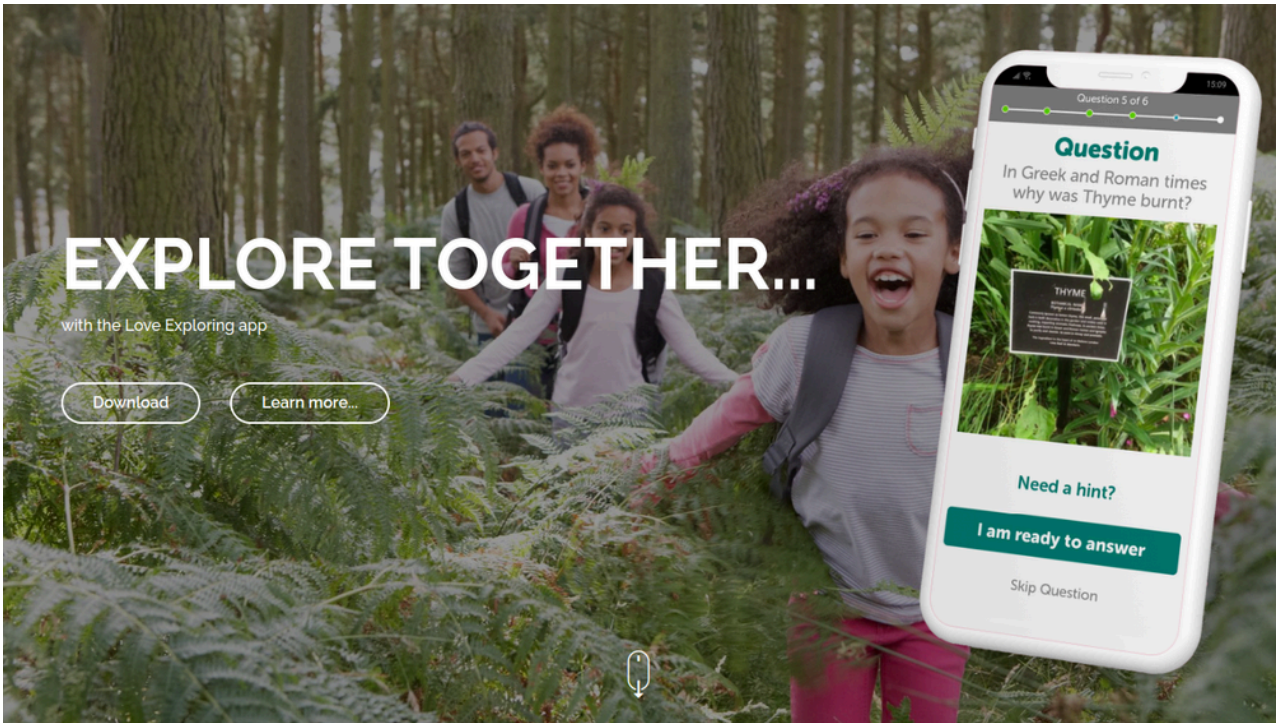
Case Study

NewRedo



Love Exploring: Trail finding across 120+ local government parks

/ Sprytar

Sprytar is a company that specialises in providing immersive and interactive experiences using mobile and augmented reality (AR) technology. They have developed a platform that offers virtual treasure hunts, fitness challenges, and educational games, allowing users to engage with their environment in a fun and unique way. Sprytar's goal is to enhance the way people explore and learn about the world around them using the power of AR.

> " Our collaboration with NewRedo on this project has been pivotal in positioning us as market leaders "
>
> Tom Matthews - CEO

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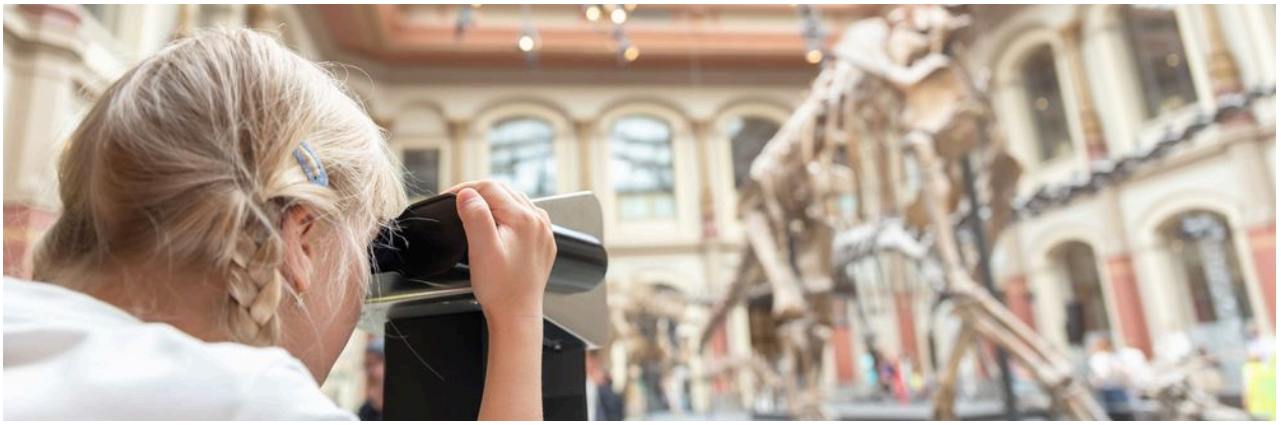

Project Introduction

Contributed to developing Sprytar's trail finding AR app, focusing on AR integration, scalable app design, and user interface development. Managed data integration and content management system implementation. Contributed to testing and collaborated with public sector stakeholders, enhancing public space usage and providing key resource planning insights.

Project Challenge

The team faced the significant challenge of creating an AR-enhanced, intuitive app scalable for use by a wide range of participants using mobile phones with diverse capabilities and with the ability to administer remotely and at scale by local authorities staff. The key tasks involved developing an accurate and responsive AR interface, integrating diverse geographical data, and implementing a user-friendly content management system. Balancing advanced technical demands with user accessibility was crucial to ensure a seamless and immersive user experience.

Project Solution

In developing the Love Exploring app, NewRedo crafted a solution centred on immersive AR integration and scalability, tailored for widespread use by local authorities. Our user-centric design and customisable content management system ensured the app was intuitive and adaptable to diverse needs. Key to our approach was collaboration with stakeholders in the public sector, vital for aligning the app's features with actual needs. This collaboration also facilitated building in valuable data insights, instrumental in informing future decision-making for these authorities. Through rigorous testing and quality assurance, we ensured the app's reliability and effectiveness in enhancing outdoor experiences and providing a platform for community engagement.

Customer Value Proposition

The Love Exploring app has been hugely successful in encouraging diverse groups to safely engage with local public spaces in a self-directed manner, this was especially important during the COVID pandemic but continues to deliver on this proposition very cost effectively. The use of cutting edge augmented reality within the app made outdoor exploration more accessible and appealing, aligning with health guidelines and enhancing well-being. It offered local authorities valuable insights for space management, thereby strengthening community ties to their local environments and supporting public health initiatives during a critical period.

Project Skills

API Design, API testing, Amazon AWS, Agile Delivery Management, Ansible, BitBucket, Business Analysis, CI/CD, CMS, Cloud Infrastructure, Containerisation, Data Analytics, DevOps, Delivery Management, Helm, Javascript, Java, MariaDB, MySQL, Laravel, PHP, Product Management, React.js, Stakeholder Management, Technical Leadership, Augmented Reality, Mobile Development, IOS App Development, Android App Development, Docker, GitHub actions, Swift, Terraform