



DIGITAL
APTECH PRIVATE LIMITED

Case Study

For **New Orleans at Your Feet**

About the Client

New Orleans at Your Feet is a US-based travel and tour operating business that offers tour arrangement services in New Orleans. It is also planning to expand its operations in the UK and Australia.

The business approached Digital Aptech with the requirement to develop an interactive mobile app with great visuals, design and an easy user interface that would act as a virtual assistant to guide tourists. They needed an app that would enable travellers to find and explore new places without help from anyone.

Client Details

Name: New Orleans at Your Feet

Industry: Travel and Tourism

Geographic Location: USA

Project Duration :

Problem Statement

- The market lacked a mobile app which travellers could use as a guide to finding out about various places to visit and exciting details about them without the help of a tour guide or locals
- The mobile app had to include a simple and attractive design with a user-friendly navigation

New Orleans Partnered with DAPL

- To design and create a world-class mobile application that would be successful in eliminating the need to hire a tour guide. Tourists would get necessary assistance, guidance, suggestions and recommendations from their smartphones
- To develop an app that would make travelling a smooth and hassle-free affair
- To integrate real-time maps for travellers to navigate easily at new places

App Link:

iOS App Link: <https://itunes.apple.com/in/app/new-orleans-at-your-feet/id1205529122?mt=8>

Android App Link: <https://play.google.com/store/apps/details?id=com.dapl.neworleanstour>

Technology Used

For iOS

Language: Objective-C

IDE: XCode

Minimum OS Support: iOS 8.0

Device Supported: iPhone

Version Control - SCM: Git (Bitbucket)

Orientation supported: Portrait

Project management: Basecamp 2

App Tour Purchase: IAP (In-App Purchase for Apple)

Others: Geofencing

Extension Used: Third-party SDKs: Facebook SDK, Google Maps SDK

For Android

Language: Java

IDE: Android Studio

Minimum OS Support: Android API level 15 (Ice Cream Sandwich higher ver 4.0.3)

Device Supported: Android Phone

Version Control - SCM: Git (Bitbucket)

Orientation supported: Portrait

Project management: Basecamp 2

App Tour Purchase: IAP (In-App Purchase for Google)

Others: Geofencing

Extension Used: Third-party SDKs: Facebook SDK
Extension Used: Google SDK - FCM, Google Place API, Google Map SDK, Google Play Service

Challenges

- The app had to include a geofencing feature, wherein the app will send an alert to users when they enter or leave a specific geographic region that has been set up on the app
- There had to be an integration of real-time maps to aid tourists in exploring new areas

- The client wanted us to implement a voice narration feature with which users can listen about a tourist spot and learn interesting historical facts in a pre-recorded voice

The Outcome of the Solution

We developed a high-performing app that:

- Helps tourists to visit and explore places easily with just a smartphone in hand
- Allows tourists to buy tours as per their preferences and budgets
- Comes with a simple user interface and navigation features
- Enables travellers to schedule tours as per their plans. One can start a tour, take a break and resume the journey in a hassle-free way with just a few clicks
- Comes with a feature which lets users enjoy fully narrated walking tour with pre-recorded audio

Core Business Impact

Customer Satisfaction: With this app, users were able to enjoy trips on their own without the need to rely on a tour guide. The interactive, fast and smooth app, with its useful features, contributed to improved customer satisfaction

Cost Reduction: The business witnessed higher growth in terms of profit and customer count with a well-performing mobile app developed using skilled resources through cost-effective staff augmentation services

Improved Operational Efficiency: The mobile app enabled the company to efficiently cater to its customers which improved its operational management

Engagement Model: Dedicated Resources