



# BUCCLEUCH MONTESSORI

SCHOOL APP CASE STUDY



## ABOUT

Welcome to Buccleuch Montessori Preschool and Primary! Montessori is a method of education that is based on self-directed activity, hands-on learning and collaborative play.

At Buccleuch Montessori, they embody all that is Montessori and more, pioneering their own blend of facilities and programs based on the latest 'cutting-edge' research in education and child development.

Through a very unique approach to education, the school achieves remarkable results. Buccleuch Montessori School is laying strong foundations for their pupils to go into the world with confidence, enthusiasm and a powerful urge to learn and achieve more.

For more information, visit: [www.bmpschoool.co.za](http://www.bmpschoool.co.za)





# DESIGN

The Bucleuch Montessori app has a simple yet modern design. Light and professional imagery combined with blue branding colours give the app a fresh and pleasant look and feel.

The app uses slider image functionality showcasing photos of the kids that makes the app look more interesting and engaging. At the bottom, there is a news ticker showing all the latest news about Bucleuch Montessori.

Simple layout and graphics provide seamless and user-friendly experience allowing parents and staff members to make the most of the app: access timetables, receive all the latest notifications and much more.

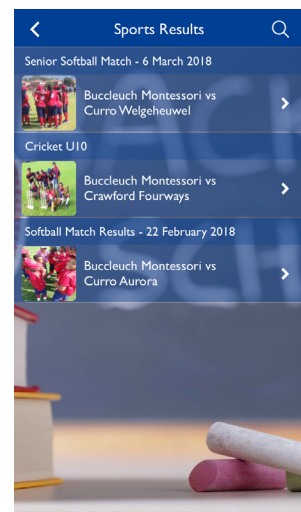
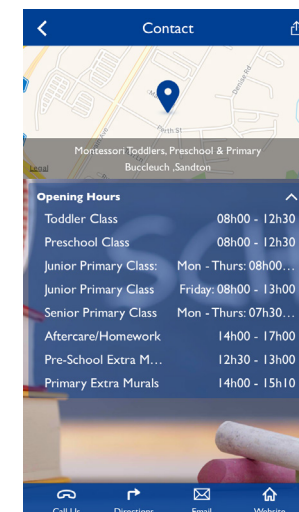
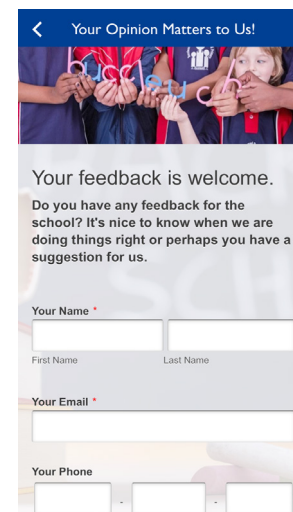
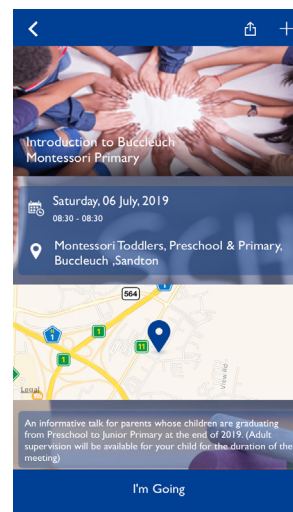
**Preview this app on your device:**



**Web App:** [eazi.link/bm](http://eazi.link/bm)

**App Store:** [eazi.link/bma](http://eazi.link/bma)

**Google Play:** [eazi.link/bmg](http://eazi.link/bmg)





# MAIN FEATURES

The Buccleuch Montessori app utilises a number of the features available within the Eazi-Apps development platform, including:



## Contact Us

To show the address, class opening times and other school details



## News Tab

News feature to promote school events and other updates



## Email Photo

Send photos of the events to be featured in the app gallery



## Email Form

Email forms are used to sign their children up for different school events



## Food Ordering

Native system where various menu items can be ordered for delivery



## Messages

Push notifications for important messages and other updates



# APP DOWNLOAD AND SESSION DATA

Since being published to the App Store and Google Play Store, the Buccleuch Montessori app has amassed over 1,100 downloads and over 29,000 individual sessions.

## TOTAL SESSIONS



11144



16331



2308

## DOWNLOADS



384



752

## AVERAGE TIME IN APP



1.3  
min



1.4  
min



2  
min

(As of July 2019)

Average session times for iOS and Android are less than 2 minutes – showing the importance of keeping your apps simple, accessible and user friendly.

# APP USAGE

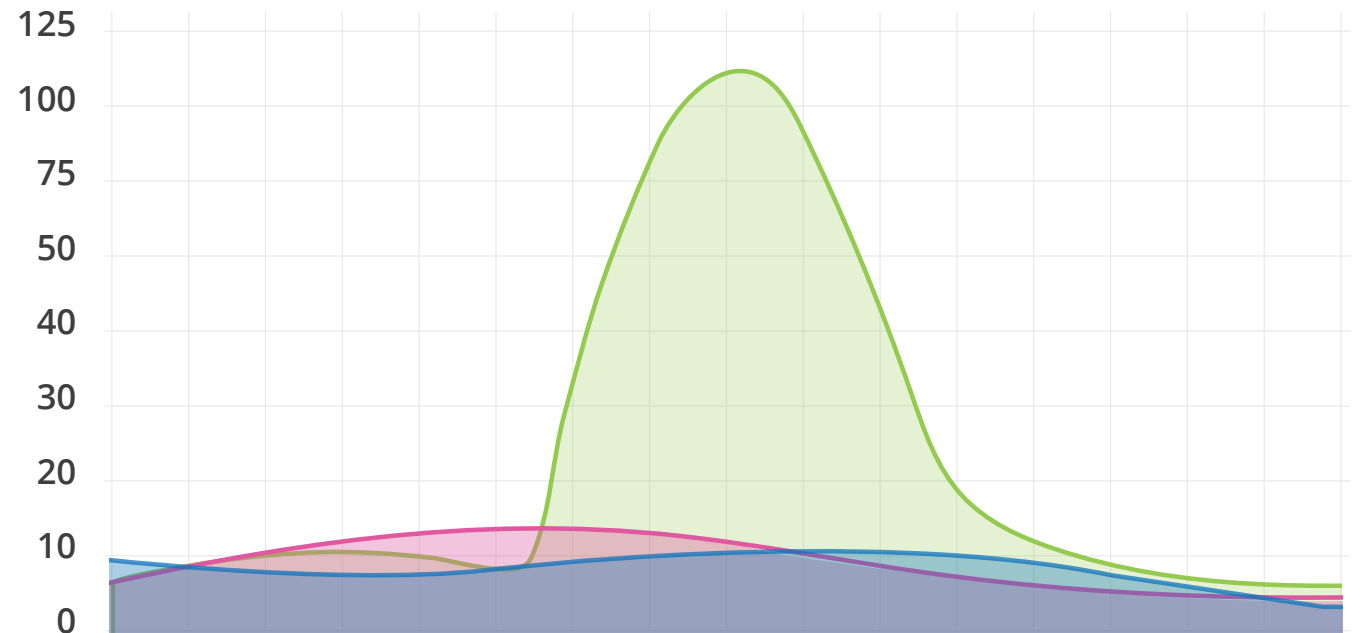
## 1 WEEK TIMEFRAME

(Correlation with Push Messages)

● iOS

● Android

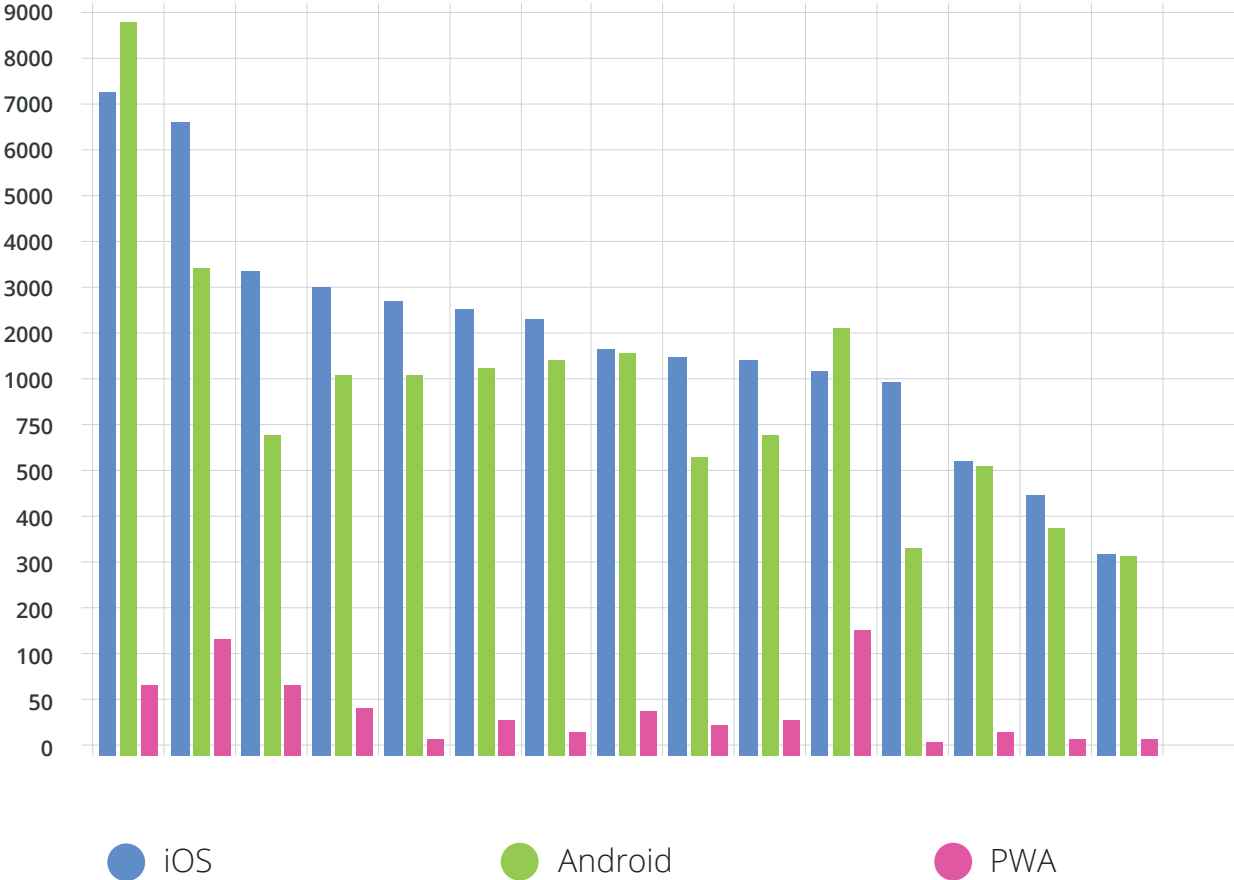
● PWA



Graph displaying the sessions logged in a week for the Buccleuch Montessori app.

The peak session-count is in correlation to the usage of **push notification messaging** sent out by the school.

# APP FEATURE USAGE



Feature	Total Sessions
Messages	16,197
Events	10,273
Meet the Staff	4,151
Parents	4,103
Our Gallery	3,833
Pupil Zone	3,662
News	3,671
Forms	3,355
Our School	2,175
Sports Timetable	2,190
Tuckshop	3,276
Achievements	1,311

The Events and Messages Tabs are the most viewed features during sessions. Utilising a good marketing strategy can entice users to keep re-visiting the app, which is key to its continued success.



# GENERAL STATISTICS



**7.7B**

There are 7.7 billion people on Earth.  
5 billion of them own a mobile device [1]

**81%**

of consumers have searched for  
a restaurant on a mobile device [2]

**61%**

of people are likely to recommend a brand  
after a positive experience on mobile [3]

**3.2M**

In 2018, an estimated 3.27 million  
households obtained a coupon  
via a QR Code [4]

**178B**

In 2017, there were 178 billion app  
downloads - and that number is climbing [5]

**50%**

More than 50% of all smartphone users  
move mobile apps to the home  
screen for easy access [6]

Sources: [1] Pew Research Centre, [2] SinglePlatform, [3] Google, [4] Scanova, [5] Statista, [6] ComScore





# MOBILE USAGE GROWTH

3.5 billion Google searches are made every day and 52% of that traffic comes from mobile devices. Mobile apps are **projected to hit \$188.9 billion in revenue by 2020**.

As mobile app usage grows in popularity, the number of app downloads worldwide increases as well. Experts predict that there will be a 25% increase in global app downloads between 2018 and 2022. Instigating action through apps using mobile-only loyalty programs, push notifications to alert your customers of specials, discounts and special events, and most importantly, keeping your business in the palm of your customers' hand.

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