

Case Study: Boy Scouts of America

Client

Boy Scouts of America (BSA), a nonprofit organization with over 2.5 million active scout members across the United States.

Business Challenge

The client wanted to leverage technology to teach compass usage to Scouts who are a part of the Order of the Arrow (OA), an affiliate of BSA. The product needed to be ready in time for the National Order of the Arrow Conference (NOAC) 2018. The target audience was young adults aged 14-18 years.

Infolob's Solution

In order to address the challenge, Infolob's team of developers theorized that by using augmented reality, they could build an app that had the capability to geocode digital assets. Using a built-in compass synced to the phone's location sensor, the app would let Scouts complete missions focused on finding those assets.

Business Impact

Using the app built by Infolob, BSA was able to show Scouts who attended NOAC 2018 that they are transforming into a digital organization and growing with the times. They could also demonstrate to organization members how technology can be used for different activities and amplify experience and education.



Examples

