

Adobe® PhoneGap™ & The1stMovement



Festival app for beer lovers

The Great American Beer Festival®, hosted annually in Denver, Colorado by the Brewers Association, is the premier U.S. beer festival and competition. To help the 49,000 attendees navigate the three-day event, the association tapped full-service digital agency The1stMovement (T1M) to create a feature-rich app for both iOS and Android™ mobile devices.

The Brewers Association wanted an interactive app to enable attendees to navigate the festival hall, locate information about more than 600 breweries and 3,000+ beers, take notes, rate tastings, and receive event push notifications. After taking all of the requirements into account, T1M recognized that using Adobe PhoneGap would enable the agency to rapidly prototype and work collaboratively with its client to develop an all-new *My GABF* app.



Courtesy of the Brewers Association

“Using PhoneGap, we were able to easily involve the client in the development process and successfully deliver on client expectations, while saving time and money.”

Ming Chan, CEO, The1stMovement

Agile, iterative process guides success

T1M and the Brewers Association worked together to set goals for the app and agree upon features and priorities. Starting from scratch, T1M designed the app using Adobe Photoshop® and Illustrator®, and then used standard IDEs to create the HTML, CSS, and JavaScript. General site setup was done in Google Chrome, and the Ripple Emulator in Chrome enabled quick, iterative updates. Rapid prototyping was essential for keeping the development on schedule and securing buy-in from festival organizers.

“We knew we wanted to build a web app, but have it available for download across mobile platforms,” says Ming Chan, CEO of T1M. “Using PhoneGap, we were able to easily involve the client in the development process and successfully deliver on client expectations, while saving time and money.”

The team built out features and compiled the app in PhoneGap to run on Android and iOS. *My GABF* also enables data synchronization, so attendees can search, view maps, and access their itineraries offline if Wi-Fi is unreliable. In addition to its

branded look and feel, the app has the right balance of features and animations that make it both fun and useful.

“Adobe PhoneGap lets us work in one development environment to create apps for iOS and Android rather than building native apps for the different platforms,” says Randy Winch, technical lead at T1M. “Working on the *My GABF* app has inspired us to find more projects where we can utilize PhoneGap. We really enjoyed it.”

- Built interactive, digital event app to serve more than 49,000 festival attendees on iOS and Android devices
- Built app in three months with small team and standard web tools, then extended it across platforms
- Used rapid prototyping to engage clients throughout the development process
- Enabled offline access to valuable app features

For more information

<http://phonegap.com/>

www.the1stmovement.com

www.greatamericanbeerfestival.com



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