



Project
*goMobile platform
implementation*

Objective
*Integrate mobile technology to
boost project awareness and
interaction*

Duration
2014-Present (Season IV)

MAISHA PLUS

Maisha Plus is a reality TV show involving contestants from different countries who are made to reside in a remotely unknown secluded location (Kijiji cha Maisha Plus).

Maisha Plus contestants are supposed to portray their capability to live with people from different ethnical background, level of innovation and entrepreneurship skills.

The winner of this series is voted by the public whereby they cast their votes to a mobile application which can rank the contestants according to the number of votes received from all the platforms which were integrated under a single voting platform.



“Working with ICT professionals from DataVision International has really given us a clear picture of how big our brand is. With the SMS Kura and SMS Maoni from the goMobile platform, we managed to receive votes and messages from Africa and beyond.

The interaction went higher as well with SMS Live which streamed viewers’ suggestions from all the countries. Votes were aggregated through SMS, Facebook, Website and Blog”

Mr. Masoud Kipanya,
Managing Director/Founder,
Maisha Plus



MAISHA PLUS

Requirements	<p>An efficient web and mobile approach to increase brand interaction and awareness</p> <p>Having contestants from different countries, Maisha Plus was required to devise a sustainable web and mobile strategy that will allow people from all of the countries to vote for their contestant. The implementation of the technology should enable communication between the brand and the public throughout the project.</p>
Solution	<p>A dedicated mobile platform (goMobile) and professional services by DataVision International</p> <p>DataVision International supported Maisha Plus with efficient ICT tools to boost the interaction with their brand by deploying a goMobile platform. The goMobile platform contains flexible and easy to integrate solutions which are aiming at boosting the interaction level through mobile media. goMobile contains applications such as SMS Maoni, SMS Kura, SMS Lottery and many more. With the assist of DataVision experienced professionals, a mobile, data and web strategy was implemented to boost interaction from the daily basis up towards the voting stage.</p>
Results	<p>Increased participation, Vote Counts and brand database creation.</p> <p>The adoption of the goMobile platform helped Tanzania Maisha Plus to greatly enhance their interaction level beyond the boundaries, increasing public awareness and creating a database that can be re-used in the future competitions. Maisha Plus votes increased majorly allowing viewers from all the countries to vote for their best contestant. The system enabled a full integration and aggregated votes which were collected from different platforms: Mobile, Social Media, Website and Blog.</p> <p>The number of participation boosted to more than 100,000 viewers</p>

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