Dactyl Studios and Weekend Student Adventures bring European travel info to your pocket via Contentful

About Dactyl Studios

Dactyl Studios is a mobile app agency founded in Canada in 2012. Focusing on creating great experiences for iOS and Android, Dactyl has built a portfolio of client apps in a variety of sectors. Weekend Student Adventures was one of the first clients Dactyl worked with during the early days of the company's history.

About Weekend Student Adventures

Weekend Student Adventures (WSA) was founded by Andy Steves, son of European travel guru Rick Steves. WSA provides college students and other young travellers with guided tours of exciting European locations. They are a trusted and popular company and poised for explosive growth in the coming years.

Background

In 2013, Dactyl Studios released the first version of Weekend Student Adventures for iOS. This project was a collaborative effort between WSA and Dactyl to aggregate and organize Andy Steves' European travel insights into a mobile product that his customers could browse even if they weren't on a physical WSA tour. The app had a great user interface and a wealth of information. Upon release, it quickly became a great addition to WSA's brand exposure and a key part of Dactyl's portfolio.

Database Collaboration

One of the key challenges in maintaining WSA's iOS app on an ongoing basis, was the fact that content needed to be swapped, edited, replaced and deleted frequently. The system in place at the time was a comprehensive spreadsheet comprising all the data required. This was undoubtedly cumbersome, but there weren't any CMS platforms that satisfied the unique multimedia requirements of having text, high-resolution pictures, geographical coordinates, URLs and complex lists of daily itineraries.

Requirements

- Easy content maintenance on an ongoing basis
- Mixing text, high resolution images, links and geo locations
- Cross-platform delivery without any compromises for the iOS app

Results

- Minimal learning curve even when working with complex entry-types
- Maintaining content is a lot simpler and faster, freeing up precious developer time
- Can easily re-use content across any app

> *"Contentful has been extremely helpful in onboarding us onto their platform. The conversations I've had with the team have opened my eyes to an amazing, intuitive way to do content management in today's multi-device age."*
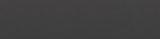
Justin Barcelos, Director at Dactyl Studios

Discovering Contentful

When Dactyl decided to pursue an update to the app that would make collaboration easier, they weren't sure what options were out there. While considering whether to custom-build or license a third party CMS, Dactyl discovered Contentful. From the start it was clear that this platform was not just right for the update to WSA iOS, but was in fact a revolutionary new way to handle content management for mobile.

Foregoing the page-based model of nearly every web-based CMS, Contentful provided a platform and interface that was able to handle a much wider variety of platforms. In this case, it was perfect for the WSA iOS app.

New Horizons

Dactyl's development team got right to work implementing the Contentful SDK and very quickly realized that the Content Delivery API would be a monumentally important time-saving tool for this and future apps. In the current build, content is easily edited and pushed by WSA. The hassles of trying to collaborate on data management and data integrity have been completely eliminated.

> *"Contentful has saved us weeks of development by supplying an easy but powerful CMS. Now I don't have to worry about managing and integrating content. It's a developer's dream."*

Daniel Potts, CTO at Dactyl Studios

Contentful allows us to enter in the content we need with ease. It saves us time and allows us to utilize the developers' expertise more efficiently and effectively. The learning curve has been quick and easy as the streamlined interface is reminiscent of the CMS system we already use with our website.

Dactyl Studios and WSA are in the process of releasing the second version of the iOS app and are now looking to move all their apps over to Contentful, including web and Android. Being able to instantly see the changes they make live in the app without awaiting approvals makes it possible for WSA to move a lot faster.

> *"It's great to be able to add new cities and info and have it show up immediately in the app!"*

Peter Psaltakis, Business Manager at Weekend Student Adventures

About Contentful

Contentful is content management platform for web applications, mobile apps and connected devices. It allows you to create, edit & manage content in the cloud and publish it anywhere via powerful API. Contentful offers tools for managing editorial teams and enabling cooperation between organisations.

To learn more about how Contentful can help you scale your publishing efforts, please visit our website at **www.contentful.com** or email us at **sales@contentful.com.**