

## Case Study: Software Next Door Partners with Square Two Design, Inc. for UI/UX Design and Implementation

This was a project for a well known non-profit (“NP”). NP worked with Software Next Door’s (“SND”) business partner, Square Two Design, Inc. (“S2”) – [www.square2.com](http://www.square2.com), to redesign the UI for its existing Web site and design a UI for new Mobile Apps tying into the Web site, and contracted with SND to build out the Web and mobile apps. The overall objective of the project was to enhance a user centric platform focused on people that are driven to make the world a better place.

### Background



NP’s platform has been one of the leaders in terms of content for a long time. It connected professionals with expertise in diverse areas with non-profit organizations needing consulting services. The expected outcome in that connection was for non-profit organizations to get the very best professional choices available.

### The Challenge

Thousands of users navigate NP’s website. As a result it was the logical next step to enhance and improve the Web site for the new communication objectives, and to put in place a platform to share information through mobile devices. In developing mobile apps NP’s objective was to provide its users ease of access and use. The mobile apps would run on iOS and Android devices.

NP evaluated various suppliers for this project. The most important decision factor was that the supplier should have strong expertise and skills in UX/UI and in mobile software development.

The partnership between S2, a highly regarded graphics design/UI/UX company, and SND, a leading software development company with extensive experience developing web sites and mobile apps, presented NP with the skill sets and capabilities, which NP needed for this strategic project.



### The Solution

A mobile application was designed to provide users with the planned functionality to be offered in the new platform, so that users would be able to have all the relevant information with themselves anywhere, at anytime.

The app was a 100% user centric design to show the content of the Company’s platform in a way that the UX/UI and usability of the app would keep users interested in staying connected for future posts. S2 provided the graphic design elements and SND integrated those graphic elements into the app.

Based on the profile of a user, the platform was designed so that tailored content was shown and the user had the option to keep any content in a local database, inside the mobile device, so the



information could be checked out anytime, anywhere even without having an internet connection at hand.

The application also provided integration with the most important social network platforms, enhancing the content space for users.

Encapsulating the Company's content platform in an app for mobile devices was a significant technological challenge which SND was able to successfully accomplish.

Once the application was deployed, it was very well accepted by users and as a result the consumption of the Company's platform content was significantly increased.

### Results of Working with SND and S2

SND and S2 proved to be an excellent team for NP because SND and S2 complemented each other's skills quite nicely, and worked together very effectively.

The number of users downloading the mobile app exceeded the Company's expectations. The number of users paying a subscription was increased as well.

An excellent UI/UX design and the capabilities for users to use the mobile app off line were key elements in the successful implementation nationwide. With this platform non-profit organizations are now getting the very best breed of professional services and information on those services in a timely fashion, whether they are able to connect over the Internet or not.

