

# Apprenuer Whystle Solves Consumer Issues through Application Development



## Contents of this Case Study

A follow up survey for the project with Whystle identifies the process that they went through for finding an application developer, what happened during the experience and the outcome of application development.

## Whystle Overview

Whystle is mobile application that is designed to alert their users of issues with products in the market early & often in a central location. Data can be added & removed to make sure that the notifications are specific on a user basis.

- Lauren Bell CEO of Whystle
- [www.Whystle.org](http://www.Whystle.org)
- [Lauren on LinkedIn](#)



## NS804 Overview

NS804 is a business speaking, mobile application development company with a goal to provide cost effective mobile applications through collaborative efforts to build the best possible app.



## Introduction

Whystle wanted to develop an app that has business to consumer value based on an idea that doesn't exist today. The pain point that Lauren's app would target is that information about product issues and recalls wasn't reaching users in a timely manner,

allowing injuries to happen to their consumers. Whystle was developed to centralize the data based on a user's purchases to deliver that information quickly.

Our interview below on the process, start to finish, explains her pain point through the solution.

## Interview

### **When you came to NS804 with your idea, how far along in the process of developing your app were you?**

*Lauren had come to NS804 with a virtually blank slate. The idea of the app was all that was necessary due to collaboration that Nick & Lauren had in the initial meetings. Before a penny was paid to NS804, Lauren had a better idea of the app she'd be developing, the process and what to expect.*

### **What made you choose NS804 over the competition?**

*Price & Nick's enthusiasm for the project. The pricing was reasonable. Nick invested himself in the idea instead of just giving a price for the outline Lauren had given him. You could tell Nick was invested in the idea that Whystle had.*

### **What impressed you most about working with NS804?**

*Nick was easy to work with, but not a yes man. He shared his thoughts & opinions, told Whystle about bad ideas and why and took care of Whystle as a client.*

### **What happened in your project that you didn't expect?**

*It didn't go the way that Whystle had planned, in that it took longer than expected. Added features that weren't a part of the initial drawing board were one of those causes. User testing identified ideas that Whystle had thought would be good and turned out to not be as useful, showing that what you want can be different than what a user needs.*

## Results

Finally, Whystle is launching an app with NS804 that'll solve Lauren's pain point of wanting to get the information out to their users. Lauren was able to collaborate with NS804 before, during and certainly after the project to build & grow the application and maximize its effectiveness.