



## CASE STUDY

# OKC Thunder Plus

### CHALLENGE

The OKC Thunder, Oklahoma City's professional basketball team, wanted a game-day application that could supply player centric content and content previously only available to fans at games, to all fans. The app needed be easily maintained by members of the web and marketing teams, and automated where possible.



### PROJECT

Mobile application for iOS and Android devices. Services will include core information architecture design, content development, and user experience (UX) and user interface (UI) design using Adobe Digital Publishing Suite (DPS).

### TECHNOLOGY

ADOBE DPS

IOS, ANDROID

**RON MATTHEWS,**  
DIRECTOR OF INTERACTIVE  
MEDIA & PUBLICATIONS,  
OKC THUNDER:

"We are always seeking out innovative ways to deliver the Thunder experience to our fans in Oklahoma and around the globe."

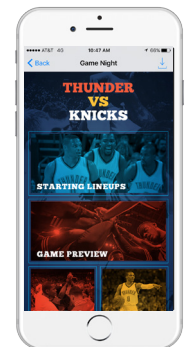




## SOLUTION & EXECUTION

To provide the Thunder with the appropriate solution, 6D Mobile built the Thunder Plus app using Adobe's Digital Publishing Solution and a Wordpress based authoring system. The app provides users with player and game focused content infused with video and interactive elements that enhance the user's experience and portray the culture and excitement that is Thunder Basketball.

The use of the Wordpress authoring system and the Digital Publishing Wordpress plugin allowed 6D to hand over content management to the team within a week of the app launch. 6D has supplemented and supported the Thunder by developing automated delivery of videos and improved slideshow experiences. All of these elements have come together to provide Thunder fans with a consistent space to discover new and interesting facts about their favorite Thunder players and get quick information about upcoming games while on the go.



**THUNDER PLUS**  
is available on the  
Apple app store



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