Presenting the RSPO Trademark
Mobile app Framework

Primary Objective

• To develop mobile applications in IOS & Android
• To promote CSPO awareness
• To be able to give report and feedback
Platforms & technology

- Smartphones (Natively built)
  - IOS
  - Android
- Dashboard, Backend and API
  - PHP, MySQL, Memcache
  - Laravel Framework
  - Hosted on Heroku

App Specification

- **Search for RSPO Members**
  - Integration with RSPOs internal repository API to extract information
  - Display search results of RSPO members and tapping leads to members view.

http://invis.io/N74X63CUR
App Specification

- **Search for products**
  - Integration with website API to extract information
  - Display search results of products and tapping leads to products view.

App Specification

- **Report Product**
  - The user to snap a picture and the device will automatically detect the user’s location
  - The user will have an option to play the location more accurately by adjusting the pin on the map and key in further information if necessary
App Specification

- **Product View**
  - Product details with picture extracted from the website API

App Specification

- **Members view (tbd)**
  - Members details with contract information in PDF format extracted from our database repository.

- **Settings**
  - Privacy policy
  - Terms & Conditions
  - About RSPO

- Integration with Google analytics Software Development Kit (SDK) for analytics tracking
A survey at our social media channels (Facebook & Twitter) with 93 participants actively taking part

- Are you male or female?
  - Female: 45%
  - Male: 53%
  - Prefer not to say: 2%

- Would you use this app, and recommend it to your friends?
  - Yes: 86%
  - No: 3%
  - Not sure: 11%

- How old are you?
  - 18-34 years old: 46%
  - 35-54 years old: 45%
  - 55-74 years old: 9%
  - [Blank]: 9%

**Most Popular Wish List**

- I’d like to be able to identify RSPO certified products by taking a photo or scanning,
- I’d like to be able to search for products that carry the RSPO trademark,
- I want to be able to search for companies supporting sustainable palm oil as RSPO members
Challenges

• **App retention rate**
  • Over 50 million mobile apps are downloaded, 95% are abandoned within a month
  
  • **Solution:**
    • Offer incentives
    • The app must have the power to be a gateway – connecting consumers beyond the app to other touch points that may meet their specific need

Challenges

• **RSPO Members participation**
  • Data sharing on products and its information must be pro-actively participated by the RSPO members

  • **Solution:**
    • Administrative powers of the app to be shared
    • A policy/requirement must be agreed upon committed members to move forward
Challenges

- **High Cost**
  - High risk for return of investment from the high cost spent to develop the app
  
- **Solution:**
  - Tagging other apps
  - Campaigns creation using other popular apps

Thank you!