

Taste of Madison Food Festival Event App



Taste of Madison

A large, non-profit food event held since 1983 in Madison, WI over Labor Day Weekend averaging over 250,000 attendees and featuring over 80 restaurants, more than 25 beverage stands and 3 entertainment stages. The event raises thousands in funds to support the Madison community and various charities.



Challenge

Taste of Madison was looking for an effective, economical replacement for their traditional program. Distributed the week prior, the printed program had no way to incorporate last-minute changes. They needed to engage with attendees, increase event awareness, manage content and communicate changes in real-time, with features such as:

- ▲ An interactive event map, including restaurant vendors and beverage stand locations and offerings
- ▲ Schedules and notifications for entertainment stages
- ▲ Push notifications



Solution

V-Soft Digital developed a comprehensive Amazon Web Services (AWS) mobile app solution that used AWS DynamoDB to save details of over 80 restaurants and AWS S3 to save program details for the 3 entertainment stages. To update users about the event, V-Soft Labs configured AWS Mobile push notifications and AWS Mobile Pinpoint analytics was implemented to track user interaction.



Result

The mobile app provides a way to easily update data in real time without having to reupload the app to respective stores. This also greatly reduces Taste of Madison eco-footprint by eliminating paper programs.



TECHNOLOGY APPLIED

- AWS Mobile Services
- AWS DynamoDB
- AWS S3
- AWS Mobile Pinpoint

