



Digital Transformation

Kentucky Department of Fish & Wildlife

Leading the digital transformation initiative at Department of Fishing & Wildlife to launch and manage a series of cutting edge digital initiatives to transform engagement with fishing and wildlife enthusiast



React Native based app for natively rendering on iOS and Android.

Kentucky Fishing and Wildlife Department needed a mobile app to actively connect, engage with its citizens to dramatically improve the quality of information and service it provides

Client's Challenges:

- Charting a course to embark on a digital engagement initiative from traditional websites and print media
- With mobile technology becoming ubiquitous in today's world customer wanted to offer both information and services related to fish and wildlife to citizens over mobile phone.
- A technology partner with expertise in building consumer facing mobile apps.
- A technology partner to work with their IT team as well as SME and hand hold the the entire organization with this roll out.

Approach:

- Leveraged design thinking approach for evolving detailed product features. With the importance of User Experience as the center piece of the mobile strategy.
- Developed architecture that is modular and scalable to enable more functions to be added as well cater to high volume of transactions
- Worked with IT team to design web API's to handle the data efficiently with all industry standard security measures

Application Features:

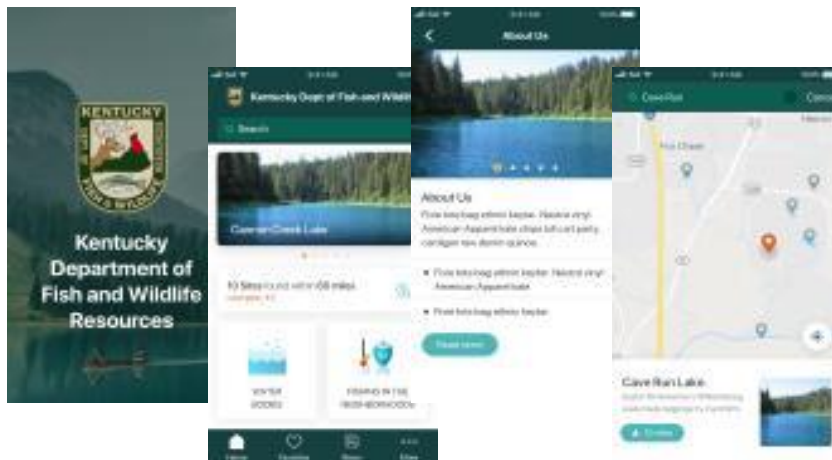
- Proximity based listing of access sites and waterbodies
- Fishing guidelines
- Facility information
- Fishing species and rating
- Easy to use search and filtering
- Notifications

Technology: React Native, C#, Appium

The Common Wealth of Kentucky was able to initiate a digital transformation initiative that fishing enthusiasts could related to.

Business Impact:

- The CIO's office was able to initiate a digital transformation initiative that fishing enthusiasts could related to.
- Brought about an internal synergies where Marine Biologists, marketing and other functions worked collaboratively on a technology rollout.
- Office of Technology is now planning follow-on phases to allow license purchase and other citizen engagement activities on this platform



ABOUT INNOFLEXION

Innoflexion is a leading software services and product engineering services company having operations across USA, Singapore & India. Innoflexion is enabling digital transformation strategies for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights by leveraging mobility, cloud and contextual analytics. Innoflexion offers domain centric solutions encompassing IP, framework and functional expertise across multiple industry verticals.

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