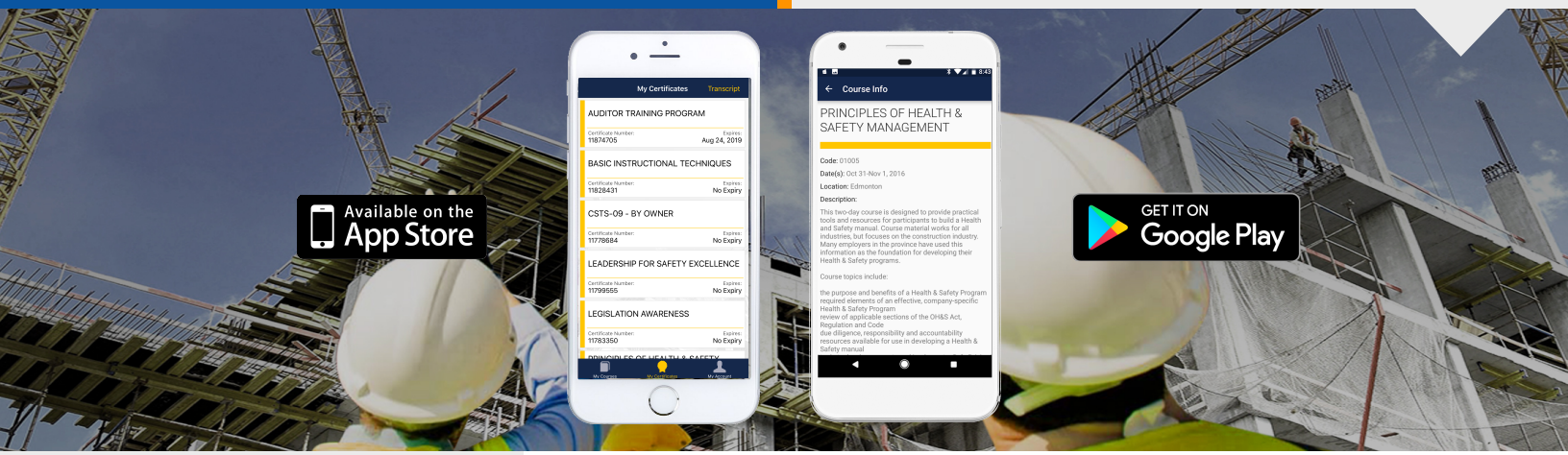
ARTER KIRKWOOD & ASSOCIATES

> **We exceeded our target of 500 downloads in a single day. Arter Kirkwood & Associates did an outstanding job.**
>
> **MICHAEL HOGAN**
> Alberta Construction Safety Association



ACCESS ACSA MOBILE APP

1,000+
Downloads in the first month

2 Months
From idea to launching the app for both Apple & Android

Brand Refresh
New corporate branding integrated into app design

Visual
Wireframes and mock-ups got everyone on the same page

Agile
Our software development approach sped up the delivery process

Flexible
Accommodated new corporate branding simultaneously with app design

How Collaboration Mobilized Student Support

The Alberta Construction Safety Association (ACSA) provides training and certification for people looking to enter the construction industry, or for those already in the field, who wish to add to their existing credentials.

ACSA wanted to make it easier for their on-the-go students to browse courses, access their records, and review their history of credentials. As a result, ACSA tasked AKA with creating a mobile app that was not only secure and effective, but also modern and helpful to their student body.

From day one we worked closely with the client, and by using our innovative product delivery framework MobilizeWorx – and more specifically our UX Design service – we took their original idea and turned it into a high-level design.

We explored and segmented their target audience, researched the information that would be featured in the app, and created the look and feel of the user interface. We did all of this in just over seven days – our standard period for delivering exceptional UX Design service.

We then moved onto more design and development – after eight weeks we had designed and built two versions of the app for iOS, and Android.

> **AKA had the right approach, professionalism, knowledge, and skills to deliver the project on time and on budget.**
>
> **MICHAEL HOGAN**
> Manager, Marketing, Communications & Reputation

But no job is without its challenges and one of our main goals was to avoid any disruption to ACSA's business. To accomplish this we assisted ACSA's IT department to help them seamlessly integrate the new Access ACSA app with ACSA's back-end student information systems. This ensured the app's access to all the requisite student details, including their registered courses, student records and the certifications they had already obtained.

Additionally, we provided secure login access for students, plus notifications for upcoming courses and expiring certificates.

We now support and maintain the app, ensuring that it is compatible with the latest operating systems for both Apple iOS and Android, and that it remains 100% bug free.

By working closely and with our client every step of the way, and applying our agile product delivery framework MobilizeWorx to the overall execution of the project, we were able to develop a fully-functioning, sophisticated, and effective mobile app in just over eight weeks.

> **Thanks to Arter Kirkwood & Associates, the Access ACSA app allows us to provide a better level of service to our students.**

Whether you're working on a tight timeline or facing complex integration needs, we can help you achieve your goals and get your project in on time and on budget.

Your Business. Your App.

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CONTACT US

Features

- Secure login access
- Course schedules and information listings
- List of certificates with images
- Notifications for upcoming courses and expiring certificates
- Official student transcript
- Student profile administration

Technology

- iPhone and iPad
- Android smartphone and tablet
- Push notifications
- Offline capabilities
- Email integration
- Authentication
- Integration with ACSA corporate Student Learning Management System

Services

- Product ideation
- Lean UX design
- Agile development
- Back-end integration
- Submission to app stores
- Maintenance and support
- Usability testing
- Product management