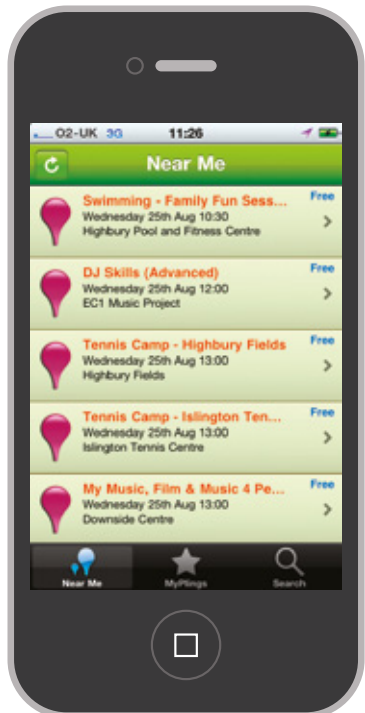


Incentivated mobilises activity search website with latest app technology

Business need

To engage **'on the move'** teenagers by making it simple for them to search for fun and rewarding **activities in their local area**, as well as giving them the ability to provide instant feedback and recommendations.



The solution

Incentivated has made Plings mobile by creating a simple app which displays activities on a map with all the usual activity details you'd find at 'plings.net'. Importantly you can also search for information on the move by entering a postcode, local authority name or keyword and save to favourites using the iPhone's touch screen technology.

Functions

- Location based
- Simple and fast search facility
- Instant mobile feedback
- The ability to personalise and publish your own activities

