MANTRA LABS

Building Digital Engagement & VOC Platforms for a Major National Political Organization
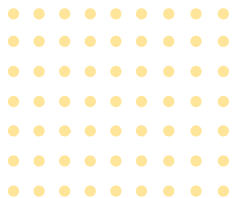
CASE STUDY

The Client

A **leading Indian political party** that is supported by millions of members across the country and has a rich history in forming governments at both centre & state level.

Brief Overview

The organization needed to simplify its outreach, and keep their diverse body of party workers informed about the organization's plans, policies and schemes through platforms that facilitate seamless interaction and meaningful visual experiences.

Key Challenges

Lack of a '**Unified Voice**' Platform for party workers to connect with senior leadership

Timely **data analysis and monitoring** to gauge on-the-ground challenges of campaigns

Engagement strategies and feedback gathering mechanisms for all party members

Mantra's Role

Mantra helped unlock the potential of robust digital tools for the political party by bringing more efficiency in their monitoring, decision making and consensus generation process.

Multiple Requirements

1 Election Data & Analytics (Web App)
Data Visualization Platform for election data

2 Self-registration Tool (Web Chatbot & Mobile App)
Tool for new party members to self-register

3 Chat Tool (Mobile App)
Internal chat app for party members

4 Web Scraping API
Retrieve information from TP websites

5 Campaign Web App
Send campaign schedules via SMS or IVR

6 Survey App (Web & Mobile)
Voice-enabled survey/feedback tool

1

Election Data & Analytics (Web App)

To enable the **data analytics team** to drive timely information regarding elections especially for those computer illiterate members, Mantra created a web application that presented a visualised map-view with colour codes, incorporated navigation bars & social profiles of party members present across different states.

Solution
Component

01 A **Multilingual data visualization web app** for easy comprehension & navigation.

02 Created a **granular view of India's map** with colour codes to receive state-wise election data.

03 The w**eb application was designed using** PHP, JS, Laravel for seamless experience.

04 **Responsive web page**-supports all kinds of mobiles and systems. Regardless of the system being used, it shows right data in the correct format.
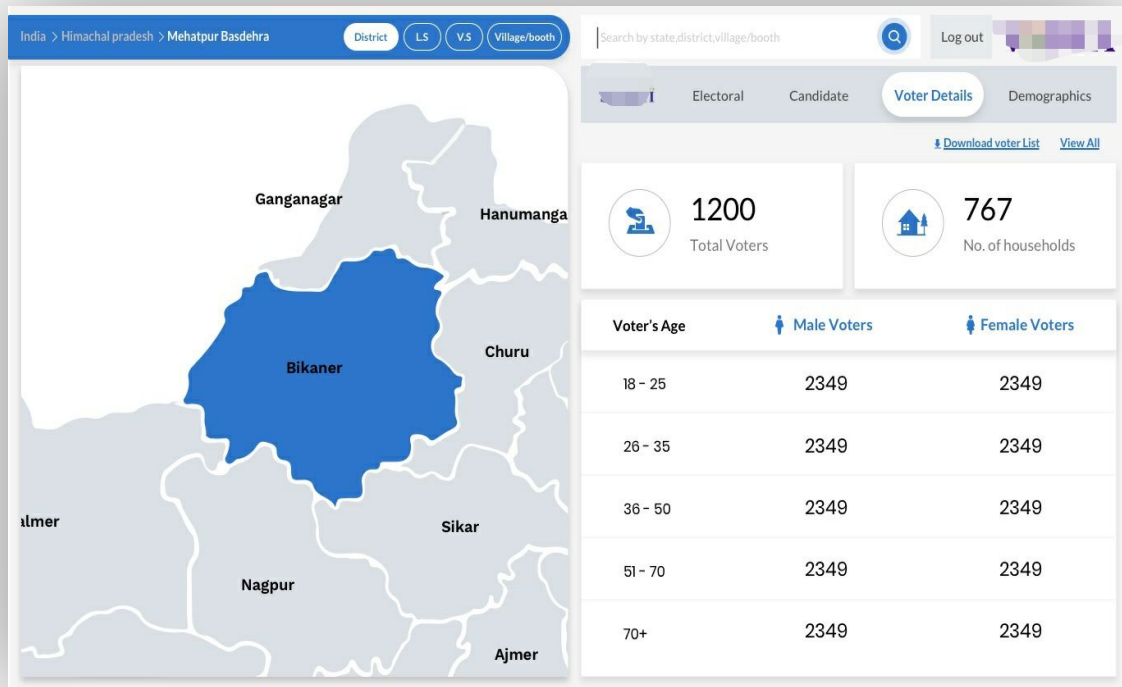
1

Screens
(District)

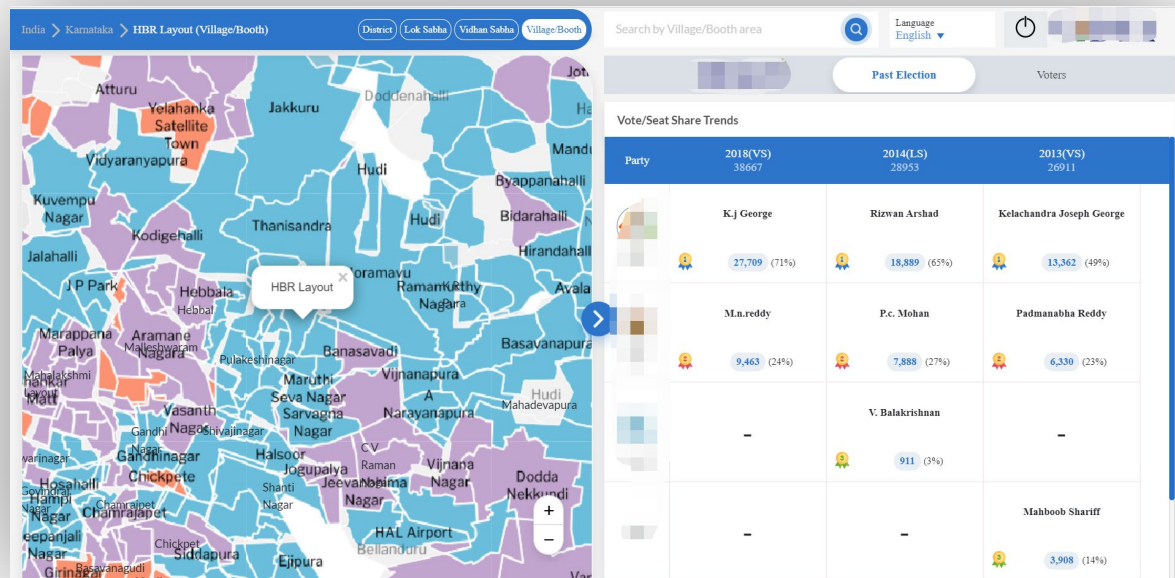Election details can be categorized such as Electoral, Demographics, etc.

Navigation bar assists in choosing the constituency

Details of users across states can be downloaded

Enables filtering of the different types of users

1

Screens
(Village/Booth)

Granular view of map and state/district-wise breakdown of statistical information

Colour Codes help workers to understand the density of users in different states.

Workers can view results in their preferred regional language

1 Key Benefits

Responsive web app enabled remote access to election details for party leaders

Filtering data and analyzing the election details became convenient for the analytics team

Faster Access enables party workers to quickly view election details of multiple states, districts & taluks, thus saving time

Increased efficiency and facilitation in data analysis process due to bifurcation of details

2

Self-registration Tool (Web Chatbot & Mobile App)

To enable the client to expand its reach while capturing background information of new and existing party workers, Mantra created a web chatbot and mobile application that validated users against their registered voter ids and then issued membership cards.

Solution
Component

01 Developed a **responsive web chatbot** to simplify the registration process using PHP, Laravel, Botman

02 Developed an **mobile app version for android** to simplify the registration process
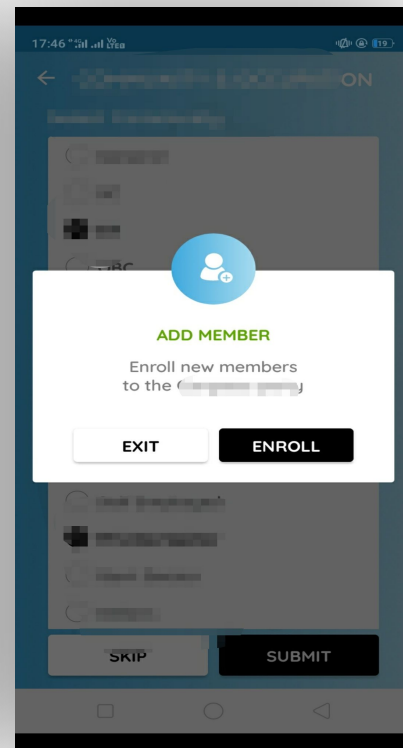
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User Screens

Users can choose their native language before proceeding with the registration process.

An already enrolled member can enroll other individuals for membership.

Options to choose **native language**

Option to **enroll other people**

2 Key Benefits

Multilingual feature allows new users to self-register conveniently & quickly

A **digital user ID** is generated once a new user enrolls for official party membership

Registration details like occupation and registered voter id, **lowers burden on backend operations** to create campaigns and push out notifications

3

Chat Tool
(Mobile App)

To reduce the distance between the members and the organization, Mantra created a messenger app that allows party workers to communicate with each other, have direct communication with leaders, and to discuss ways to contribute to the cause of the organization.

Solution
Component

01 Developed a messenger app using PHP, Laravel, Android, Rocketchat for seamless communication

02 Integrated broadcast messages functionality-allows the promotion of a common message to diverse workers

03 Provision of quick feedback tool – allows the distribution of surveys to all party workers, helping the organization improve decision-making
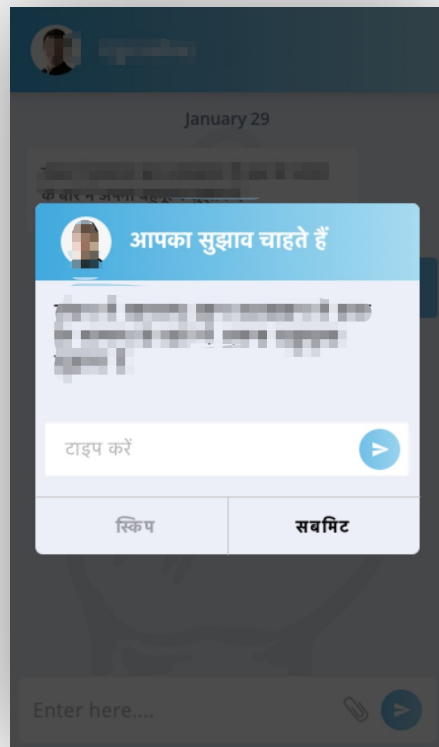
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User Screens

Allows the organization to conduct surveys.

Allows users to connect with leadership, and other party workers.

Users can then receive survey questions and input their suggestions.

Feedback/Suggestion capture in **native language**

3 Key Benefits

Multilingual chat provision enables party workers to exchange ideas in their native language

Capturing the 'voice of the party' on the ground enables speedier decision making for party leaders

Broadcast tools allow party leaders to disseminate timely content and updates to all party workers

4

Web Scraping API

To check the validity of user's ID and to receive specific background details of the new user, Mantra created an API that returned the validity confirmation and the relevant information required.

Solution
Component

01   The API is built using PHP, and retrieves user details by scraping third-party sites

02   API checks for the trusted request, combs through multiple databases and returns the voter details

Key
Benefits

By validating the authenticity of user's ID, registration process can be shortened, and new membership ID can be issued automatically.

5 Solution

Campaign Web App

The organization wanted a common platform for specific party workers and admins to send out campaign SMS and IVR to all other members at once.

Solution
Component

01 The mobile responsive web app was developed using AngularJS and APIs

02 Multiple Filters can be applied while viewing campaign status, member-wise split, state/district-wise split and campaign results by region.

Key
Benefits

Greater oversight into campaign marketing and election result tracking with provisions for downloading of detailed insightful reports.

6 Solution

Survey App
(Web & Mobile)

The organization wanted a common platform for facilitating in-person surveys conducted by the survey teams at live campaign events. Insightful reports can also be derived based on captured responses.

Solution
Component

01 Android app with APIs to administer survey questions and collect responses

02 Sales JS is used for App APIs, Laravel for Admin, and Android for UI

Key
Benefits

Admins can create separate 'booths' using the web app to conduct the survey.

The app is provisioned with voice recording feature to capture survey answers.

About Us

✓ Experiential Product Design and Engineering for Digital Enterprises.

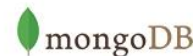✓ AI-Driven Products and Solutions for the Digital Insurer.

125+
PROJECTS

200+
GEEKS

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OFFICES

INSURTECH100
2020

www.TheInsurTech100.com

Key Partnerships

NVIDIA.

IBM Watson

amazon web services

mongoDB

Microsoft Azure

Our Leading Clients

Every consumer facing technology begins with a digital **first step**.

Are you ready to take <u>yours</u>?

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