AUVA mobile apps
5 steps to creating a mobile app
AUVA mobile apps
How it started?

... October 2013
... idea of experts of the prevention department
... to be keeping with the times
... 1/3 of the Austrian population is using a smartphone (Austrian Internet Monitor)
How we build our 6 mobile apps in 5 steps:

1. goals and ideas
2. conception
3. development
4. promotion
5. maintenance and enhancement
1. step: goals

identify goals

• innovation (new communication channel)
• distribute knowledge
• achieve young target group
• promote customer loyalty
• new prevention tools for companies
• new counselling tools for occupational physicians and safety technicians
1. step: goals

target audience

- employees
- employers
- safety engineers
- occupational physicians
- people, who are interested in health and safety
1. step: idea
collecting and validating ideas

- competitive analysis:
  - Are there already prevention apps available?
  - What they are about?

- evaluation of technical development:
  - native apps (downloadable), web application (html 5)

- collecting and validating ideas from internal experts with different expertise's
2. step: conception
chosen topics

Health and safety management
Encyclopaedia of prevention
First Aid - Hand Injuries
Lifting and carrying
Computer workstation
Safety signs
2. step: conception
key elements

- content
- design
- marketing
- information architecture
- functionality
- user input
- user feedback
3. step: development

some facts

development: 6 apps (different platforms, for example: iOS, Android, HTML)

project duration: 7 month

interdisciplinary project group: 18 members

costs: 0.5 Million Euros for 6 Apps
3. step: development
project members

<table>
<thead>
<tr>
<th>Internal</th>
<th>External</th>
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<tbody>
<tr>
<td><strong>AUVA prevention:</strong></td>
<td>external suppliers for technical know-how:</td>
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<tr>
<td>- content management</td>
<td>- usability experts</td>
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<tr>
<td><strong>AUVA marketing</strong></td>
<td>- developer</td>
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<tr>
<td>- graphic designer</td>
<td>- tester</td>
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<tr>
<td>- editorial staff</td>
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<tr>
<td>- event management</td>
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<td><strong>AUVA IT-department:</strong></td>
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<td>- project management</td>
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<td>- tester</td>
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3. step: development challenges

- implementation (flexible content management system, usability, different resolutions, ...)
- different suppliers (coordination, communication)
- design (AUVA cooperate design, at this time no CD for mobile apps)
- identify benefits for users
- content: focus on the main massage
3. step: development
Usability: two search functions

1. 

2. 

www.auva.at
3. step: development
Usability: simply and engaging
4. step: promotion
marketing mix

- printed matter (folder, cards, ...)

- magazines (Alle!Achtung!, Sichere Arbeit)

- roll-ups

- homepage ([http://apps.auva.at](http://apps.auva.at))
4. step: promotion
marketing mix

- Apple store (iOS)
- Play store (Android)
- Windows store

- health and safety trainings, lectures,...

- events (Forum Prävention, AUVAsicher safety days)
5. step: maintenance and enhancement

- different languages (en, bs/hr/sr, hu, sk)
- analyse user feedbacks
- statistics with data about the downloads
- workshops for AUVA-employees
Retrospective
We recommend...

• involving all concerned stakeholders and building a centre of expertise from the beginning on

• market analysis in detail (demand and value for the target audience)

• gamification
Retrospective lessons learned

• not developing the apps parallel
  • use previous experiences for new app
  • marketing-effect

• evaluation in detail
  • effectiveness
  • functionality
  • ...

• AUVA-employees can not use the apps on their office phones
Thank you for your attention!

Mag. Karin Sturm