GjiGan : The Situation

Sylvain Danigo, owner and CEO of new technologies company Axyal, wanted to create an application that would help citizens be more engaged with their town. The aim of the app was to create something more than just a simple directory, and to be able to provide smartphone users with the town's commercial and municipal news, promotions, and even job listings.

The Business Association of Blanville (L'Association des gens d'affaires de Blainville (AGAB)) launched a campaign urging their citizens to buy local to increase the local economy. The app created by Sylvain, GjiGan, has played a significant role in the campaign, allowing the community's merchants to advertise their offers and having that information available at the citizens' fingertips.

The App

GjiGan relays information in real time to its users. The app automatically extracts information from the town website as it is updated, meaning users have instant access to the town's most current news. The app is available via web interface as well as a variety of operating systems (iPhone, Android, Symbian, Windows etc.) and has incorporated many of Application Craft's user-friendly features, such as the integrated map and GPS functionality.

Danigo had created a data generation tool that could be used on the web but his goal was to go mobile. Upon investigation, Danigo came across tools that came up with poor results and slow development time. Then he came across Application Craft and the rest is history. "The first thing that pulled me towards Application Craft was the fact that it is cloud-based. It's easy to build screens and works immediately on mobile devices." The last thing Danigo wanted to do was develop a tool for each mobile platform. "I tried

the Phonegap build and in less than one day I had what I wanted."
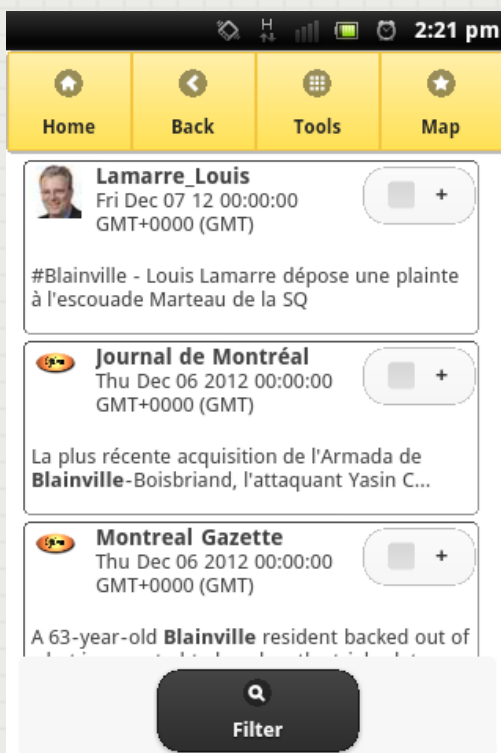
The Build

According to Danigo, the initial draft of GjiGan was created quickly and easily. The app was built in little time due to the HTML5 widgets being easy to program and the many functionalities Application Craft has to offer.

"I really enjoyed the drag and drop. I found it easy to quickly build what I wanted. Had I chosen a different platform it would have taken me twice the amount of time, definitely.

I found the widgets easy to program, enjoyed the many functionalities Application Craft has to offer and think Application Craft is very good value for what it offers and what I've been able to do with it. The forum was a good place to ask questions and I received answers very quickly, either by the Application Craft staff or from other people on the forum."

The Results

The launch of GjiGan has resulted in over 600 citizens using the app to stay connected with their town.

Christian Frechette, President of the AGAB believes that this new tool will have major impacts for traders to buy and drive local economic planning.

The Mayor of Blainville, François Cantin, is thrilled that Blainville be the first to participate in this concept. "Citizens will be the first ones informed about municipal activities, in addition to being closer to their traders. The GjiGan application is a good example of networking between Blainville's retailers and consumers."