

Infragistics Services Teams with 9/11 Memorial & Microsoft to Develop Windows Phone App

Delivers 'Memorial Guide' Educational App in Eight Weeks

The Situation

As the 10-year anniversary of the September 11, 2001 attacks approached, the National September 11 Memorial (9/11 Memorial) wanted to provide the public an interactive solution to explore the Memorial at the World Trade Center. The Memorial expanded its technology solutions across multiple mobile platforms through a "Memorial Guide" app.

"In preparing for the opening of the National September 11 Memorial, we created the multi-platform Memorial Guide to allow our visitors to understand the arrangement of names inscribed in bronze at the Memorial," 9/11 Memorial President Joe Daniels said. "It was important to us that this guide convey the meaning behind the names in an intuitive way, and this app performs beautifully."



Infragistics UX and UI Services began its eight-week collaboration with Microsoft and the Memorial to develop and deliver the Memorial Guide, a free, interactive mobile app that amplifies the on-site Memorial experience.

"Infragistics and Microsoft exceeded our expectations in delivering a powerful and meaningful tool for victims' family members and visitors from all over the globe," said Sean Anderson, Chief Technology Officer for the 9/11 Memorial. "This technology reveals the special bonds shared between 9/11 victims."

The Solution

Infragistics Services immediately went to work, following their established UX design process framework. This framework follows several phases - understanding the project scope, requirements and constraints; translating this knowledge into a design concept; implementing the design; and testing the app to ensure the best user experience possible.

"Infragistics is a strong Windows Phone developer ecosystem partner and the company continually demonstrates its ability to influence mobile experiences and deliver value to the Windows Phone platform," said Todd Brix, senior director, Windows Phone Marketplace, Microsoft Corp. "We were pleased to have the opportunity to team with them on this project."

Working in conjunction with 9/11 Memorial and Microsoft, Infragistics conceptualized the "interaction flow" of the Windows Phone app. The team identified and answered questions such as, "How will Memorial Guide users search for a name?" "How will we orientate the display screen to profile the victims' background details and oral histories?" "How can we keep the size of the app as small as possible so that it can be downloaded and installed quickly?" And "How will we ensure the best user experience possible?"

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The nearly 3,000 victims' names, search capabilities, oral histories, orientation of the screens and the small form factor were only a few of the design considerations that the team addressed to ensure the integrity and spirit of the project. Additionally, the team needed to comply with the 9/11 Memorial branding and adhere to Microsoft's Metro visual design theme.

Using wireframes, or sketches, Infragistics outlined a detailed map that would enable any Windows Phone user to find victims names on the memorial panels, access biographical information, oral histories and layers of meaning that underlie the arrangement. The Memorial Guide app also needed to allow its users to locate sponsored cobblestones on the Memorial.

Once the concept was developed and the experiences mapped with screens illustrating the flow, the team translated it into the app solution. The team coded the interaction flow and began the software architecture which led into the implementation of features and functions. Throughout the development, the app underwent a rigorous testing process to ensure that the code mapped back to the initial design concept. Through close collaboration with the project stakeholders, the team confirmed that Memorial Guide was fully delivering on the project's mission and vision.

"Infragistics understands how to build UI toolsets and applications that enable users to connect and share their life experiences and it's these compelling people-first experiences that are at the core of Windows Phone's design," added Brix.

The Results

Within eight weeks time, Infragistics created a powerful, immersive app that helps to shape visitors' experiences at the Memorial in New York City or anywhere in the world.

At its initial launch, Memorial Guide received "5 star" reviews in the Windows Phone Marketplace. Word continues to spread about this inspiring app and downloads continue to rise -- from those planning their trip to the Memorial and those who are unable to visit the Memorial in person but want to share in the tribute.

About Infragistics:

As the world leader in user interface development tools and experts in User Centered Design, Infragistics empowers developers to build and style immersive user experiences and rich data visualization in line of business applications across all platforms — Windows Forms, WPF, ASP.NET and Silverlight. Infragistics also has a range of value-added services including UI testing tools, support, training and consulting services. For additional information on Infragistics, products and career opportunities, please visit www.infragistics.com or call us in the U.S. at +1 (800) 231-8588, +1 (609) 448-2000, in Europe, the Middle East, or Africa (EMEA) at +44 (0) 20 8387 1474, or in Japan at +81-3-5474-8040.