GEODIRECTORY GEOFINDIT APP

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Executive Summary

The latest version of GeoDirectory's GeoFindIT app has seen a major change in both the appearance and functionality. Developed by Púca, the award winning Irish app developer, with GeoDirectory's extensive business location directory at its core, the first edition of the app proved to be extremely popular with the average number of monthly users growing by over 500% between March 2014 and June 2015.

Based on user feedback on finding the first version of the app sticky to manoeuvre through at times GeoFindIT was given a complete makeover. A number of new features including Property Prices, Augmented Reality, Locations and integrated search bar were added.

Property Price data was added to the app to allow users to browse through properties that have sold previously and to see how much they were sold for. Augmented Reality was introduced in conjunction with the Property Price data to allow users to view property prices around them without have to type in an address.

GeoFindIT has a completely redesigned search feature. With a fully integrated search screen allowing users to search for a business or address by using a keyword. The search bar will use your current location to find the nearest results to you. For example you can search for supermarkets around you or by their brand name, the search bar will read the keywords and match it to your nearest supermarket. It will also display a list of the nearest supermarkets to your location.

The Location function helps users to refine their search area by holding their finger down in their desired area and searching as normal from there. This means that the search function will find places nearest to the "little helper" that appears.

GeoFindIT has attracted new users on a local and international scale since the release of the second version. We plan to grow this new share of the market by constantly seeking feedback and adding new features and data.

Objectives

- To showcase the data contained in GeoDirectory
- To update and enhance the previous BETA version of GeoFindIT
- To create an easy to use app for the technical and non-technically minded
- To give users something new and exciting that isn't available in any other app
- To build brand awareness
- To increase usage of the GeoFindIT App
- To reach a local, national and international audience with our brand

Solution

The app received a complete overhaul from design to technology and data used. GeoFindIT has over 2.2 million addresses in Ireland both commercial and residential and covers every corner of the Republic of Ireland, not just major towns and cities. This is the most expansive business and residential property listing in existence in Ireland.

A dynamic search bar within a single screen display was introduced to allow users to search for addresses as well as types of business all from the same search bar. So if you're looking for a street address or your nearest café you can look for them both from the same search bar. If you don't have an exact search term the app will display a list of places that have matched the keywords you have typed in. You can then simply tap on the right place and it will show you on the map.

If a user searches for a location or looks up a property price they can tap on directions and be brought straight to the door.

A "little helper" was added to enhance search capabilities for the user. If they are visiting somewhere new in the future and want to know what's in that area they can simply hold their finger down in the area they will be visiting and the helper will appear. They can then search for their nearest amenity and the helper finds the nearest ones to him. This makes searching much more accurate and means that the user does not have to have the exact address of where they're searching for.

One of the biggest changes to the app was the introduction of the Property Price Register data. This allows the user to view prices that houses have sold for. So if they're researching selling prices or simply want to have a look at what their neighbour's house has sold for they can see this by tapping on the Property Prices icon on the main screen.

To tie in with the Property Price Register, Augmented Reality was integrated as a new feature to allow users to simply hold their phone up in an area and the app will display properties that have sold around them without having to type in an address! They can tap on the pop up to get further details and directions straight to the door.

The app was designed specifically for iOS and Android Smart-Phones (iOS7 and above and Android 2.3.3. and above), developed using native SDKs (Objective C for iPhone and Java for Android). The app will also function on iPad and Android Tablets.

GeoFindIT is available as a free download from the iTunes and Android store. It can be used on mobile and tablet devices.

Benefits

From the initial launch of the app we have seen a 500% growth rate in total users. We wanted to improve on this figure so set about developing the second BETA version of the app. In the first month after the launch of the second release in comparision to the same period last year we saw a 56% increase in total users, 89% of the total users were new for July 2015.

GeoFindIT was featured on Business & Finance's website and Twitter account. It was also picked up by Irish Tech News as a feature story for it's use of Property Price data.

Since the release of the new app we have sought user feedback on the new interface and users agreed that the app has improved greatly. They find it much easier to navigate through and find that they can get results quicker. They commented on the new interface, that it was much more up to date and current. It has attracted new users that it would have never before due to the Property Price Register being added. A large number of users have welcomed the addition of Augmented Reality to the app as they found that when they are travelling in areas that they do not know specific addresses they find it useful to turn on the AR setting and find properties around them within seconds.

We have seen uplift in tourists using the app in particular from the US. They are planning their visit to Ireland and want to see what they can do once they're here. This is helping to connect our brand with new international customers that GeoDirectory wouldn't have before.

GeoFindIT is a one of a kind app on the Irish market. It not only gives users access to Ireland's one true source of addressing information but also enhances their user experience by providing them with additional information such as Property Prices and telephone numbers for businesses.

We have seen GeoFindIT grow positively in the month since it's launch and expect it to continue while researching and adding new features on an ongoing basis to enhance our user's experience.