

**RSPO**

Roundtable on Sustainable Palm Oil

# Presenting the RSPO Trademark Mobile app Framework



**Global Vision | Regional Action**  
2015 to 2020



## Primary Objective

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

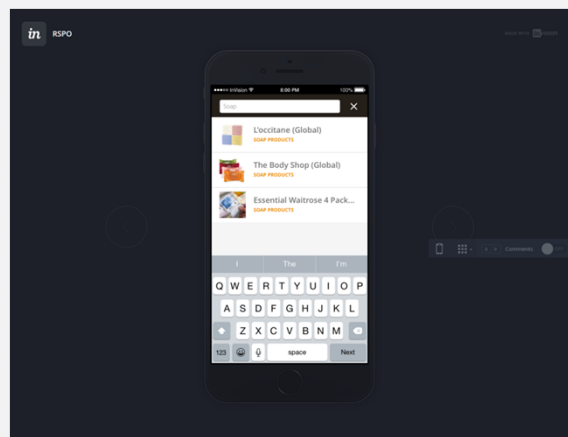
## Platforms & technology

- 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.

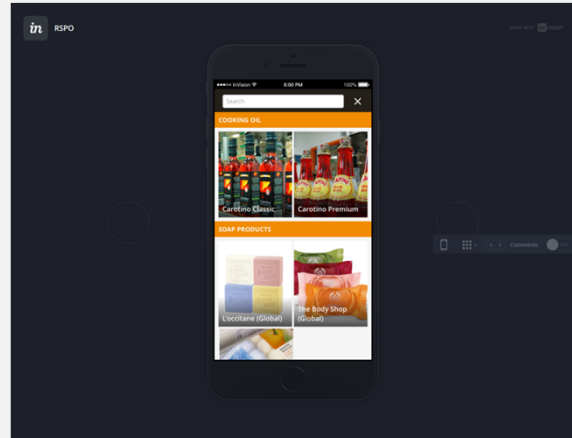
<http://invis.io/N74X63CUR>



## App Specification

- **Search for products**

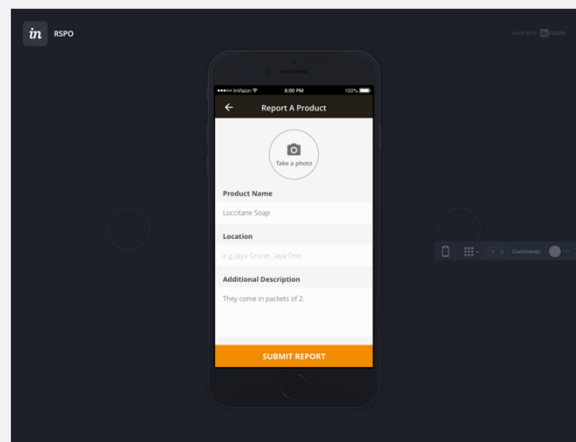
- Integration with website API to extract information
- Display search results of products and tapping leads to products view.



## App Specification

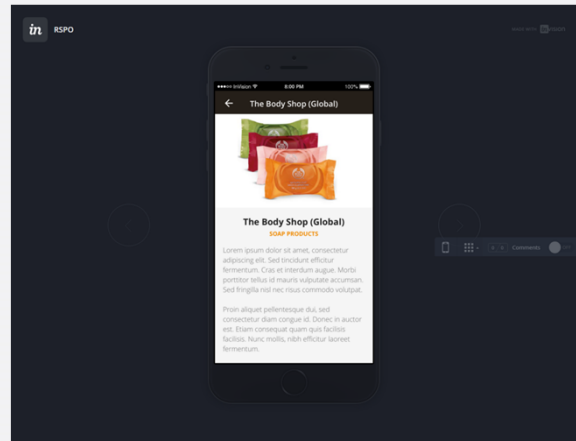
- **Report Product**

- 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

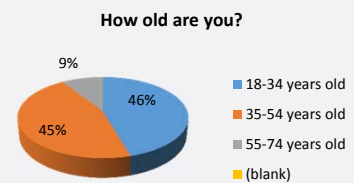
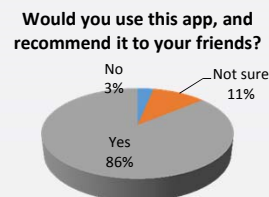
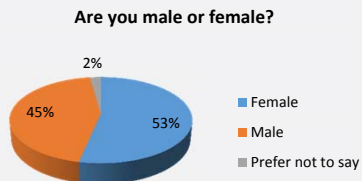


## App Specification

- **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

## Social Media Survey

A survey at our social media channels (Facebook & Twitter) with 93 participants actively taking part



## Social Media Survey

### 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!**