



SIRIUS CHALLENGE3

Establishing a strong media presence is vital in today's competitive business environment. In the last two years alone, digital media usage has increased 49 percent while mobile app usage is up 90 percent.* The development and deployment of well-designed mobile applications for your business have the potential to increase your profitability, provide an exceptional customer experience, and ensure a competitive advantage in the digital arena. With 25 percent of mobile applications abandoned after a single use, it's imperative to work with a firm that has the skills to provide an easy-to-use interface and a meaningful user experience, and can meet the needs of your customers.

SIRIUS DIGITAL STRATEGY AND DESIGN

Sirius Digital Strategy and Design (DSD) is an industry leader and trusted digital design agency. DSD helps clients achieve high adoption rates that drive significant return on investment by helping them develop a flexible digital strategy and roadmap. Sirius experts utilize the latest user centered and user interface design principles, have an established requirements engineering methodology and employ proven digital marketing strategies.

WHY SIRIUS FOR MOBILE?

Sirius helps companies leverage mobility to increase customer satisfaction, loyalty, and competitive advantage. Sirius mobile domain experts bring a strategic approach, disruptive thinking and technology innovation to deliver superior mobile solutions and great customer experiences.

Benefits your organization can achieve from a successful mobile strategy and execution include:

- Increased workforce productivity
- Enhanced customer experiences
- New revenue channels
- Improved customer loyalty
- Competitive advantages



WHAT IS SIRIUS CHALLENGE3?

Creating and delivering an application with seamless integration and a positive user experience can be challenging. That's why the Sirius Digital Strategy and Design team offers Sirius Challenge3, a three-day program developed to give our clients an idea of what our team can do, and how a mobile application platform can enhance your business by improving the consumer and employee experience.

A team comprising a Sirius user experience designer, mobile developer and mobile architect will work with you to determine your requirements and develop a simple application that encapsulates key proof-of-concept ideas for a working application that can be shared with others.

Once the plan is in place, the Sirius team will build a sample application, test and evaluate for both the iOS and Android platforms, and present you with a finished product built on digital media best practices. Upon the completion of application development, our team can work with you to determine any gaps within your platform and recommend software or updates to best utilize the application with the greatest potential outcome. We can also assist in demonstrating the application to any interested parties in your organization, to showcase functionality and potential strategic business attributes.

SIRIUS CHALLENGE3 KEY FACTS

The Sirius team will include three consultants—a designer, a mobile architect and a mobile developer—who will work with you to:

- Identify a quick-win proof-of-concept and testing
- Conduct a technical and content strategy workshop
- Design the experience and technical “proof points”

Sirius will work closely with your team to ensure that the steps of your mobile project are clear. At the end of the challenge, the team will deliver a working mobile application demo.

For more information, please contact your Sirius representative to schedule a preliminary meeting with someone from the Sirius Digital Strategy and Design team.

** According to comScore's 2015 Mobile App Report*