celerity

# Improving Direct Customer Engagement via Mobile Technologies.

**The Opportunity.** DDI was looking to build a mobile app that would provide workplace leadership advice, industry statistics, and subject-matter expertise to a population of leaders.

As an established partner, Celerity was asked to guide DDI through this new project from initial creative concept to final app store submission.

## The Situation

DDI excels in helping organizations grow and develop their leaders, dealing largely with organizations of all sizes, around the world. This mobile project meant they would be engaging with consumers directly, presenting a new set of challenges, from branding, to marketing, to technology.

## The Acceleration

DDI's stakeholders came into the project armed with a high-level concept and a basic clickable prototype. However, as they were without expertise available to support this endeavor, Celerity was asked to transform this experience into a robust and viable product.

Celerity's team began by defining business requirements, user journeys, and metrics to gauge the success of the final product. Then, after thoroughly deconstructing the prototype, Celerity worked through numerous wireframe iterations to ensure an optimal user experience and interaction model. Our designers created a flexible visual language to connect with the new target audience and also adapt well to the mobile phone environment.

## DDI®

DDI Leaderchip℠ Mobile App

### The Client

Development Dimensions International (DDI), a pioneering global leadership company.

### Technologies Used

- NativeScript
- TypeScript
- Angular
- Node
- MongoDB
- SQLite

### About Celerity

Celerity is a modern consultancy that helps businesses win and thrive in the digital economy. We bridge gaps between technology, process, and digital creativity by designing experience-driven solutions that deepen engagement with your customers and employees alike.

### Contact Info

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"Celerity was a true partner in making our vision come to life. Their enthusiasm, expertise, and creativity in brand, design, and development gave our project a playfulness and uniqueness we likely would not have achieved without them."

DDI also asked Celerity to create personality in the form of a mascot to guide users through the app. With past experience in character design and animation, the Celerity team produced dozens of sketches and concepts until the character was perfected. The end result was a charming animated robot named "Chip," who provides suggestions and advice, and humanizes the experience.

To thank DDI for being a great partner, the Celerity team recreated Chip in 3D and printed a number of these little guys as a keepsake for everyone on the team.

Our development team started the project with some R&D to find the best technology to power the application. For many reasons, including performance and platform parity, the final decision was made to use the NativeScript hybrid framework. This proved to be an ideal solution that allowed Celerity to produce an excellent product that offered development and creative flexibilities while keeping to the timetable and budget.

## The Results

Celerity's experience team enabled DDI to bring leadership guidance and related support to a new audience. Even before any substantial marketing push, the app had generated hundreds of organic downloads and was seeing repeat use among core users.

### This project has enabled DDI to:

- Build a following amongst a more youthful demographic
- Open new product channels with the AppStore and GooglePlay
- Increase overall brand awareness and digital presence

Download Leaderchip Today!

Available on the iPhone **App Store**
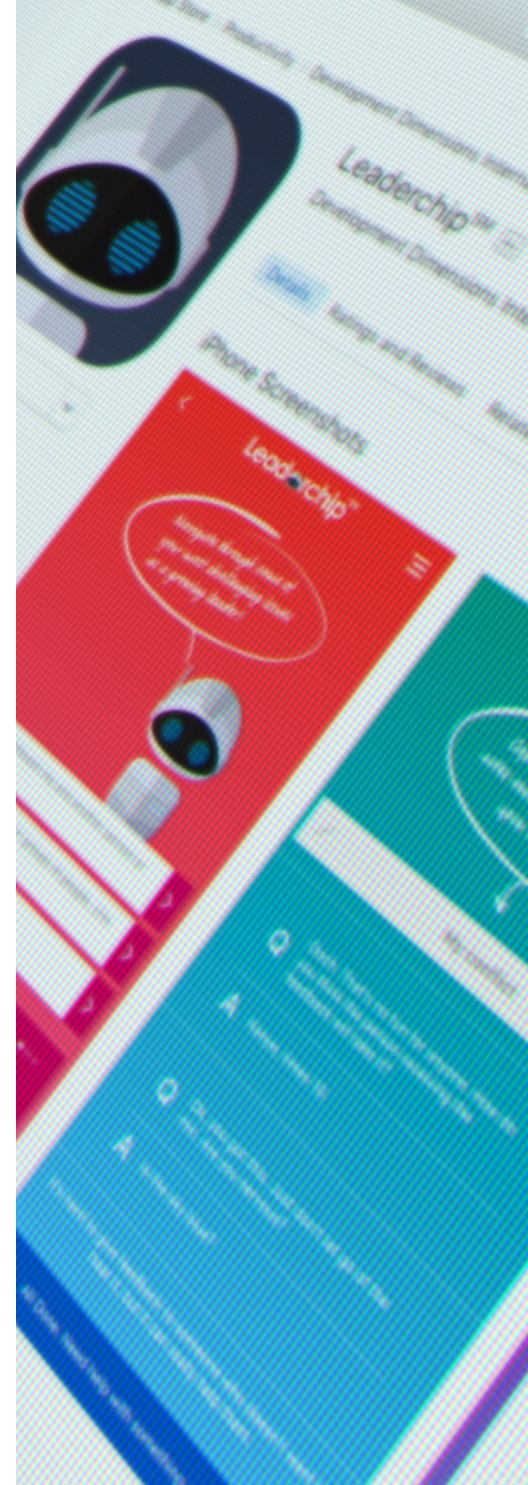
ANDROID APP ON **Google play**

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