



GLOBAL TACTICS



# What is Global Tactics

An international advisory firm helping corporations, governments, and nonprofits understand and navigate complex global environments.



# What did Global Tactics want

An Android app that could help increase visibility, distribute information, and facilitate connections with potential new clients.



# What did we build

- Our Successes page lets people know that Global Tactics can do
- Our Experts page tells clients who they'll be working with
- Increase engagement by sharing up and coming happenings using our Events page
- The contact form lets people get in touch



# Project Demo



# Going in, we wish we knew

More about what we would be building and about how to better deal with the Android documentation needed in order to build it.



# What we've learned

- **TEAMWORK!**
- How to integrate with many different backend services
- All the things that go into making an app that aren't programming



# If we were given more time,

We would want to further improve the many different visual aspects of the app, including adding more interactive design and interface elements.





# What we would do differently in the future

- Clarify more details at the very beginning
- Brush up on the basics before you start (if possible)
- Get more specific and more frequent progress reports



Thanks for listening!

