

CASE STUDY

Leveraging the iPad

The Challenge

Companies have spent thousands of dollars outfitting their employees with iPads. When the device came out, it quickly became the “go-to” tool because of its portability, great graphics, and ease of use. Scrimmage, an education company, challenged Justin Grammens, a Lab 65l founder, to create an interactive platform to increase participation and engagement for educators to use with their students. The platform Grammens created was flexible enough for another client, Gilead, a pharmaceutical company, to use for an upcoming educational conference.

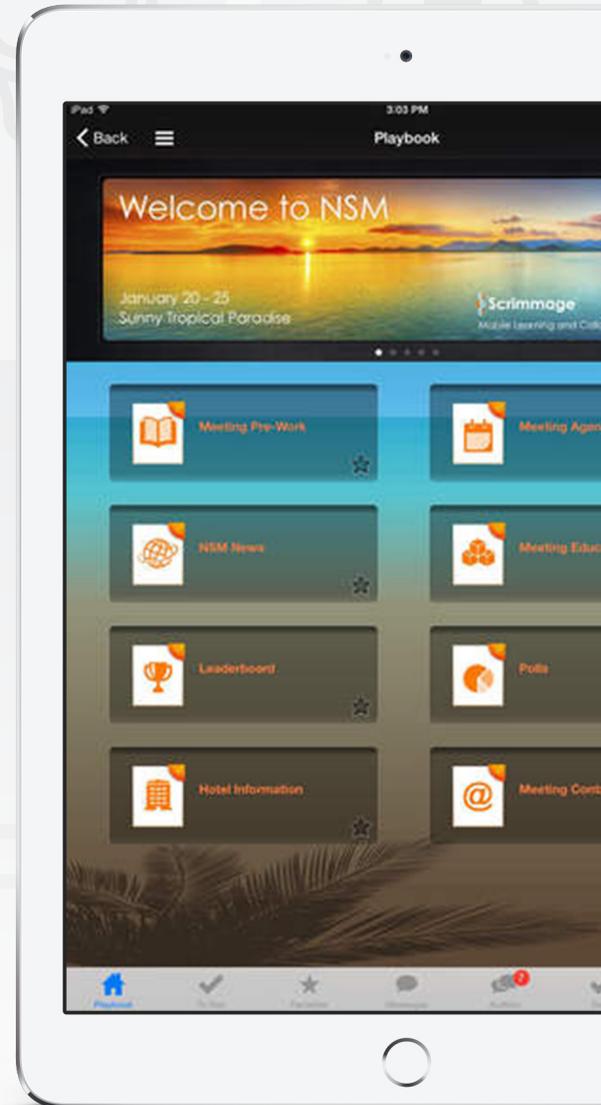
Connecting with the Audience

Grammens and his team saw an opportunity to create conversations between presenters and their audience. Using the Scrimmage application, the presenters could get feedback for individual slides, as well as include additional information for audience members who wanted to explore more about a particular topic. Lab 65l built a learning platform that quizzed trade-show attendees about the sessions they attended and then created a leaderboard for people who could answer the most questions correctly. “It was a win-win: the audience loved having an incentive and Scrimmage made the education fun and interactive,” says Grammens. As an added benefit, paper copies became unnecessary, saving trees and printing costs.

From Conferences to Training

The conference application Grammens’ team created was such a big hit that Scrimmage decided to leverage it for wider use: if the application could convince conference attendees to become engaged, what about new employees? “On-boarding new employees was very costly, and orientation is notoriously difficult to make engaging and fun,” Grammens says. His team collaborated closely with Scrimmage to create a platform called PlayBook, a tool that was piloted for the company, then white-labeled and offered to companies worldwide. Grammens’ team made the back-end flexible and easy to customize for a variety of settings. “Lab 65l is expanding this concept even further, going beyond mobile devices,” states Grammens. Lab 65l specializes in creating connections between any technology to make the user interface with people more meaningful and fun. “We make technology work for people, not the other way around,” Grammens says.

Developing connected devices is our specialty at Lab 65l. Contact us for your next project at www.Lab65l.com.



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