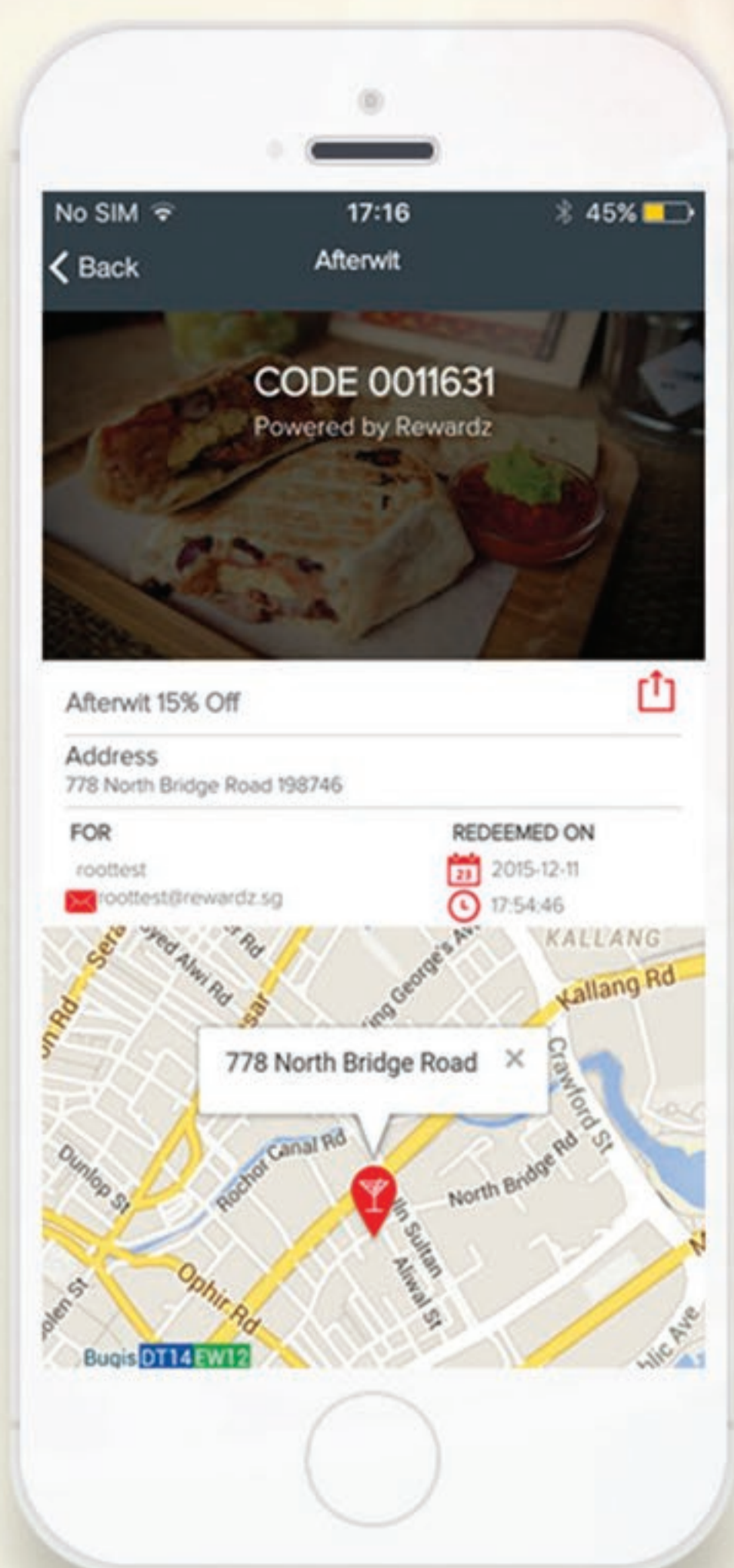




**IGNITE**

**Exciting Privileges  
Across Dubai to  
our loyal Members**



## Ignite Rewards **App** Adds Values to the **Corporate** Wellness Program offered by Rewardz

### About Ignite Rewards App

Ignite Rewards App is a hybrid mobile app that users can run on their iOS and Android devices. The purpose of the app is to spearhead the corporate wellness programs offered by Rewardz. The app facilitates a digital window to employees to avail a host of corporate privileges in categories, namely, food and beverages, health and fitness, lifestyle and recreation, kid and family entertainment, and many more.

### About Our Client

Rewardz is a renowned corporate wellness program provider based in Singapore. The company's list of clientele includes big names such as NUHS, Intercontinental Hotel and Fuji Xerox.

### Company Challenges

- Making a wellness program accessible on the digital platform
- Building an inclusive and engaging wellness program
- Connecting it with the business bottom line
- Bringing multiple health and fitness vendors at one place

Owing to all this, Rewardz was looking forward to digitalizing its corporate wellness program to make it more accessible, inclusive, engaging and rewarding for employees and employers both.

### Why it Interested Us?

Mobile app development for Rewardz provided us the opportunity to tweak the technology and its components and develop a cognitive app that can understand human beings better and let them explore what they want. We were happy to work with the latest software development kits (SDKs) offered by Google and Apple. We homogenously blended the native elements with the web-based ones like HTML5, CSS and JavaScript, and developed a fully hybrid mobile application that can entertain users on the world's two dominant mobile operating systems, viz., Android and iOS.

### Solution

We succeeded in developing a cutting edge hybrid mobile application that can entertain prospects and customers on their preferred devices.

Ignite Rewards App, as the name echoes, is a way to incentivise employees. Through this app, members can gain discounts on exciting corporate privileges in categories, such as food and beverages, health and fitness, lifestyle and recreation, and much more in Dubai and stay healthy and happy.

### Features

The dashboard shows:

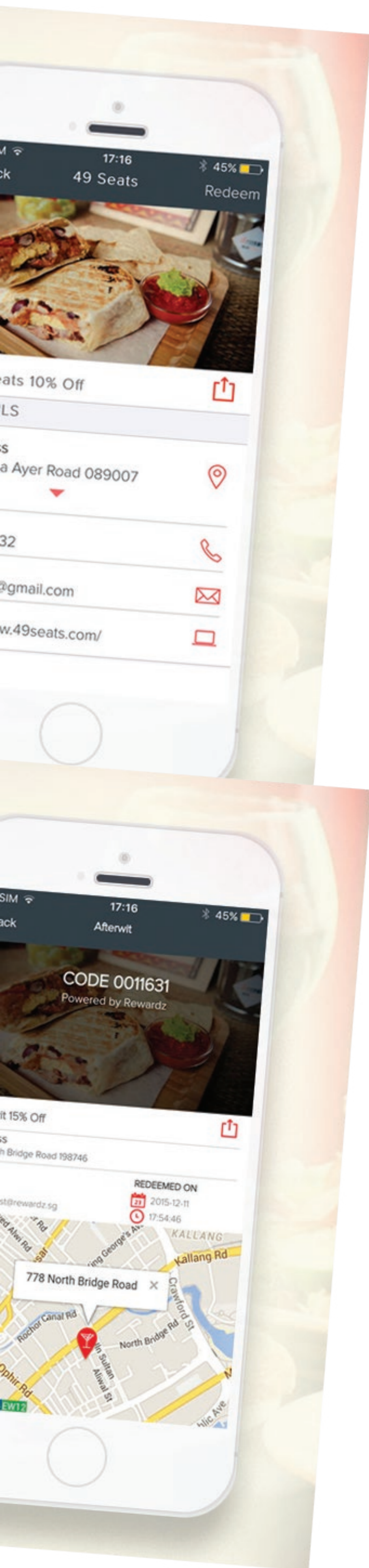
- Food & Beverages
- Health & Fitness
- Lifestyle & Recreation
- Services & More

The bottom of the dashboard contains following features: Newest, Near Me, Events and More.

Every category lists the offerings and discounts available. On the top of the list, users can find GPS-based search and filter tools. The app also shows the address, maps and contact details of the vendor that have uploaded their offerings on the app.

Merchant request page is also available to let them showcase their offerings and reach out the target audience in a quick and easy manner.





## Result

Ignite Rewards App has got 100% adoption. On iTunes, the application has received a 4+ rating which is quite laudable. However, on Google Play the result is not so encouraging. Here we need to improve a lot.

## Strategy

Our mobile app development strategy was focused on empowering employees because we knew from where a business derives its energy. For this to happen, we needed customer-insights and technology insights. We were fortunate to find coordinating staff from Rewardz, who guided us all the way as what kind of products and services they offer and why employees should avail themselves of, and in what ways businesses would be getting benefited with the adoption of the right corporate wellness program. We are thankful for the thorough industry insights offered by leading firms to the likes of comScore and Flurry. All this helped us design a perfect mobile app that can stay up to the expectations of the users without any constraint.

## Development

After taking everything into consideration, we started with the application coding part. Here we realized our dream and design with the technology codes by strategically using the frameworks and built-in capabilities like libraries. Our mobile application development is based on PhoneGap (Cordova previously) that helps the mobile application to communicate efficiently with the mobile operating system based on the users' command. We have intelligently integrated the internal and external plug-ins to drive user-engagement.

## Testing

The developed app was passed through a software testing process. We examined the usability, performance, stability and security of both versions and fixed errors or flaws that got detected. We tested the software on different mobile models of varying tech specifications to make sure that every user gets a smooth and uninterrupted experience.

## Publishing

Gaining visibility was the next big task. Once we were affirmed that the software would serve its very purpose, we published the software on Google Play and iTunes to make the product easily accessible to its target audience. While doing so, we followed the guidelines set forth by respective app store owners in terms of content quality, privacy management, monetization and ads, updates, listing and promotions and everything that was mandated. We also keep a track on the customers' reviews and try to improve our product further to let them have the best digital experience.

## About Us

Root Info Solutions (RIS) is a globally recognized Information Technology consulting and software outsourcing company based in the UK. We have an offshore software development and implementation center in New Delhi, India. We provide enterprise web and mobility solutions using different programming languages/frameworks including PhoneGap, Drupal, Angular JS, Magento, Python, Android, Swift, and more. We have been serving clients across different sectors and verticals since 2004.

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