

Zencode CASE
STUDY

A group of ten young adults, five men and five women, are posing for a photo on a paved pier. They are dressed in casual attire like hoodies, jackets, and jeans. In the background, a large, multi-masted sailing ship is docked, and modern city buildings are visible under a clear sky. The entire image is overlaid with a semi-transparent orange filter.

ZENCODE

Helps Social Enterprise with Gamification App

**Helps Social
Enterprise to
connect to new
generation**

AT A **GLANCE**

Social Enterprise

With increasing use of technology by the next generation, engagement by Social Enterprises has to also move forwards and embrace the digital age

Finding projects that people can connect with through digital mediums and using gamification techniques seemed like daunting challenge for NGOs and Social Enterprises.

However with Zencode it was able create a customised mobile application together that streamlined its operations



SERVICES



Industry : **Social Enterprise**

Location : **Worldwide**

Employees : **over 20**

Services : **Customised Development, Mobile Application, Gamification**

THE ORGANISATION



Founded in 2009, client has been dedicated to promote international voluntary services in Hong Kong.

With a well-established worldwide network of international voluntary service organisations providing over 4,000 international workcamps and voluntary service projects every year in about 100 countries.

Client was incorporated under the Companies Ordinance as a company limited by guarantee. It is a registered charitable institution, which is exempt from tax under section 88 of the Inland Revenue Ordinance (Reference No. : 91/11726).



THE CHALLENGE

Faced with the challenge of engaging the next generation of volunteers and prospective work camp participants, client needed to create a gamified mobile app that gave an engaging experience

Being able to create a backend workflow as well that maximized the bandwidth of every salaried staff was also critical, so that the Social Enterprise could maximise their funds.

THE SOLUTION

To use Zencode's capabilities in Gamification Mobile App

To use Zencode's capabilities in Mobile Application Development leveraging Gamification. Zencode created mechanisms and mapped out the business flow. Through this Zencode was able to increase the bandwidth of salaried staff and further improve engagement by the next generation of volunteers and participants



With Zencode's Application Development:

With Zencode's Application Development: Zencode has expertise in structuring data in large enterprise environment, integrating different systems together, creating the right solution architecture and creating natural business flows that have great user experience.

Regardless of technology be it Mobile Application, Desktop Applications, AI or Enterprise Applications Zencode is able to exceed the customer's requirements

CASE STUDY

