



## JOHN PAUL II QUOTES

AN APP THAT DISSEMINATE THE TEACHINGS OF POPE JOHN PAUL II

VERIFIED REVIEW

5.0 / 5.0



## CASE STUDY

# PROJECT SUMMARY

John Paul II Quotes is a Catholic app containing readings, quotes from the pope John Paul II and a set of tasks which provide users with peace and spiritual development.



The application aim is to spread John Paul II words among its users in an engaging and original way. It achieves that by collecting the polish pope favorite prayers, Bible extracts and his most famous sermons and presenting them to a user in a pleasant, visual way. It has got also a gamification feature - user gets a possibility of fulfilling daily tasks, that are connected with John Paul II beliefs and lifestyle. Thanks to completing those quests, app users can have a feeling of following the polish pope's guidance better in their everyday life.

**The JP2 app is rated highly both by its users and social communication specialists. It was also presented as one of the best and most user-friendly religious apps in Poland**

-Norbert Szczepański - Director of the Centre for Thought of John Paul II

# CLIENT'S OPINION

AN INTERVIEW WITH CLIENT BY CLUTCH.CO



## BACKGROUND

### Introduce your business and what you do there.

The Centre for the Thought of John Paul II is a self-governing cultural institution of the City of Warsaw, widely recognized for its implementation of large scale cultural and academic projects. It began its activity on April 1, 2006, with a mission to research, document and disseminate – in innovative ways – the teaching of Saint John Paul II. I am a Sales and Marketing Specialist. I was responsible for cooperation with Ready4S.

### What challenge were you trying to address with Ready4S?

A mobile app Thoughts of John Paul II (JP2) was developed by Ready4S for the Centre for Thought of John Paul II on the occasion of the canonization of the pope in 2014. We wanted to shape the memory of Pope Paul. The Thoughts of John Paul II app is rated highly both by its users and social communication specialists. It was also presented as one of the best and most user-friendly religious apps in Poland during a great number of meetings and thematic symposiums in Cracow in 2017.



# SOLUTION

## What was the scope of their involvement?

Ready4S was involved from the very beginning of that project. Together we worked on ideas and features which should be implemented into the application, and then, Ready4S was assigned to prepare app prototypes, app development for iOS and Android, testing and publishing on app markets. They also provided us with technical support. The cooperation between the Centre for Thought of John Paul II and Ready4S was renewed in 2016 before the World Youth Day in Kraków. It included adapting the app thematically for this event as well as adding a new functionality – readings from the Bible.

The application includes daily quotations from John Paul II as well as a 26-day challenge which aims to bring his teaching closer to users. The challenge encourages its participants to complete a series of tasks inspired by the life and teaching of the pope, and its goal is to help users follow the lifestyle he promoted.

## How did you come to work with Ready4S?

Ready4S was chosen from many companies. They had a holistic vision of cooperation and ideas for the future development of the application.

## What is the status of this engagement?

The cooperation was started at the end of December 2013, and it is still ongoing.

“Ready4S also provided us with technical support.”



## RESULTS & FEEDBACK

### Could you share any evidence that would demonstrate the productivity, quality of work, or the impact of the engagement?

Everything is great. The JP2 app is rated highly both by its users and social communication specialists. It was also presented as one of the best and most user-friendly religious apps in Poland during a great number of meetings and thematic symposiums in Cracow in 2016.

### What did you find most impressive about Ready4S?

Yes, Ready4S is characterized by great professionalism and a high culture of contacts. Meetings, emails, and phone calls have always been extremely successful.

### Are there any areas Ready4S could improve?

Probably not. The application has achieved enormous success in the Catholic market. Bigger than we initially assumed.

## RAITINGS

Overall score: ★★★★★

Quality      ★★★★★

Schedule      ★★★★★

Cost

★★★★★

Willing to refer

★★★★★



LET'S TALK ABOUT DRIVING  
YOUR APP IDEA TO SUCCESS.



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