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National Geographic ×

Attracting a Younger Demographic for National Geographic

Mobile App Development • Information & Cultural Products

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01

Client

A Game-Changer in its Field



National Geographic was founded in 1888 to promote the study of geography. Today, it is one of the foremost educational and non-profit organizations in the world. National Geographic started as a magazine, and over the years, it forayed into book publishing, television production, education, and public service projects, including grants.

Helix capitalized on DNA learning with its launch in 2015. Helix focuses on personal genomics (study of genes), research, and clinical care. The company employs an end-to-end approach that allows consumers, life sciences companies, and health systems to help advance genomic research. Additionally, this assists with integrating valuable genomic data and research into clinical care.



02 Project When Publishing met DNA

Service Line -
Mobile App Development

Functions -
iOS App Development,
Product Design (Digital),
UX/UI Design

Industry -
Information and Cultural
Products

Platforms -
iOS

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The National Geographic Society launched an ambitious project in 2005 titled the Genographic Project to delve deep into the scientific patterns of human migration. This project was carried out in numerous phases, with the most popular being the Geno 2.0 Next Generation. However, the project had an average performance until this point since they could not obtain enough identifiers.

Here is where Helix entered the picture and provided National Geographic with 300,000 DNA markers from its large repository of genetic information. This helped the Genographic Project to improve research and increase efficiency.

However, National Geographic did not have the technology to employ this information to its full potential.



Challenge

Expanding the Consumer Base



This lack of technology was affecting National Geographic to attract a younger audience, which was beginning to affect sales.

Thus, in order to stop the slide and attract the younger demographic, the solution was clear. Develop an app powered by Helix that would help the Geno 2.0 Next Generation expand its consumer base.

This was when Helix approached Mutual Mobile in 2017 to develop an interactive and engaging iOS app for National Geographic's Genographic Project.



Solution

04 Develop an iOS App from Scratch



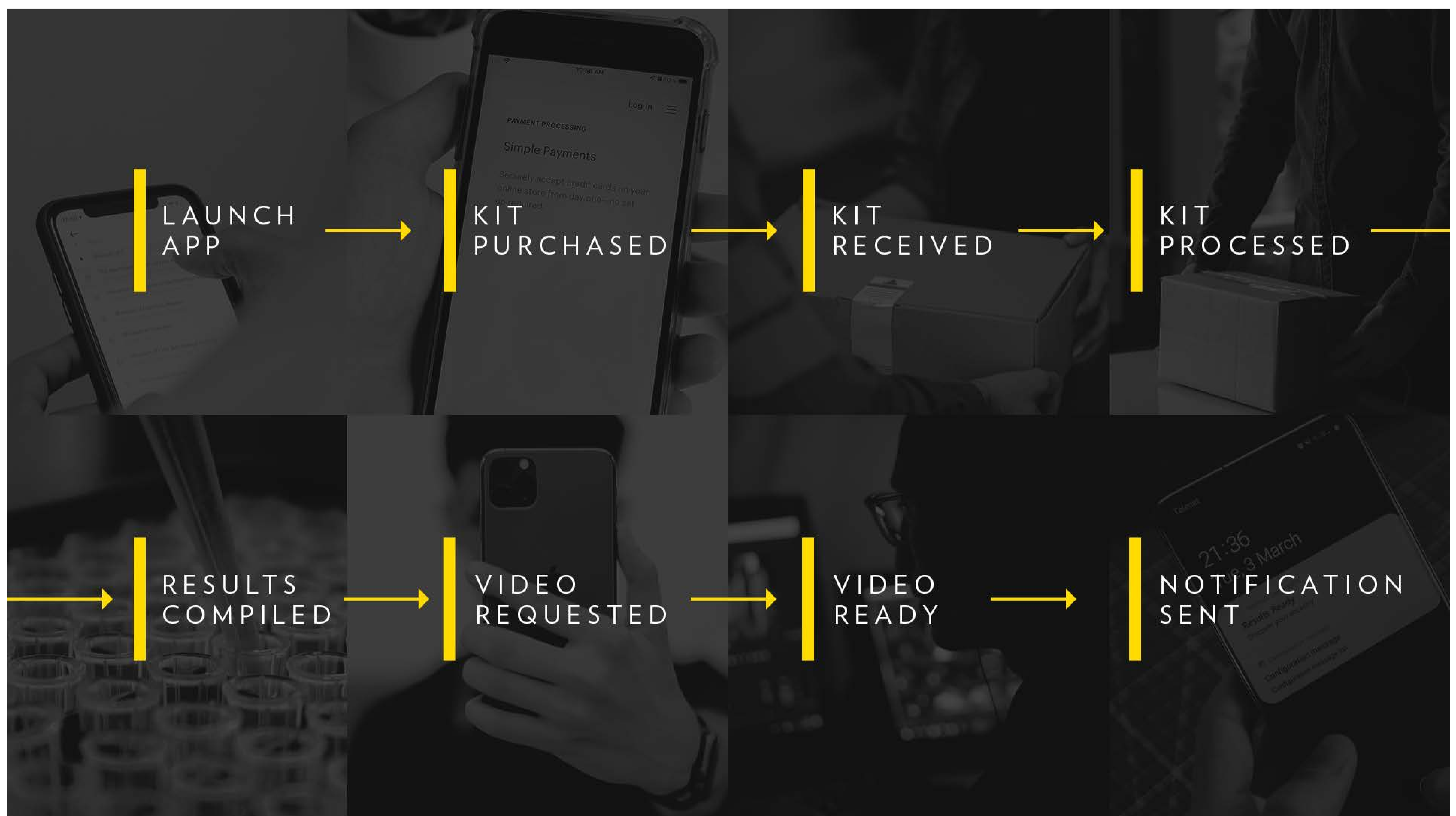
- The objective was clear as day – develop an iOS app to attract younger consumers and broaden the audience segment.
- The entire development process was slightly tricky since Helix contacted Mutual Mobile, and there was no direct exchange with National Geographic.
- The APIs were developed once a significant portion of the app had been designed, which led to a mock-up of most services.
- Despite these two drawbacks, Mutual Mobile's team in Austin, comprising a Project Manager, Design Lead, iOS Developers, a QA architect, and a QA engineer, rose to the challenge.
- There was a clear outline that Mutual Mobile created to facilitate the development of the app.



04

Solution

Exciting Features to Attract Users



This wireframe helped convert the vision into reality in a period of seven months.

- The iOS app for Geno 2.0 Next Generation Helix included several interactive features such as individual user authentication, engaging images, charts, personalized videos based on an individual's DNA, and the sharing of these videos to social media.



05 Outcome Enhanced UX Leading to a Vast Audience

Attracted a Younger Audience

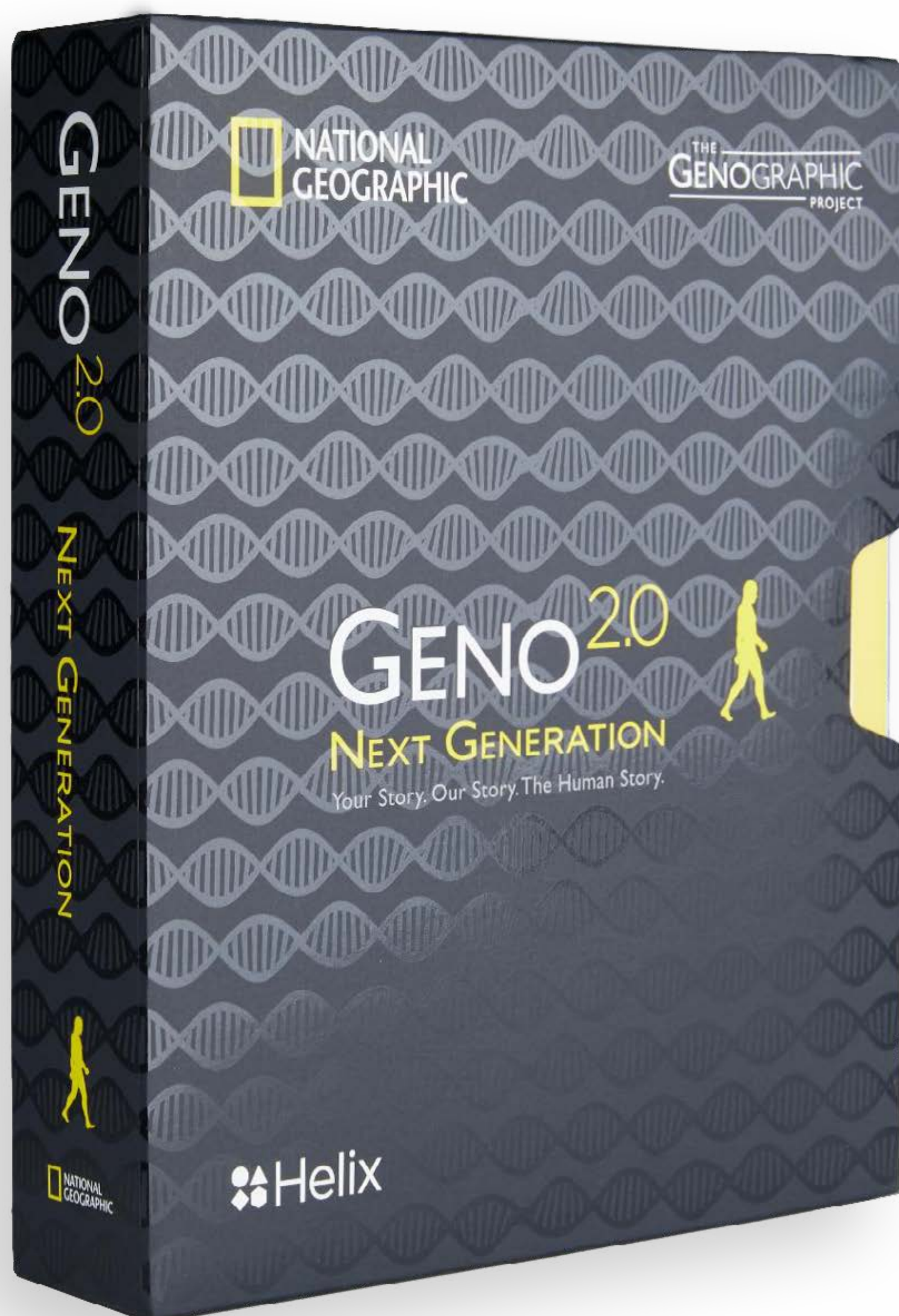
The iOS app helped National Geographic attract a younger demographic, which helped expand its consumer base.

Greater Referrals

The 'share' option present in the Geno 2.0 Next Generation Helix app helped it obtain greater referrals.

Improved User Experience

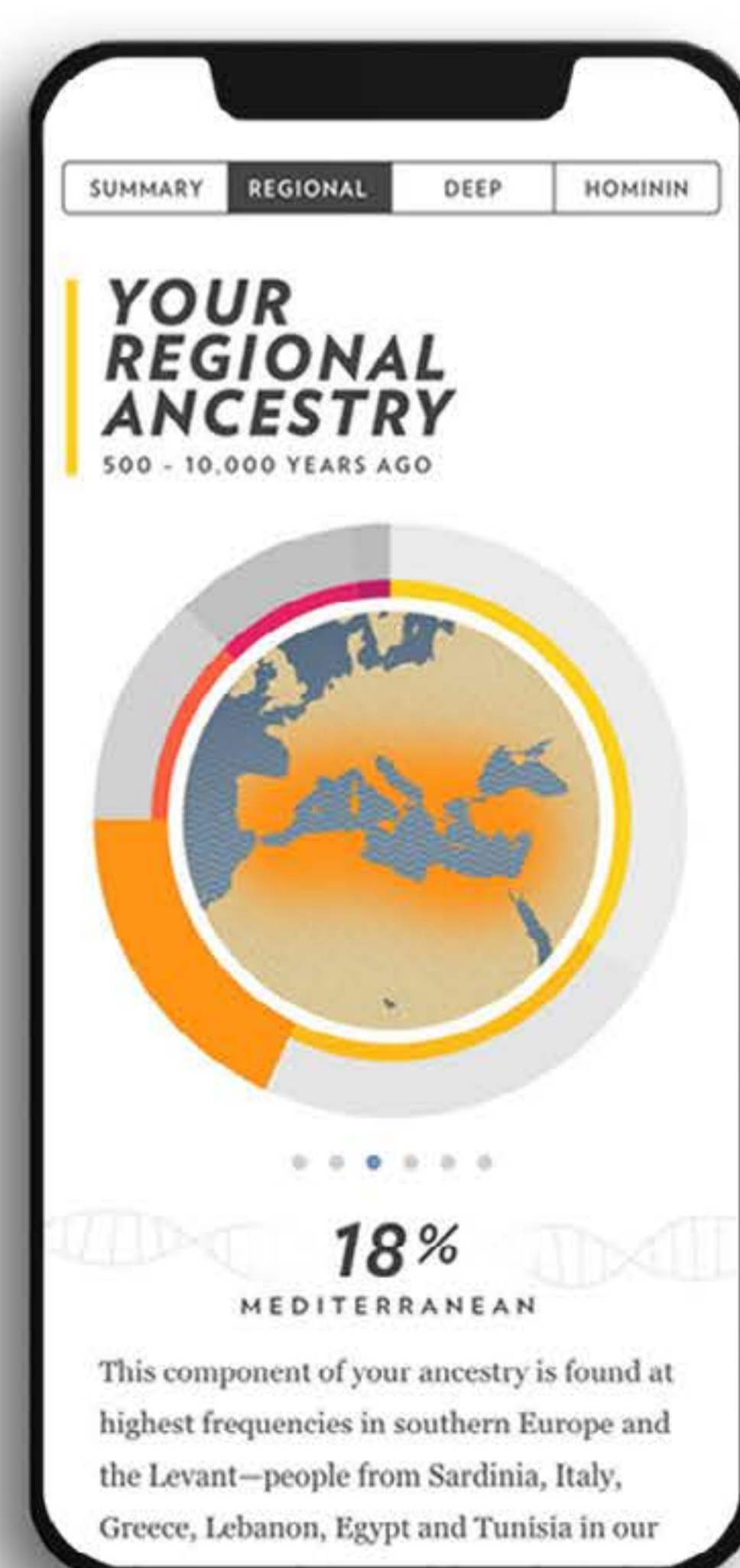
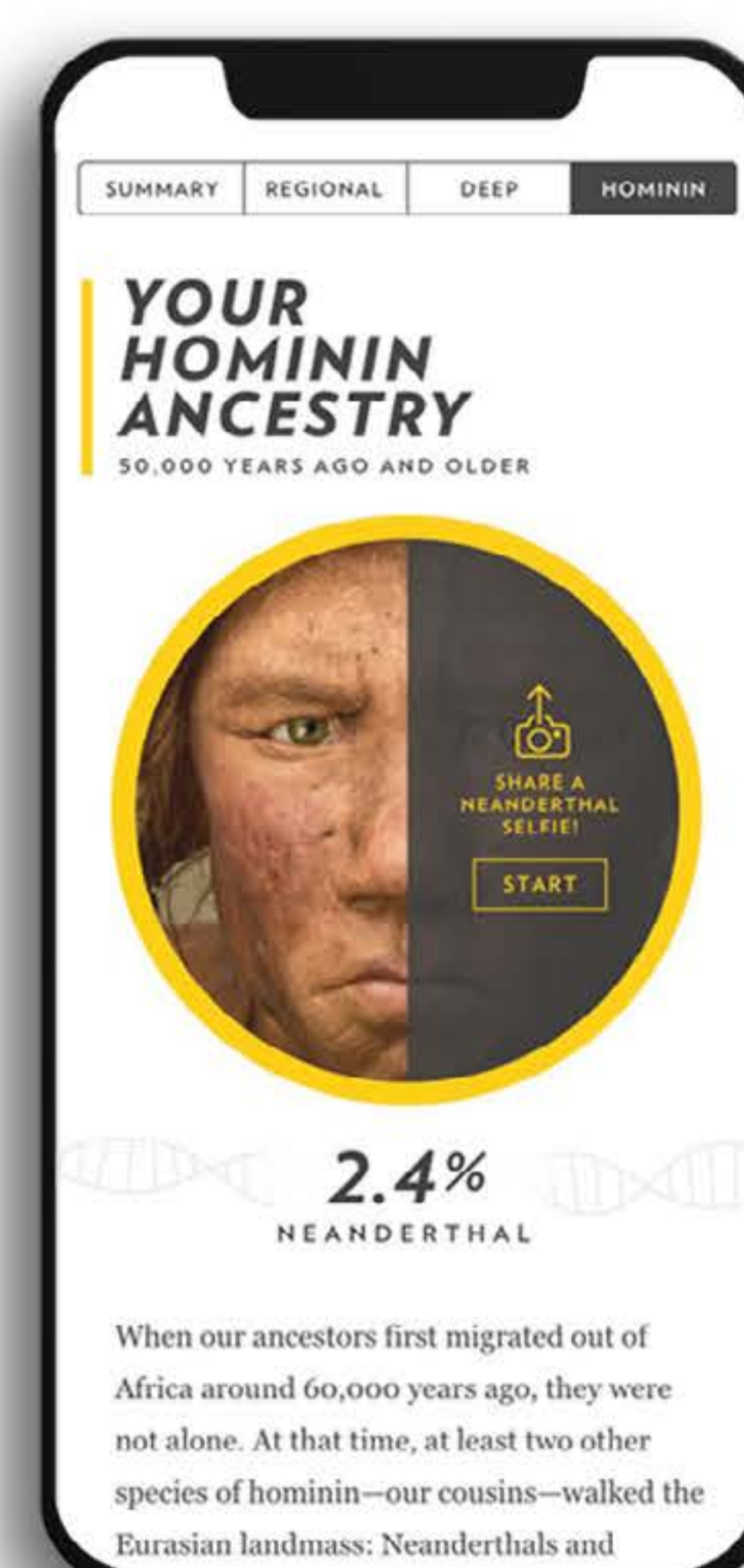
The personalized videos feature opened doors to newer 'results experience' possibilities for end-users.





06 Showcase

An Immersive App User Flow





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