TRINITY MIRROR CASE STUDY

THE COMPANY
Trinity Mirror plc

THE CHALLENGE

Synaptiq offers digital transformation consulting services. They identified that the Trinity Mirror social apps were underperforming on mobile devices, leading to poor performance and engagement rates. Trinity Mirror approached Synaptiq to help them enhance their mobile user experience.

THE SOLUTION

Synaptiq conducted a comprehensive analysis of the Trinity Mirror social apps and identified areas for improvement. They implemented a solution that improved user engagement by optimizing the user interface and enhancing the app's performance on mobile devices.

DETECTING AND SOLVING CRUDES

Synaptiq used AI and machine learning to detect and solve the issues affecting the app's performance. They identified low load times and slow user experience, which were resolved through optimizing the app's code and improving the backend infrastructure.

LX ANALYTICS AND OPTIMISATION

Synaptiq utilized advanced analytics tools to track user behavior and identify areas for improvement in the app's performance. They implemented optimization strategies to improve user engagement and reduce app abandonment rates.

A CONTINUED COOPERATION

Trinity Mirror plc and Synaptiq continued to collaborate on enhancing the app's performance and user experience. They maintained a strong partnership to ensure the app remained up-to-date and competitive in the market.

KEY RESULTS

- Identified digital transformation needs
- Optimized user interface
- Achieved a crash-free app experience
- Increased user engagement and retention