



A WEB & MOBILE APP SOLUTION TO UNITE AGAINST BULLYING

About Client

School campuses today, expose students to harsh environments. Over 19% of students in grades 9 - 12 agree to have been bullied on school properties. Studies also reveal that over 10.2% of students discontinue schools as they do not feel safe. Many others struggle with hunger, housing, escaping violence, and mental health even outside school campuses. Such violence, bullying, and mental crisis leads students to isolation, and sometimes suicide. With the youth of today's generation facing such challenging situations, Be Strong unites power with choice to save and change lives.

Their Stumbling Block

Be Strong constantly strives to unite students, parents, teachers, and communities to bring issues out in the open, and provide solutions that change lives. However, with more students reporting abuse and requesting help, the need for a wider and more accessible platform started to emerge. Be Strong wanted to create a "digital bridge" that could help extend support to a larger group. They wanted the students to have the ability to instantly connect with the right help or support, guaranteeing more safety. Merely having a website was not helping engage the respective groups rightly.

Utilizing the latest technologies, Be Strong wanted to enhance its website capabilities. Enabling a wider engagement, the team wanted to initiate live broadcasting of events, interactive surveys, quizzes, and polls. Analyzing the increased usage of mobile devices amongst today's youth, Be Strong also wanted to create a mobile app solution for both iOS and Android to ensure more people benefit from the various contents, resources, and supports delivered by the team.

Be Strong is a national non-profit organization working to empower youth to prevent bullying. Utilizing a comprehensive student-led approach, Be Strong strives to bring a change in peer behavior by helping students reveal their challenges, and train them to become more resilient. The organization provides resources, support from friends, families, and communities; intervention, programs & best practices to help students battle emotional, behavioral, and everyday challenges.



Fingent's Approach

Fingent had vast experience in providing innovative technology solutions for non-profit organizations. Their knowledge and expertise helped them quickly understand the actual client requirements. They realized that the need of the hour for Be Strong was to be able to reach out to the maximum number of people using affordable technology. Fingent focused on helping Be Strong attain:



1 Maximum reach amongst students, parents, teachers, and school administrators to promote their cause.



2 Enable everyone to access live events, even if they are not able to physically attend them.



3 Engage the audience during live events, via polls and surveys.



4 Identify those in need of help, quickly and provide them with the right solution in time.



5 Enabling wider access through mobility.

Utilizing expertise in custom web and mobile app development, Fingent initiated the mobile app development as well as the web app modification simultaneously, to reduce the production time. Keeping in mind that the mobile app solution was intended for students, teachers, parents, and school administrators primarily, user roles were respectively created for both iOS and Android device users.

Cross-Platform **Mobile App Features**

The Be Strong mobile app solution provides easy access to featured resources that helps prevent bullying and suicides, overcome trauma, and empower youth with right knowledge to become more resilient.

- 01** The Be Strong mobile app solution provides easy access to featured resources that helps prevent bullying and suicides, overcome trauma, and empower youth with right knowledge to become more resilient.
- 02** Enabling a personalized experience, the app filters content as per the user role, ie., Student, Parent, Teacher, Administrator, or Supporter.
- 03** The app helps in quickly finding help, and connects users via zip codes to emergency food, temporary shelter, finding help with missing persons, immediate safety, and psychiatric emergency services.
- 04** The app also provides immediate help with quick access to anti-bullying and suicide hotlines, crisis text lines, as well as 911.
- 05** Users also get the opportunity to learn more about the Student-led programs like "We dine together", and "Student state representative program". The users also get the option to nominate student state representatives.
- 06** The Be Strong mobile app enables users to stream thorough live as well as past events, and also share them on their social media accounts.
- 07** The users can also browse through various resilience programs through the mobile app.
- 08** Utilizing the "Help Screen" users can easily navigate through the app features without any complexities.
- 09** The app is compatible with both Android and iOS devices.

Website Modifications



User Side

Utilizing custom plugins, Fingent helped innovate the Be Strong web app to be more interactive and engaging, enabling the team to widely spread their cause and mission. With unique login credentials, users get the facilities to:

- » Watch live events.
- » Stream through past events.
- » View details on upcoming events.
- » Engage during live events, via live polls, and interactive sessions.
- » Utilize the local support directory to obtain quick help or support.



Admin Side

- » Admins can update event status. They can add YouTube Live event URLs to the app using embed code, which displays as default YouTube live player on the event page for the users.
- » The admins get the ability to create polls for the audiences. The polls can be created in advance and can be activated and deactivated when desired. Activated polls are displayed below the YouTube player for the users.
- » The admins can view the results of live polls in real-time.

Project Challenges

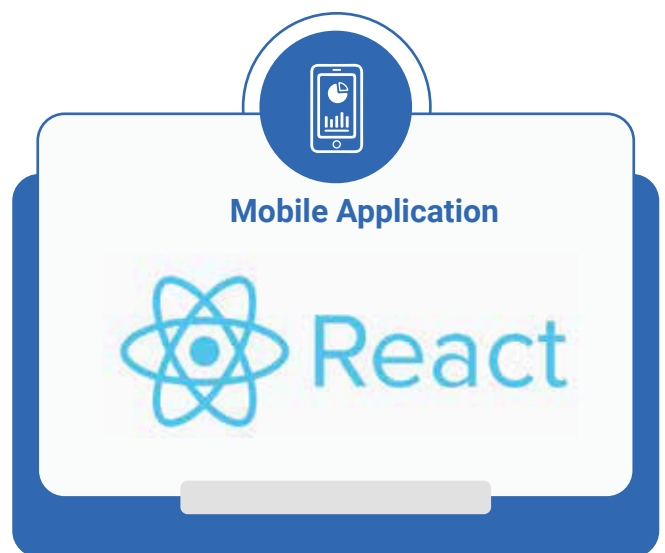
One of the major challenges of the project was to ensure that the live polls and the event simulcasts worked seamlessly in a considerably low bandwidth, while at the same time, supporting concurrent users of the application.

Fingent's IT expertise enabled the development of scalable APIs, setup NodeJS servers, and recommend requisite IT infrastructure to get the application live in-store without app store rejections.

Another essential requirement of the client was to ensure that all assets from the website were transferred to the mobile application. This required specific customization to enable enhanced student security and the trust of teachers and organizations.

Fingent implemented the solution using WordPress on the web and React Native framework on the mobile. The communication between the web and the mobile application was facilitated using custom APIs.

Technology Stack



The Impact

Leveraging the mobile app solution created by Fingent, Be Strong was able to successfully expand its reach across the United States. With revamped IT infrastructure and scalable APIs, a large number of people are now able to access and benefit from the live events, without any hindrance caused due to bandwidth or traffic. Enabling smooth streaming of live events and streamlined functioning of live polls, Be Strong is able to constantly receive feedback and updates on students, their challenges, and their surrounding environment, which is enabling them to better support and reform their cause. Besides enhanced engagement and wider reach, the local support feature is also proving to be extremely helpful for the users. Within a short time, Be Strong was able to take forward its vision on a wider scale. Empowered with technology, Be Strong continues to inspire many lives.

About Fingent

We are a Global IT company providing strategic IT business solutions and services for complex business problems, in multiple industry sectors including retail, healthcare, finance, education, and more. Our vast technology and industry expertise enable us to focus on cutting-edge internet technologies with the aim to develop scalable, secure, and easy-to-use web applications that work across multiple devices. We believe that the judicious use of technology, together with a good design can reduce complexity, connect individuals, and provide valuable insights, all of which ultimately help businesses succeed.



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