Halo+

A student app used by 14% of campus within three weeks

My co-founder and I built Halo+, a mobile app for Grand Canyon University's learning platform. It reached 3,582 downloads, 14% of on-ground students, within three weeks and with no marketing budget. The university's own team had been working on a mobile app for two years. When the university reviewed our system, its CISO called the security decisions “well thought out.”



TIMELINE

Apr 2024 → Oct 2024

ROLE

Co-founder · Design, frontend & architecture

TECHNOLOGY

Flutter, Firebase, Cloud Functions, Chrome extension

PLATFORM

iOS & Android

14%

Of the student body, 3 weeks

55.6%

App Store conversion

$0.02

Per user / month, modeled up front

IN BRIEF

01 Co-founded a mobile app for a university learning platform that had no app, no push notifications, and no public API.

02 Estimated API calls and outbound data before writing code: about $0.02 per student a month.

03 Designed around the missing API: polling from a computer on campus, and student passwords never touched our servers.

04 Reached 3,582 downloads, 14% of on-ground students, in three weeks with no ad spend.

05 The university's CISO called the security model “well thought out.” The university asked us to stop offering it, and I deleted the database in that meeting.

William Pieh

DESIGN & SOFTWARE ENGINEERING · PHOENIX, AZ

william@piehsoft.com · (928) 963-4919

piehsoft.com/work/halo-plus