2019 Case Study

How Alaska FishTopia Increased Sales

Alaska FishTopia Case Study

Expanding a Business Through a Solid Customer Base

The problem

Company

Alaska FishTopia is one-part technology company and one-part outdoor adventure company. They provide a wide variety of information source centered around fishing, outdoors, adventure and entertainment throughout Alaska. They are a source for residents and visitors alike, for planning and enjoying Alaska's wide range of outdoor activities and entertainment.

Their app, also called Alaska FishTopia, is the premier fishing, adventure, information and entertainment app in Alaska. Launched in the summer of 2017, Alaska Fishtopia became one of the top 10 downloaded apps throughout the state.

The Problem

Alaska FishTopia is in the outdoor adventure business that primarily targets Alaskan residents and visitors. Their main area of operation, as their name suggests, is within the state of Alaska. Though their services are not limited to fishing, it is their specialty. They've already achieved the milestone of being one of the top downloaded apps in the state but there is always room for improvement.

They need to be able to reach more people to stake the claim that they are the go-to company when it comes to Alaskan fishing and outdoor adventures. This is important because as stated on their website there are plans for them to expand outside of Alaska. There are many factors that will contribute to the success of a company's expansion. One of the most important one is to first have a solid customer following. Repeat customers, in this case adventurer seekers and fishing enthusiasts, would highly recommend the company to their colleagues and friends. This is the best type of marketing. Marketing through word of mouth within the target community is more influential than any type of marketing. And the best thing is, it is free.

In the outdoor adventure business, their main target audience are the adventure seekers and outdoor enthusiasts. These individuals are active and always on the lookout for new thrills and activities. With this in mind, the company needs to be able to provide up to date information on upcoming activities and events. For the fishing enthusiasts, they need up to date and accurate information to be able to plan their fishing trips accordingly. Relevant information needs to be delivered in a timely manner as fishing and adventure trips need to be planned out ahead of time. The more accurate the information is, the better the customer experience which will lead to brand loyalty.

Whether it is a lifestyle app or a business app, an app that was designed to provide information needs to be stable. In this case, the app was designed to provide information to be able to plan out outdoor trips and fishing trips. Common app problems like being unresponsive or frequent crashing can lead the user to seek out other apps. As mentioned before, the target audience are active individuals and have little patience when it comes to planning their next adventure, especially if there are other similar apps available.

Challenges deep-dive

Challenge 1

Solid Customer Following

Alaska FishTopia is already one of the most downloaded apps in Alaska but with their plans in expanding beyond the state, they need to have a solid customer base. A solid customer base can be achieved by having repeat customers/loyal fans, strong connection to clientele and targeting the right customers.

Challenge 2

Delivering Relevant and Up to Date Information

Alaska FishTopia's app can be considered as a lifestyle app. As a lifestyle app, it provides information relevant to fishing and outdoor adventures. Fishing and outdoor enthusiasts need to plan out their activities ahead of time to be able to get the best experience. In order to provide the best experience possible, it is essential that the app is able to deliver accurate information to their users in a timely fashion.

Challenge 3

Reliability

Accessibility is one of the reasons why mobile apps are popular. Accessibility does not always mean reliability. As an app that provides information for planning fishing and adventure trips, it needs to be reliable and stable. Crashing is an absolute no no in this instance.

Solution

Continuous Improvement and Flexibility Through Agile Software Development

Partnering with The Algorithm, Alaska FishTopia was able to find the right solutions to their technology and business challenges. With The Algorithm, they were able to work with a partner that has the experience and versatility to be able to face the challenges that come with expanding the business.

The Algorithm's Agile software development methodologies and mindset is a perfect fit with Alaska FishTopia's core value of listening to their customers and advancing their technology based on customer input. Continuous improvement and flexibility are the keys to be able to provide the best customer experience.

Implementation

Wide Range of Available Features
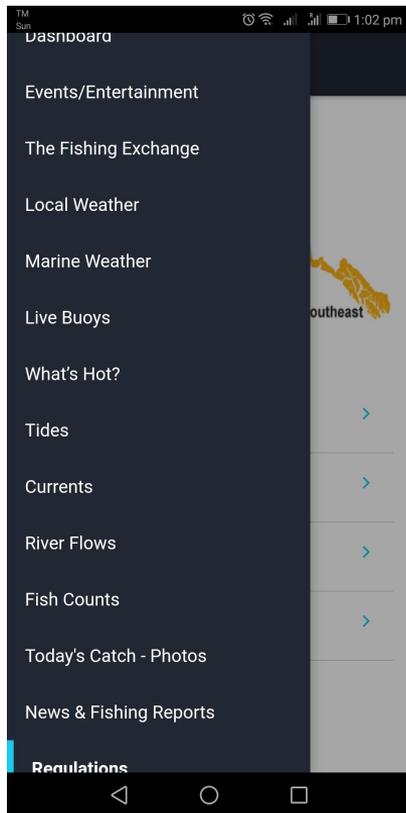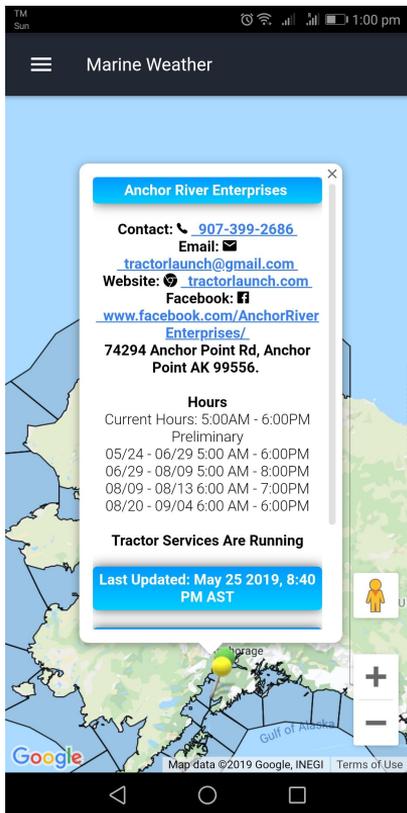
Alaska FishTopia's app didn't become one of the most downloaded apps in Alaska for nothing. Once signed up and logged in to the app, it directly takes you to the main screen which shows you the map of Alaska with markers pointing you to relevant services available in the area. This simple feature clearly shows that The Algorithm understands who the target audience is and what their needs are. Although this might just be a simple feature on the surface but adding this helps in building a strong customer following.

A simple tap at the options icon at the upper left corner displays all the available features for the app. The available features cater to a wide array of users. Features like the Fish Counts, River Flows, Currents and Tides will appeal to the serious anglers while features like Today's Catch may appeal to casual anglers or beginners. The addition of the Events/Entertainment and the Today's Catch features was designed to add a sense of community to the users of the app. A community built around the users of the app is a sure fire way of building towards a strong customer following. This design shows that The Algorithm understands that in order to build a strong customer following you first need to create a community around the brand.

Constant Feed of Information

Just like a website, an app needs a constant flow of information or updates in order to stay relevant. This is essential to an app like the Alaska FishTopia since its main purpose is to provide useful information to anglers and outdoor adventurers alike. This is accomplished by providing information about the weather(local and marine), fish counts, tides and currents. The News and Fishing Reports feature is also a nice touch aimed at anglers who want their daily fishing news. These data points and more are constantly being updated.

One very important addition is the Regulations feature. This shows the different regulations for the different areas in Alaska. Compared to the other features, this is one of the most important when it comes to planning fishing trips. To top this off, the Electronic License feature allow users to have access to their license at all times. This will ensure that the app users would be able to enjoy their fishing trips without violating the local fishing laws.

The wealth of information provided by the app was designed to be like the Swiss Army knife of fishing apps. It has all the information that a fishing enthusiast could ever want. This design choice shows The Algorithm's years of experience in developing one-stop shop apps.

Maintenance and Support

Rocky Waterbury

★ ★ ★ ★ ☆ July 19, 2018 👍 ⋮

Update: Developer emailed me the next day and got everything working. App is working and has helpful information all in one area. Bought the app and it wont let me sign in. Tried forgot password and it says email not found yet when I try to register it says it already exsists.

ADDITIONAL INFORMATION

Updated   **Size**

May 22, 2019   32M

No app is perfect but The Algorithm strives for perfection. Any reported bug or issue is immediately fixed. This will ensure that the app would be as reliable as possible. It would be in their best interest for any business who wants to succeed in the digital market space to work with a developer who stands behind their product. The Algorithm is the developer to consider.