



CASE STUDY

Membership-based mobile apps for a community with social features





The client

An Indian origin community scattered worldwide with great cultural values engaged in individual successful businesses.



Business situation

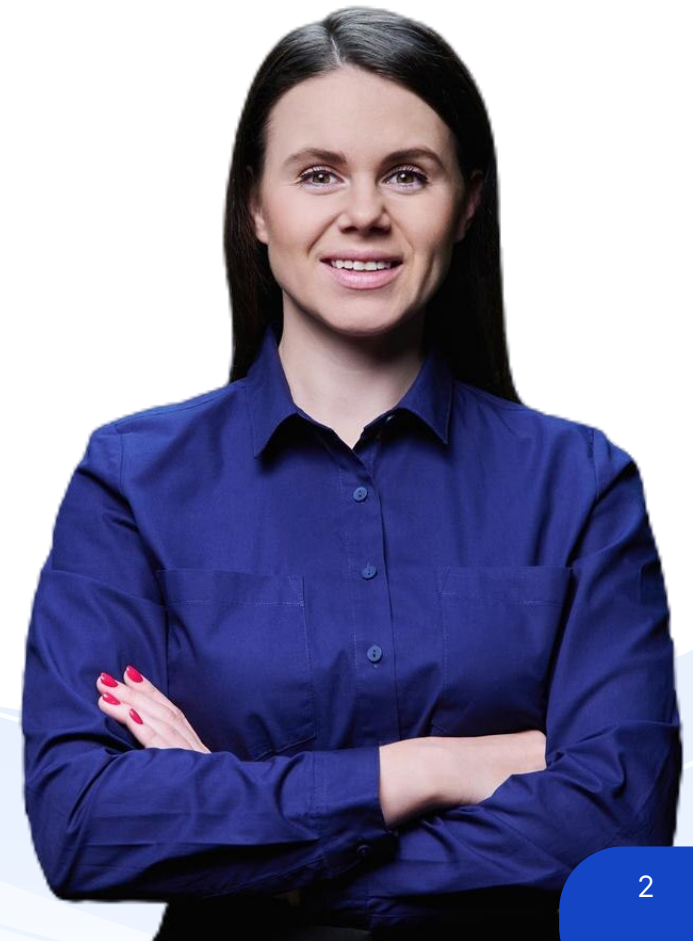
The client wanted to build an online platform which will connect all its global members and bring them under a single umbrella. Due to diminishing social lives and a scattered presence, the community wanted to have all its members connected with each other. They conducted social gatherings and meetings, but were unable to communicate to all their members. Every year they used to publish a huge member directory with available details. The client approached Briskon to discuss the possibilities of solving the above issues using modern technologies.



The challenges

A new concept initiated by the customer was having the following challenges

- Conventional system of communication like print
- A feeling of disconnect among the members, younger generation were feeling excluded and disengaged
- Lack of information about assets and members
- No automation
- Scattered members at different geographic locations
- Erroneous time-consuming information





The solution

An online community portal was suggested by the Briskon team which tackles the above business challenges. Briskon used concept-to-completion model clubbed with an agile methodology of development to come up with a brand-new social community platform.



The platform developed has following features

- A sleek and simple user experience for its members and administrators.
- Highly secured with proper authentications
- Robust member search with autofill option
- Inner Circle to have a list of all near and dear within the community
- Detailed profiling to add all its family members to form a family tree
- Light weight mobile apps for iOS and Android
- Real time alerts and notifications
- Easy navigation and user experience
- Community Hall booking
- Usage tracking



The benefits

**Developed apps
have become a
necessity for
community
members**

**Informed
members**

**Sleek
user-friendly
website and
mobile apps**

**50% increment
in the user list
within the first 3
months of
launching**

**Updated
information of all
its members**

**No more
expenses in
yearly directory
printing**

Are you looking for any web applications that will help you build community?

Contact us now to explore all the features of our mobile application services.

Contact us



About Briskon

Founded in 2005, Briskon is a full-service digital marketing and custom software development company that operates from Bangalore, India.

Briskon is a highly process-driven organization with extensive experience providing excellence in the digital world. The young and vibrant team at Briskon consists of highly skilled, forward-thinking managers, analysts, programmers, marketers, designers, developers, and QA personnel who have been working together to deliver world-class quality products and solutions. Our unerring commitment to quality and continuous learning to stay abreast of the latest technologies enable us to consistently deliver customer delight.

Our approach extends our innovative technological capabilities to serve clients across all domains. Briskon's solutions expand to cover the entire spectrum of IT, software products, digital transformation, digital marketing, and professional services.

Contact us today for all your software development and digital marketing needs.

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