



# CASE STUDY

## Virtual Tour Experience App

## A Case Study

### Introduction

Our client's need was to re-enter the mobile space and develop a mobile app for their brewery.

### The Client

A major alcoholic beverage producer in the United States, creating their products at 12 breweries located throughout the country. They work closely with more than 500 independent wholesalers to provide exceptional service to retailers. They are also leaders in promoting alcohol responsibility and environmental and agricultural preservation.

### Business Challenge

The brewing company was facing the pressure to re-enter the mobile space after a previous attempt to develop a mobile app for their brewery failed. The brewery operated both as a brewing facility as well as a park. The company's executive team challenged Wishtree and our partners to build and deploy a functional mobile solution to be used at one of their breweries. The client had an existing digital asset and content management system that supplied most of the information required to power a digital solution. For consistency, the stakeholders wanted to reuse existing branding collateral, the beer information, tour maps and attraction images, but realized they lacked the expertise to decide what should be reused and what needed to be redeveloped for mobile.

In addition to this challenge, the company gave Wishtree and its partners only 30 days to complete the application due to new experiences and events available at the facility. To maximize buzz and provide the best guest experience, the company needed to have the new mobile applications available.

## Wishtree Solution

The Beverage Producer did not have the internal resources to develop native mobile applications from the ground up so they commissioned Wishtree to deliver solutions for both Android and iOS devices. In addition to the cross platform solution the company was also looking for a way to extend their brand through their app, Wishtree focused on the following challenges:

- Provide a richer tour experience
- Driving more attendance at the St. Louis Biergarten
- Integration with Beacons for Tour Specific Augmentation
- Food and Beer Pairing for post tour information

Wishtree deployed a team of developers to integrate with the new services tier and build the Android & iOS applications. The app featured an illustrated, yet accurate brewery map, brewery tour amenities, reservation system, configurable alerts, and step-by-step, & a Beer/Food Pairing option. Both the iOS and Android applications use cutting-edge Beacon technology to deliver bonus attraction content to guests as they get near attractions.

## TECHNOLOGY STACK

- Appcelerator Platform
- Apple iOS SDK
- Google Android SDK
- Beacon Integration
- RESTful web services with MuleSoft
- Active Directory

## Solution Features Delivered

- Tour center information
- Beer and food pairing suggestions
- Virtual tour, tour beacon integration, and paid tour check-in
- Local area attractions and a map of local area
- My account and loyalty rewards
- On-site shopping information and a link to online gift shop
- Visitor analytics and demographics
- Social Sharing

