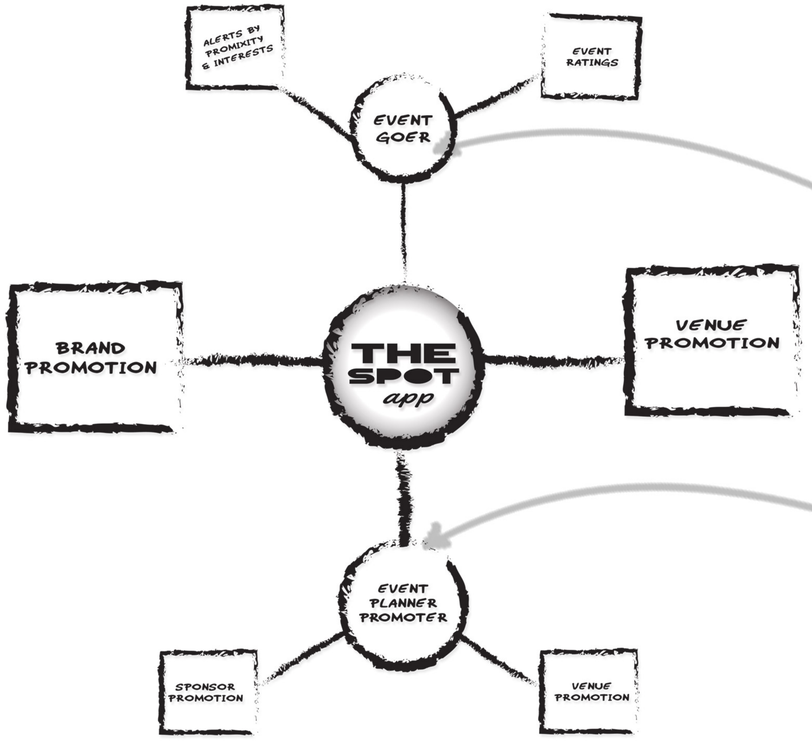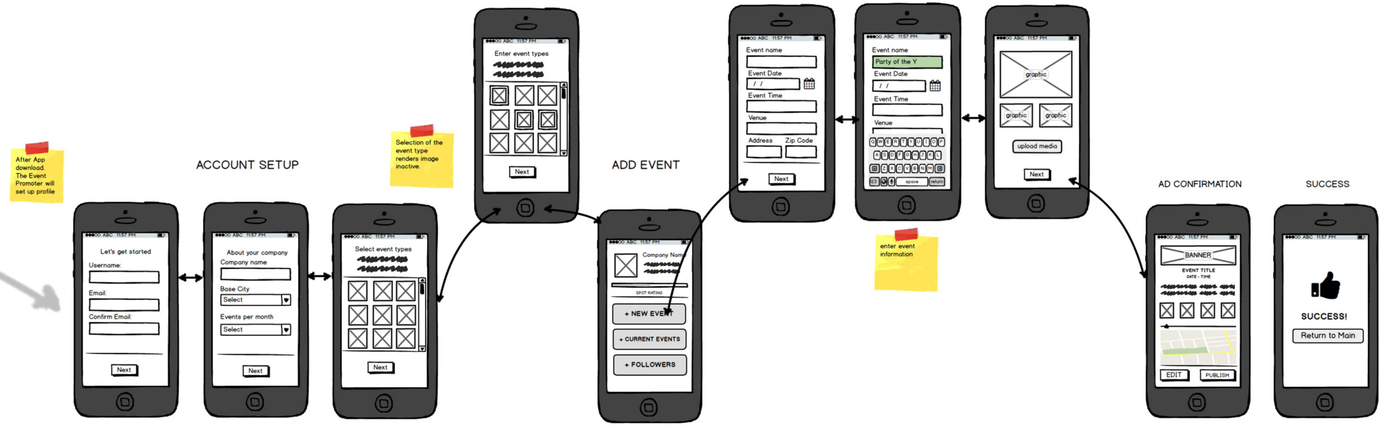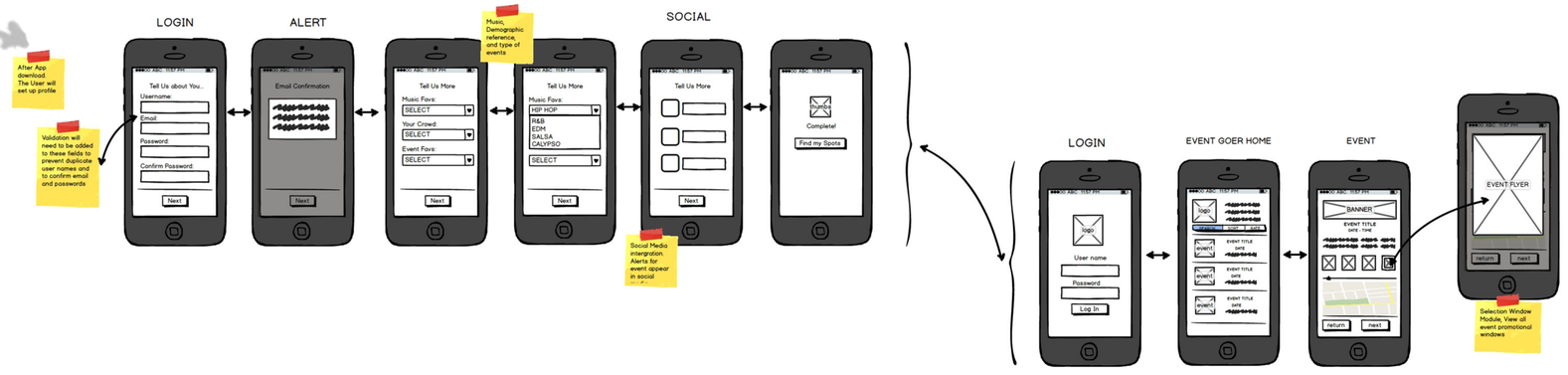CASE STUDY: THE SPOT MOBILE APP