

Gamified Guide App For an Entertainment Startup

How crafting a gamified mobile guide to local businesses (restaurants, retailers, local attractions, etc.) with secret offers and loyalty points allowed a US startup to win the audience in the first state and extend their offering to a neighboring one **three months ahead** of the initial plan.

Challenge

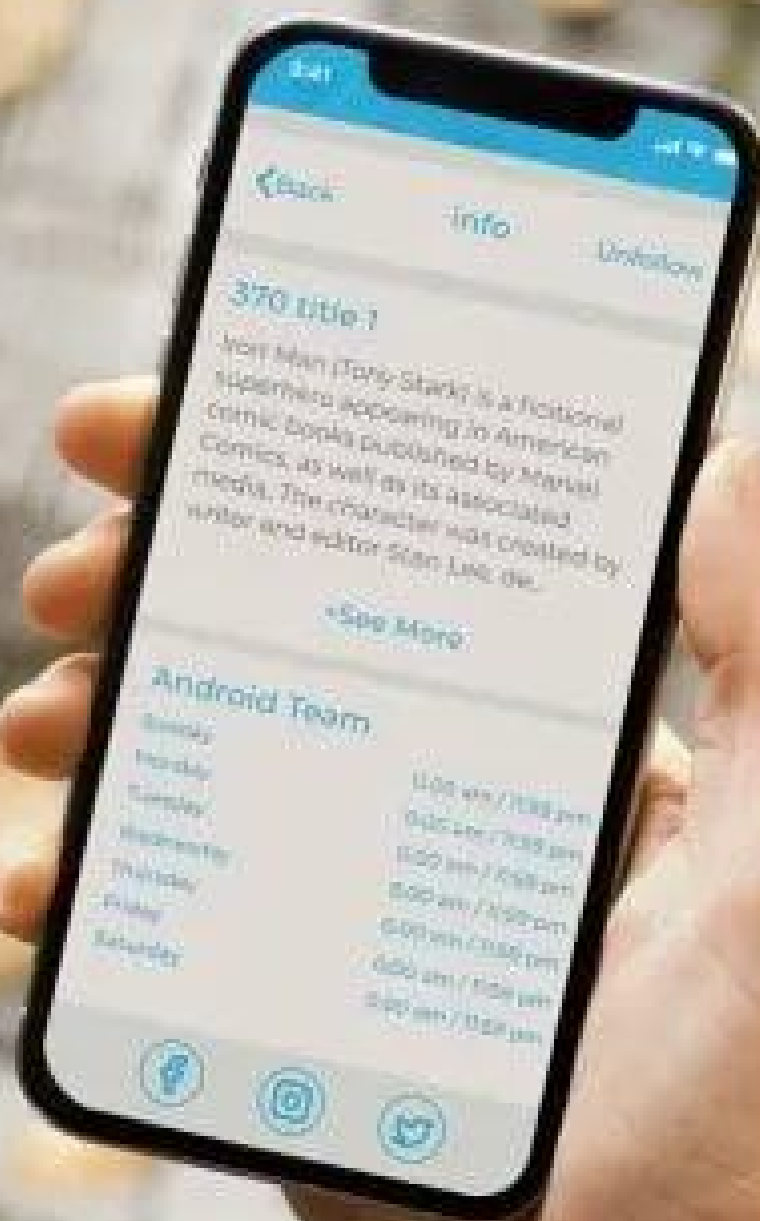
- create beacons' search within working radius; provide proper work with beacons when they are located within one cluster
- caching of video resources
- data synchronization with specific schedule
- map customization: develop custom markers and info windows

Solution

Using AltBeacon protocol, we've solved the problem of beacon detection. AltBeacon's default settings (RSSI, scanning period) were changed to detect the beacon properly.

We also developed a complex UI component, which has one of the main features - video playing. Added custom logic using proxy server on mobile device to solve the problem of caching video data. We made wrapper over MediaPlayer to have flexible settings of video playing.

To solve the problem of Data synchronization, we added custom logic using GcmNetworkManager. It is powerful API for executing background tasks with specific schedule. We have a big count of markers which we should view on the map when using some sorting rules. To solve this problem, we added custom filters for sorting and showing markers on the map.



Key features



find participating vendors near your location



receive secret offers & exclusive offers when you visit your favorite spots



get notified of new info & deals right when you walk in



earn loyalty points as you spend time inside a business

Technologies

- AltBeacon library
- Event-Driven Architecture
- Retrofit, OkHttp, Picasso, Gson
- Crashlytics, Flurry analytics
- Google Play Services (Maps, Cloud Messaging, Location, Analytics)



Facebook SDK



Bluetooth Low Energy



Google Maps



Material Design (custom widgets)

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