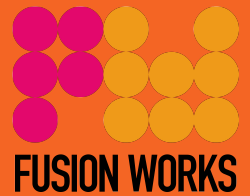

Data Collection: unboxing Pandora

Anton Perkin • Kiev, 25.11.2017





BTA Loka


STICLĂ


PLASTIC


HÂRTIE

RKOK



Experience

Afla.md

Lifespan

2012 - 2013 - now

Key features

- all schools in Moldova with the detailed information
- ability to add content, comment, report

Data sources

- data.gov.md
 - hard working students
 - crowdsourcing
-

JangaBanga.md

Life span

2014 - 2016

Key features

- price comparison
- web + mobile app

Data sources

- online stores websites
-

Lifehack Chisinau

Lifespan

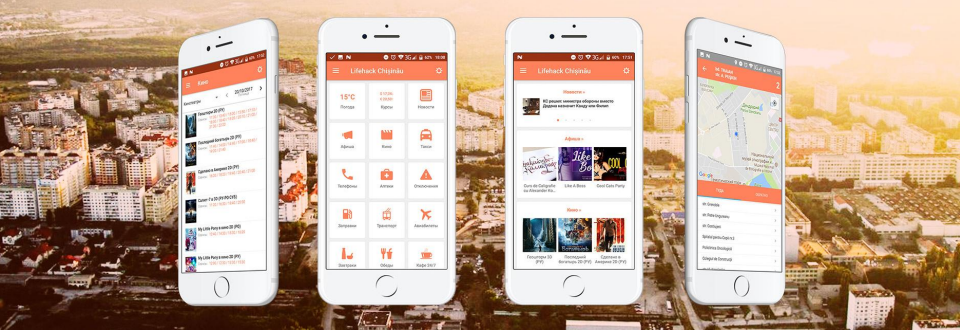
2016 - now

Key features

- smart city features
- turning plain data into data that works

Data sources

- banks, cinemas, tickets, etc websites
 - government portals
 - own content
-



We made data work for people



Lifehack Chisinau

Весь город в твоём кармане

▶ Google Play Store | 🍏 App Store

- Events
- Movies
- News
- Transport
- Exchange Rates
- Shutdowns
- Taxi
- Gas stations
- Pharmacies
- Phones
- Air Tickets
- Weather
- Cafes (Breakfast, lunch, 24/7)
- Seasonal (Pools, Picnics, Terraces)
- Lifehacks

Lessons learned

Data can be crap

Analyze it before you start

Better know the truth at 0-step

Consult IT guys

They can't install Windows, but can help you here

Data will be crap

Do not rely on a single datasource

Don't forget about sustainability

Prepare for the battle

It won't be easy

Data should for people

Show it in a format they need it

Test it in focus group. Show what people need, not what you have

Designers were born to help

There are awesome ones

People won't love your app by default

Think about marketing

Definitely, your app is cool. But who knows about it?

Never ignore social networks

You have a powerful tool at hand

Promote your app

Make people leave feedback

Ask them about it after they used your tool at least 3 times

Answer to feedback

Even the worst haters turn into devoted pets when you pay attention to their personality

Spend money (spoiler: wisely)

Promote (you need a separate course on that)



Questions?