

Hand-held innovation.

Rapid mobile app prototyping for one of the world's largest energy companies.

Our client, a Dutch-based energy company, is a global group of energy and petrochemical companies with operations in 90 countries with over 100,000 employees. In their efforts to help meet the world's energy demands in an environmentally and economically responsible way and remain profitable for their shareholders, our client puts innovation at the top of their priorities. For them, innovation is more than just a word, it's the core of their business strategy.

"I'm very impressed with how you guys were able to come through working in a tight timescale - thanks very much for your efforts, good communication and responsiveness throughout the project."

Client Quote



Challenge

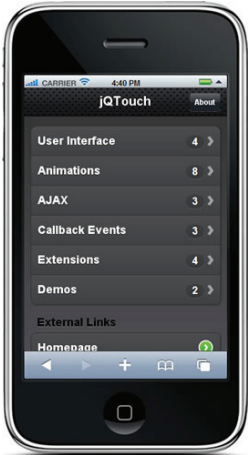
Our client identified a need for a mobile application that would allow engineers working in the field to monitor equipment from a remote location. Idea was brought in to develop, design and execute a prototype for the mobile application and for guidance as our client moved into the mobile space. Rapid delivery of the prototype was paramount, as the prototype was needed for internal presentations to our client's IT Innovations Group in The Netherlands. Idea only had two weeks to conceive, design and execute a working prototype.

Being able to use the prototype to illustrate how mobile applications could benefit workers in the field was of top concern for our client—success of this first prototype would pave the way for similar applications in the future. To effectively pitch mobile applications of any kind to its IT and Engineering colleagues, our client needed to prove that a mobile app would work not only as a surveillance tool for engineers to spot upcoming problems before they arise, but also as a tool to foster collaboration and faster decision making in the field.

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Highlight



jQTouch

As a mobile web development plugin for the jQuery JavaScript framework, jQTouch allows for rapid development of rich user interfaces for the iPhone, iPod Touch, and other devices with WebKit-based browsers.

Services

- User Personas and Scenarios
- Schematics/Wireframe Development
- Visual Design
- Technology Discovery and Assessment
- Architecture and Strategy
- User Interface Development

Solution

After a swift project kick-off, members of Idea's Mobile Team met with client stakeholders to discuss the strategy and necessary functionalities for the app. Since the presentation was in Holland, Idea felt that a web-based approach allowing prototype access from anywhere in the world would be ideal. The functionality would be simulated with HTML, CSS and jQTouch (a JavaScript-based mobile UI framework) to mimic an iPhone app experience from a mobile browser.

Once wireframes and comps were approved, a team consisting of one Art Director, one UX Designer and one Developer began work on the task of prototyping a working app in a web-based environment in under two weeks.

Results

The final product is an illustrative, fully functional web-based prototype that enables our client to demonstrate how a field engineer might use a mobile app to access and manage critical data remotely. Ultimately, the prototype was highly successful in garnering support for the use of mobile technology from the IT and Engineering divisions within our client's company. As our client happily reported, "There were plenty of questions and lots of discussion."