# DISCUSSING THE COMPANION APP

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# INTRODUCTION

# WHAT IS A COMPANION APP?

An app that the website developers created and intended for mobile use. It also allows more accurate geolocational data to be collected from users. This makes using this version of the site a more personal experience for your users, as there could be functionality issues if the companion application isn't provided.

> Companion apps are software applications that run on a different device than the primary intended or main application.
>
> They usually provide content that is similar to the primary user experience but could be a subset of it, having fewer features and being portable in nature.
>
> Ashley Zimmerman

# HOW IS IT USEFUL?

The benefits of having a companion app outweigh the inconvenience of having to adjust your site for mobile. For starters, having a mobile-friendly site increases your brand reliability to the consumer - it makes you more credible.

Having a mobile version also allows accessibility for your site. What if your users didn't have access to a computer? I really don't see any disadvantages (besides the slight annoyance and confusion that comes with building the settings).

# THE APP OF STUDY

# THE APP

www.WalkingForRochester.org

## What is WFR?

Walking For Rochester is a 501(c)3 non-profit organization in Rochester, NY. What exactly do they do for the community? They host weekly Community Cleanups, plan private Corporate Cleanups for businesses/teams, offer a Volunteer Program to record service hours, and have a Litter Removal Service.
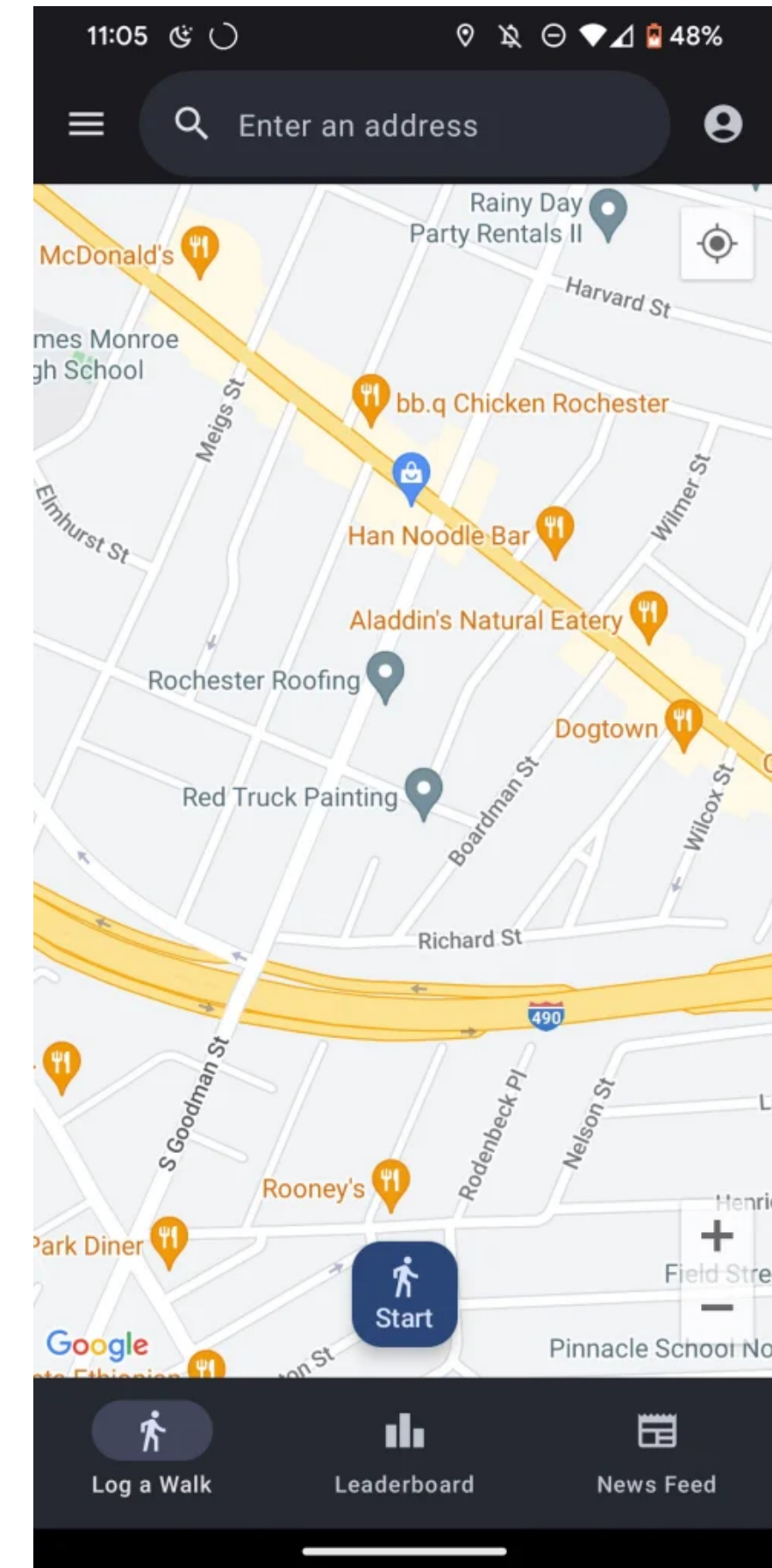
# THE APP

The Walking For Rochester app is designed for users that want or need to track their service hours while they volunteer. Additionally, the app serves as a tool for the organization to collect data on where users found litter within the city.

When the user first opens the app, it opens to the map and the tracking system (as shown here on the right).

Users are able to:
- Track hours and location of service
- See events and news from the organization
- Access the waiver
- Review safety Guidelines
- Sign up for the newsletter

# THE APP

**Components**
- Round - start
- Diamond - decision made by the user
- Rectangle - process or action that is completed by the user

It also starts with the homescreen, but alternatively it will have a login screen if you've never used the app on your device before or need to create an account.

# THE CURRENT APP SITE MAP