



SustaiNet Builds Stakeholder Management Hybrid Mobile App

SustaiNet Software International Inc. is a global provider of web-based stakeholder information management and online community engagement software for organizations that value the input, interests and concerns of the audiences they serve and the communities in which they operate.

Their software is specifically designed for organizations that need to involve and communicate with various stakeholders, land owners, aboriginal peoples, communities and the general public that may be impacted by their projects and initiatives. SustaiNet simplifies the stakeholder management process. With their software organizations can now rapidly access accurate and auditable stakeholder information.

SustaiNet Software International Inc.

Industry	Location	Employees
Software	Vancouver, BC	<50

Highlights

- Developed a mobile application to support multiple operating systems and devices.
- Created an optimized UX to enable rapid access for reviewing, editing, and adding data on the go.
- Designed a responsive UI to support a wide range of device screen sizes.

The Need

SustaiNet, a supplier of software designed for managing public consultation and stakeholder engagement projects, was looking to develop a smartphone application for iOS and Android platforms. In addition to providing the PhoneGap development services, Optimus also provided UI/UX services to complete the user interface design.

Key Challenges

- The app was to be built in HTML5 (PhoneGap) for iOS and Android but the user experience had to be consistent with native apps.
- The app was to be cross-platform (iOS and Android) and needed design principles that would be acceptable on both platforms.
- The app was for users to have rapid access to review, edit, and add data on the go; therefore, the UX had to be optimized for this purpose.
- The app had to be designed to support a wide range of devices from 2.5" screens to 5"+.

How Optimus Helped

After the high-level requirements were gathered, we began on the UX and UI design. We worked closely with the client's UX expert and collaborated on creating efficient workflows that suited both business and technical needs.

1. Create Interactive Wireframes.

The first stage was to create the complete application in a low-fidelity tool so that we could optimize the workflows and focus on UX. We chose low-fidelity graphics at this stage so that the focus is on the user experience and not the design itself. By creating an interactive prototype, we were able to step into the shoes of the end-users and imagine what it would be like to tap through the application while conducting the most common workflows. We discussed the interface with end-users, customer support, and the client's in-house product team. Insights from these sessions lead to improvements and iterations.

2. Create High-Fidelity User Interface

When the team was happy with the wireframes, we moved onto developing the final UI. First we proposed a few different designs in order to get the proper brand messaging across. In this project the client was looking for a crisp, clean and trustworthy design.

3. Work with Dev Team to Implement Designs

Lastly, we worked closely with the dev team to ensure the designs were implemented accordingly and could quickly respond to changes in requirements and priorities. We followed an agile methodology where each feature was designed, developed, tested and deployed one at a time.

"We have been working with Optimus since 2013 and are very satisfied with their software development and testing work. We have been particularly pleased with their productivity and professionalism. Optimus engineers are responsive in completing change requests and bringing projects in on time and within budget. I highly recommend their services."

Howard Adam

President & CEO

The Result

At the end of the project the client had a professional looking and easy-to-use hybrid mobile application for iOS and Android that allowed their clients to manage stakeholder information and online community engagement from their phones.

About Optimus Information

Headquartered in Vancouver, Canada with delivery centers in Canada and India, we work as a trusted partner to medium and large businesses to solve their software and technology challenges. With a team of 150+ people Optimus Information provides global organizations with scalable, flexible and cost efficient solutions. **Optimus Information provides global reach with a local presence.**

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