

World Vision

Mobile App Development Case Study



INTRODUCTION

World Vision India, a non-profit organization dedicated to child sponsorship and community empowerment in India, sought to enhance its outreach and engagement by developing a cross-platform mobile application. The objective was to provide a dynamic, user-friendly app for both iOS and Android that would facilitate seamless communication between sponsors and sponsored children, offer real-time updates, and ensure a compelling user experience.

FEATURES:

Non-Functional Features:

- **Cross-Platform Availability:**
The app is designed to be compatible with both iOS and Android devices, utilizing a cross-platform framework.

- **Usability & Performance:**

Emphasis on high usability, with an intuitive interface and engaging design to cater to users with short attention spans. The app is engineered for fast performance, aiming for screen load times of 5-7 seconds.

- **Visual Appeal:**

Utilizes bright colors aligned with the brand's style guides, ensuring a captivating user experience.

- **Flexibility & Security:**

The app includes features such as flexible content display, secure user authentication, and push notifications with customizable settings.

Functional Features:

- **Two-Way Communication:**

Enables sponsors and sponsored children to exchange letters, images, and videos.

- **Content Sharing:**

Allows the sharing of compelling stories, photos, and videos, enhancing engagement.

- **Interactive Features:**

Includes options for payment receipts, tax declaration, and participation in webinars

- **Enhanced Experiences (Planned Future Phases):**

Integration of 3D visuals, VR content, and gaming elements for future updates.

Integration of APIs:

- **Authentication & Security:**

Single and multifactor authentication for secure sign-in.

- **Payment Processing:**

Integration with multiple payment gateways including CCAvenue, Axis Payment Gateway, Paytm, and Emandates.

- **Social Media & Communication:**
Integration for social media sharing, push notifications, and chat functionalities.
- **CRM Connectivity:**
Integration with a customized .NET-based CRM system for streamlined user management.

CHALLENGES

- **Performance Optimization:**
Ensuring fast load times across various devices and platforms, especially with a user base expected to grow to 50,000.
- **Engaging User Interface:**
Designing an interface that remains engaging for users with short attention spans.
- **Data Security:**
Implementing secure data handling and authentication protocols to protect user information.
- **API Integration:**
Seamlessly integrating multiple external APIs for authentication, payment processing, and CRM connectivity.

SOLUTIONS WE PROVIDED:

Platform:

We chose a robust cross-platform framework that allows for the development of both iOS and Android applications from a single codebase. This approach ensures consistency across platforms while reducing development time and costs.

Phases:

The project was divided into two phases to ensure a structured approach:

Phase 1 :

- ▶ Splash Screen
- ▶ Walk through screen
- ▶ Login
- ▶ Forgot Password/ change password
- ▶ Home Screen
- ▶ Menu
- ▶ Side Menu
- ▶ Bottom Menu
- ▶ Settings
- ▶ Profile Icon
- ▶ User Profile
- ▶ My World
- ▶ PG Integration
- ▶ Child Protection Policy
- ▶ Sponsor another Child - Cross-Selling
- ▶ Notifications
- ▶ Terms & Conditions
- ▶ About WVI

Phase 2 :

- ▶ New User Registration
- ▶ If the transaction fails, recreate the cart items automatically and redirect to the cart page with the cart details for an easy user experience
- ▶ Child photo gallery (child journey)

- ▶ Performance upgrade for Sponsor a Child & others
- ▶ Recent updates - Archive under Child Education
- ▶ Quantity should be editable even after selecting the need
- ▶ Include a video section in the community gallery
- ▶ One-time donation - General donation and open end text box
- ▶ Redirecting to the relevant screen from the Notification screen
- ▶ Network issue separate screen
- ▶ Deletion of profile picture
- ▶ Axis PG Integration
- ▶ Testimonials
- ▶ Survey
- ▶ Community intro Videos, Community Update Videos, Child Greeting Videos, Child Update Videos, and Community Farewell Videos.
- ▶ Communication to Sponsored Child (Text and Video)
- ▶ Sponsor another Child - Cross-Selling
- ▶ Administrative tool (CMS) with analytics
- ▶ Renaming the IL, GAL, and APR while downloading



RESULTS ACHIEVED

- **Successful Deployment:**

The app was successfully deployed on both the App Store and Google Play Store, meeting the performance and usability goals set for Phase 1.

- **User Engagement:**

The app achieved high user engagement with features that allowed sponsors to easily interact with their sponsored children and access relevant content

- **Performance Metrics:**

Load times consistently met the 5-7 seconds target, and initial feedback indicated a high level of user satisfaction with the app's usability and design.

- **Future Enhancements:**

The foundational work laid in Phase 1 has set the stage for future enhancements, including the integration of advanced features in subsequent phases.

Overall, the development of this cross-platform mobile application has positioned WVI to better engage with their sponsors and enhance their overall impact, while laying a strong foundation for future technological advancements.