communication was pretty straightforward. We had a couple of teleconferences and initially went through a wireframing phase to make sure we were on the same page. I thought it was a good process.





What did you find most impressive about them?

They were essentially always there for our team, responding to us. When there were problems, they didn't disappear. Instead, they held themselves accountable. They worked with us the whole way to make sure that we got the right product.

Are there any areas they could improve?

It would be great if they moved to our country. Even with the nature of the experience, I was pretty happy with it. That's why we entered the maintenance with them so willingly. We're very keen to keep working with them.

Do you have any advice for potential customers?

Have open communications with them. We didn't make any assumptions and always asked questions whenever we weren't certain about something. They were good with their answers.

