

LEARNING NUGGETS - CASE STUDY

In Brief

Development of information nuggets to highlight the key features and functionalities of the various apps

Challenges

- Non-availability of the developed app (only specification document and few mockups were available)
- Quick turnaround time

Overview

A mass media and communications company develops a wide range of mobile apps that users can download to watch TV where and when they want, pay bills, safe guard personal information, and more. The client wanted to market the apps among its employees and customers and highlight the key features and functionalities of the different apps.

Indecomm proposed developing a suite of short information nuggets of approximately 2-5 minutes for the different apps. The nuggets were designed as highly immersive, engaging, and visually enriching self-paced animations. The solution combined a dynamic presentation of content with a blend of different media elements to highlight the features and functionalities of the apps and its benefits. The design strategy was to focus of the key message, gain attention of the target audience, facilitate easy access and retrieval of core information, and optimal use of animations.

These nuggets were delivered in the form of videos. All the nuggets followed the same structure and flow—Opening, Introduction, How to Use the App, Customer Connection, and Closing. In collaboration with the client, we created a Content Capturing Template which helped us in identifying the content and the key message that the nugget should propagate even though the app was not yet developed.

Elements of the Indecomm Solution

- Use of Content Capturing Template reduced the time spent during the content analysis phase
- Short, engaging videos that served as topical, just-in-time or quick reference information material
- Output in the form of videos and so these were accessible from any device (Desktop or iPad)

"I'm really pleased with the work here, you all have done a great job!"

— Rich LaPat, Executive Director

