

MEDIA RELEASE
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FLORIDA RD DEVELOPS FREE AREA APP

Continuing its efforts to enhance the user experience of this unique place, Florida Rd has developed an area APP design as a single, inclusive source of information on Florida Rd for residents, visitors, employees, Durban locals and tourists – and it is FREE to download on the [iPhone APP](#) and the [Google Play](#) stores.



Have you got Florida Rd knowledge at your fingertips? Do you know where the best place for late night dining is or where to get your nails done? How about the number for the UIP 24/7 hotline number, or the latest happenings on the road?

While a few seconds on a search engine will give you reams of information about Florida Rd, what seems to be lacking is a central hub of information that is more than a business directory but provides 'insider-info' on the place and keeps you connected to those driving its activities.

Responding to this need and understanding that an info source must be immediately available, Florida Rd has developed an area APP positioned as the single 'go-to-point' for all things Florida Rd.

A tool used to create a sense of place in Florida Rd, the APP is a collaboration between the Florida Rd Place-Making Committee (a sub-committee of the Florida Rd UIP), placemaking company UrbanPLACES and APP development company APP Fab. "The APP is aimed at anyone from the Durban local looking for a night out, or a day visitor wanting to know where to go for a family lunch, to an employee looking for the local post office number or a tourist looking for accommodation, and so we have grouped similar information together making it easier for people to access exactly what they are looking for," said Cara Reilly of UrbanPLACES.

Comprehensive and user-friendly, the APP uses bold icons to highlight each section, with content including things like:

- Local knowledge from maps and the history of Florida Rd to information on the local clinic, library and much more is contained in the **Area Info** section, which is constantly refined and updated.
- A one-touch-call to the **24/7 UIP Hotline Number** as well as the option to **Report A Fault**, by capturing an image and sending an alert on anything from street lights out, to lost pets, directly to the UIP.
- A comprehensive **A-Z** that lists every business located on Florida Rd (and within the immediate boundaries) at no charge with a click-to-call phone number for easy connection
- The **Eat, Shop, Stay and Property** categories feature key offerings in the area and allow for local businesses to upgrade their listing to include images, web and social media links and a more detail on what they offer.
- A **News** section that links through the latest news on Florida Rd as hosted on the UIP website
- An **Events** section with line-up of activities on Florida Rd, as hosted on the UIP website, as well as the option of checking out what is happening in the whole of Durban.
- A **Contacts** button that users with details of a range of important contacts, from the UIP to emergency and municipal contacts.
- Understanding that Florida Rd is part of the incredible city of Durban, and the province of KZN, the APP has a **More Durbs** section, which using categorized listings gives the user info on everything from Township Tours to Local Markets and everything in between.
- The APP can send **push notifications** and a related image to all users, perfect for communicating everything from water shut downs to the opening of a new restaurant.

Additional features of the APP include a link to a stunning video that captures the essence of Florida Rd; a link to the UIP website; a developing coupon section, and a link to a form for businesses to request a listing or an upgrade.



FLORIDA RD AREA APP

DOWNLOAD FREE

Do You Know The Florida Rd UIP Hotline Number, Or What's On The First Thursdays Line-Up? What About The Best Place To Go For Late Night Dining Or Where To Get Your Nails Done?

For All These Answers And More, Get The Florida Rd Area APP!

Scan The QR Codes Or Type **FLORIDA RD** Into Your APP Store.

www.floridarduip.co.za

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The graphic includes several images: a hand holding a smartphone displaying the app interface, a coffee cup, a pizza, a cocktail, a person walking, and a poster for 'First Thursdays' events. It also features 'Available on the iPhone App Store' and 'GET IT ON Google Play' logos, and two QR codes for downloading the app.

But why the need for an APP when Florida Rd has a website and social media pages? According to international statistics portal Statista, some 2.3 billion people worldwide own a smartphone, with South Africa accounting for 16.1 million of those users.

And for most of those people their Smartphones have become an inseparable part of their daily lives – almost a physical appendage from the moment the phone alarm goes off in the morning!

In this way, providing simple access to information via mobile phone is becoming more of a necessity than a nice to have, with a recent Forbes article going as far as saying that “...a mobile app is a standard component of any business in the future.”

While businesses in Florida Rd (and the immediate surrounds) are listed FREE under the A-Z, and thus gain a level of exposure, the APP allows for paid-for upgraded listings, which are housed in the highlighted Eat, Shop, Stay and Property sections, and give businesses the opportunity to show more about what they offer.

Asked if all the bases were covered, Florida Rd Place-Making Committee Chair Mike Holland noted that the team had been working on the APP for some months now but that once in use, they would look at any necessary updates to improve functionality. "From creating the structure of the APP, to loading relevant content, we have tried to be as comprehensive and inclusive as possible, but that is not to say that we haven't missed anything or anyone, so please if you have a business or service located on, or immediately surrounding, Florida Rd and you are not listed on the APP you must let us know," he said.

Feedback on the APP, listing requests or information on how to upgrade a listing can be sent to Cara Reilly on cara@urbanmgt.co.za

ENDS

ISSUED BY THE FLORIDA ROAD PLACE-MAKING COMMITTEE – A SUB-COMMITTEE OF THE FLORIDA ROAD URBAN IMPROVEMENT PRECINCT (UIP)

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