

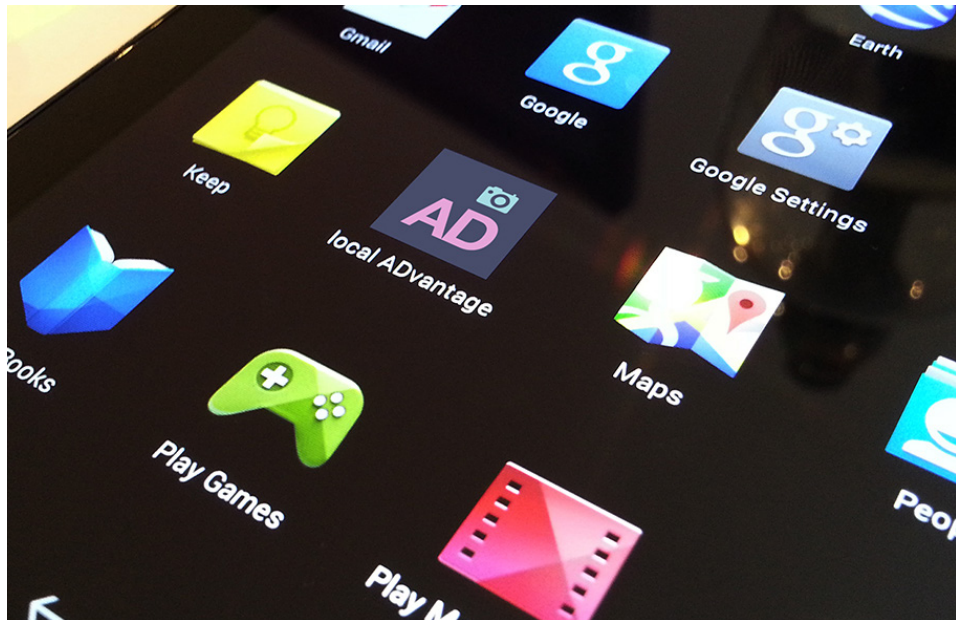


**GALVANIZE**  
DIGITALSOLUTIONS

**THOMPSON LOCAL**

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## THOMPSON LOCAL



### The Client

Thomson Local is a local business directory, which provides a central online hub to their advertisers called local ADvantage. This central hub allows advertisers to update information about their company including among other things contact information, product information, and images relating to the company.

### Problem/Opportunity

Thomson Local approached Galvanize Digital in relation to a specific part of the local ADvantage hub, namely image uploads. Thomson Local recognized that advertisers could more easily upload images to local ADvantage using a mobile phone with a camera, so wished to create a mobile application with this single purpose, to allow an advertiser to log in to their account and upload images. Thomson Local wished the application to have a clean and simple user experience; with a robust solution to manage simultaneous image uploads. The mobile application would be available on both iOS and Android platforms on launch, sharing a common user interface and experience where possible.

### The Solution

Galvanize approached the challenge by providing guidance on a common policy on camera functions available across both iOS and Android platforms and helped to define the scope of functions to be implemented. Thomson Local also had no public API available for either user log in or image upload, so Galvanize worked closely with Thomson Local to provide a mobile implementation that could talk to Thomson Locals backend infrastructure. Thomson Local provided a set off user interface guidelines, which Galvanize worked with providing suggestions and changes where appropriate. The mobile applications were developed in an Agile approach using the latest iOS and Android SDKs.



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## SERVICES

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DIGITAL STRATEGY



BRAND & CREATIVE



BUILD & INTEGRATE



IMPLEMENT & MANAGE

## TECHNOLOGY

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iOS7

