



Name: CanmoreApp.

Industry: Local Information as a service.

Location: Canmore, Alberta.

Challenge:

Ongoing changes in online patterns has caused a migration from traditional website to mobile applications when visitors and locals have arrived into town.

Solution:

CanmoreAlberta.com deliver the app to the area speedily without the need to develop an app specification or functional requirements document, or to research and evaluate developers.

Results:

The townapps mobile app solution has allowed CA.com to move seamlessly to an up to date platform without incurring development or integration costs.

Canmore Alberta Case Study



CanmoreAlberta.com is the premier web source for business directory, community resource and travel information about Canmore and the Bow Valley. The hope is that the website will assist visitors and locals in planning the perfect business trip, family holiday, vacation or wilderness adventure trip to the Town of Canmore, Kananaskis Country and the Canadian Rocky Mountains.

CanmoreAlberta.com brings local and up-to-date knowledge about Canmore, Alberta through it's website and that the website will assist visitors find activities, attractions, accommodations and business services in and around Canmore.

Challenge

Ongoing changes in online patterns has caused a migration from traditional website to mobile applications when visitors and locals have arrived into town. The ability to access information is limited through the website and having a complimentary mobile app for smart phones was highly desirable to support the website. Google Analytics "device used" stats showed dramatic growth last 3 years in the smartphone, mobile device arena.

The development of an app that would provide local business information seemed daunting and unachievable. The ability to list services, shopping, dining, accomodation, attractions and events to smartphones was in the future strategy of CanmoreAlberta.com.

Solution

An awareness of an independent mobile app launched for Canmore provided an opportunity to partner. Townapps, had developed the Canmore App as a sample offering for demonstration to the Economic Development Officers Association of Alberta at their annual conference in Kananaskis, Alberta. Criteria was affordability and design of app. A “mobile friendly” re-build of CA.com was rejected because of significant cost impact. Design had to “mirror” content of CA.com.

Townapps were seeking a local partner to license the app for the area the “off the shelf” market ready economic solution allowed CanmoreAlberta.com deliver the app to the area speedily without the need to develop an app specification or functional requirements document, or to research and evaluate developers. The ready to use app allowed for immediate evaluation. To create awareness of the app, a PT Cruiser has been wrapped with the opening graphic.



Business Opportunity

Obtaining the license for Canmore offered the business opportunity to provide existing advertisers on CanmoreAlberta.com with a value added offering and also the ability to promote special offers and discounts represented a new and economic path for local business to reach customers. The mobile app has proved to be popular and downloads, which are free, have been consistent. Local businesses have started to recognize the changing dynamic among customers, particularly those with higher disposable incomes.

Partner Support

Lack of knowledge and familiarity with the integration and population of an app represented a concern. Townapps provided training and support to facilitate the implementation and creation of an events feeds that integrated into the apps “What’s On’ section.

Turn Key Solutions

The townapps mobile app solution has allowed CA.com to move seamlessly to an up to date platform without incurring development or integration costs.

For more information, visit www.townapps.ca