

CASE STUDY: AS Solution Apportal

Solution: Apportal Creation

Services Provided: Consulting, Application Development & Design

Engagement Overview

The client wanted to create a marketing tool that could be used to tell the story of who they are, what they do, and facilitate engaging in-person conversations. With the help of recently designed marketing collateral, the Apportal needed to create a one-stop-shop for executives to access case studies, data visualization, historical information, and social media interaction.

Challenges

Lack of consolidated company information and marketing content.

Lack of interactive visual content to draw in potential clients and facilitate conversations.

Ability to keep company content up to date in real-time.

Bloom Solution

In record time, the Bloom team developed a comprehensive Apportal that created an interactive user experience telling the story of AS Solution through movement, images, and content. As the app was built on an Azure platform, the client can update the majority of the images and content in real-time without having to re-publish which will allow them to keep their customers completely up-to-date and engage with potential clients using the most current data and images.

Services

Consulting Support

- Discussed needs and timeline with the client in order to facilitate Apportal creation.
- Collaborated with design staff to develop a wireframe view.

Design Support

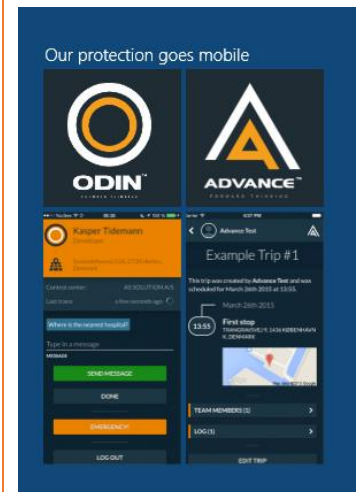
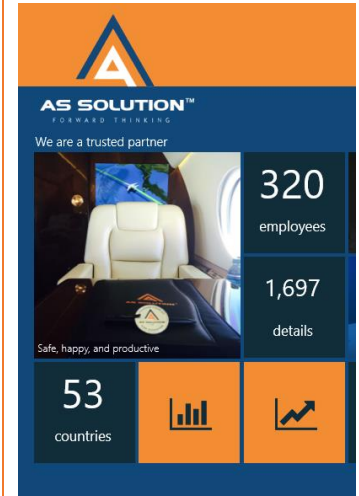
- Developed graphics, color scheme, and other visual elements to enhance user experience.

Custom App Dev

- Built a cloud based version of the app.
- Enabled real-time updates.
- Integrated in app content, links to PowerPoints, PDFs, and site content.

"With this new app, we are able to create a beautiful interactive story-telling experience that shows the full span of solutions and technology we offer"

- Christian West,
AS Solution,
Founder & CEO



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