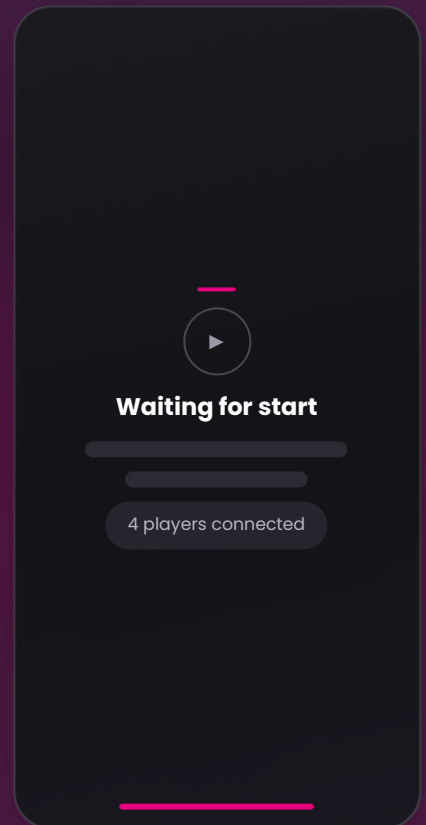


CASE STUDY

A CUSTOM QUIZ APP BUILT IN 24 HOURS

From idea to working prototype

When off the shelf tools limit a brand's creativity and the outcome depends on how technology is managed.



24 h

To a working prototype

**from EUR
1,000**

Price of the solution, by
scope

QR

Access without
installation

100 %

On campaign visual
identity

1. Context and challenge

On event activations for multinational brands we regularly hit the limits of generic tools. Standard platforms such as Slido or Kahoot either fall short on features or do not allow full visual control over the brand.

The client needed a proprietary quiz app that:

Works instantly via QR code, with no installation

Runs 100 % on the campaign visual identity

Offers features beyond standard platforms

Supports individual and shared real time play

2. The problem: time and budget

The conventional route through an external development team would have meant several weeks of waiting. In the fast moving reality of event preparation, that model was not acceptable.

CREATIVE PRO SOLUTION

from EUR 1,000

Depending on the scope of the activation and the number of participants. Working prototype within 24 hours.

MARKET RATE, CONVENTIONAL ROUTE

EUR 5,000 to 7,000

What the market charges for a comparable custom solution. Several weeks of waiting for an external team.

	CREATIVE PRO	CONVENTIONAL ROUTE
Time to working prototype	24 hours	several weeks
Price	from EUR 1,000	EUR 5,000 to 7,000
External team	no	yes
Control over visual identity	full	limited

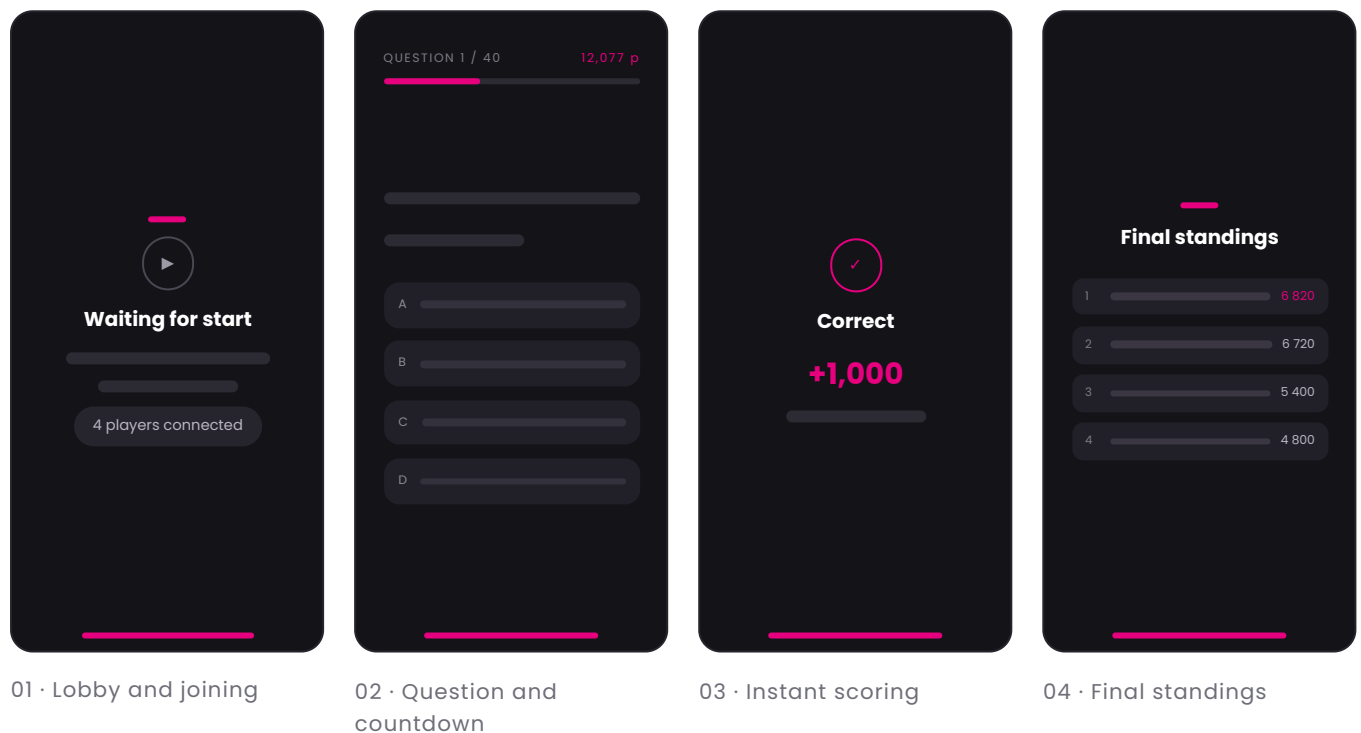
The figure for conventional development is what the market charges for a comparable custom solution. It is not the price of this project.

Further drag in the conventional route: long onboarding, endless discussions about specifications, unnecessary “best practices” and a real risk of delaying the entire event.

T H E A P P I N A C T I O N

The player journey on a phone

The whole experience runs in a mobile browser, from joining via QR code to announcing the winner. No installation, no third party logos. Colours and interactions are 100 % on the campaign visual identity.



Illustrative interface. Campaign visual identity and content have been replaced with a neutral template.

Brand experience without compromise. The player interface carries the campaign identity through every step, from the waiting state through the live countdown and scoring to the final team standings. A low barrier to entry means higher participation and cleaner interaction data.

3. The solution: agile development with AI

Instead of lengthy outsourcing we used rapid in house development with AI tools. The key finding: **the value did not come from the technology, but from managing it strategically.**

STEP 01

Needs analysis

We identified the core functions the app had to deliver.

STEP 02

Prototyping

A working solution on the table within 24 hours of the brief.

STEP 03

Two modes

Offline quiz for expo zones and a real time game for the stage.

```
// Server anchored timer with clock skew compensation.
// Every state payload carries serverNow, the client derives
// its offset so wrong device clocks cannot break the countdown.

const MAX_CLOCK_SKEW_MS = 10 * 60 * 1000;

const applyClockSkew = useCallback((state: GameState) => {
  if (typeof state.serverNow !== "number") return;
  const skew = state.serverNow - Date.now();
  if (Math.abs(skew) <= MAX_CLOCK_SKEW_MS) {
    setClockSkewMs(skew);
  }
}, []);

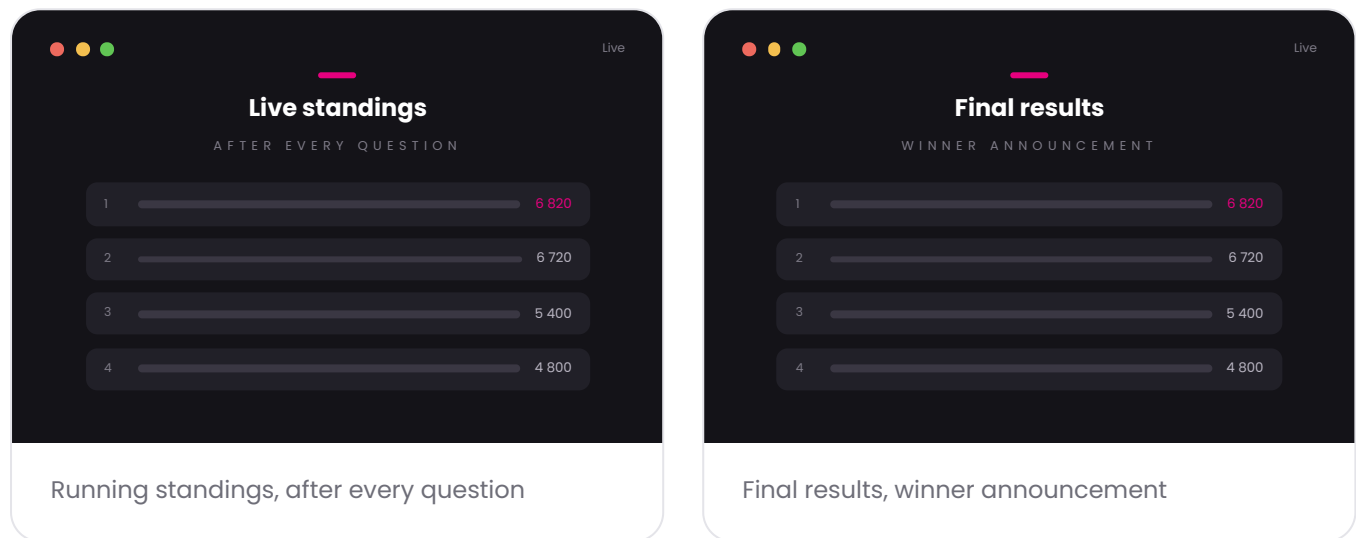
// Reconnect when a suspended mobile tab wakes up,
// browsers pause SSE and timers in background tabs.
useEffect(() => {
  const wake = () => {
    fetchState();
    if (router.current?.readyState === EventSource.CLOSED) {
      connectSSE();
    }
  };
  document.addEventListener("visibilitychange", wake);
  window.addEventListener("online", wake);
  return () => {
    document.removeEventListener("visibilitychange", wake);
    window.removeEventListener("online", wake);
  };
}, [fetchState]);
```

The engine behind the game. A server anchored timer with clock drift compensation and automatic reconnect (SSE) when a mobile browser wakes up keep the countdown synchronised across hundreds of devices at once. The value is created exactly in these decisions, what to deploy and how, not in the tool itself.

T W O G A M E M O D E S

Real time play for the stage

Alongside the individual offline quiz for expo zones, a shared real time game runs for the stage. The host controls the pace from the main screen, running and final team standings are projected live in front of the whole audience.



Illustrative interface. Campaign visual identity and content have been replaced with a neutral template.

One system, two experiences. The same app serves quiet individual play in the expo zone and a team competition on stage. Live standings on the big screen hold the energy in the room and turn data into an instant show.

4. Results and impact

Speed

The client was testing a working app within 24 hours. What would otherwise have taken weeks of discussion was resolved in hours.

Efficiency

A price from EUR 1,000 against the EUR 5,000 to 7,000 the market charges for comparable development. No external team, no unnecessary process.

Brand experience

No third party logos. The app was a natural part of the campaign, colours and interactions reflected the brand identity.

Data capture

Straightforward capture of interactions and feedback with no barrier to entry. The client gained direct insight.

S U M M A R Y

The same output as a conventional project, in hours instead of weeks and from EUR 1,000, with 100 % visual control over the brand.

The numbers at a glance

A summary of the measurable impact of the project, from time and price to visual fidelity to the brand.

24 h

To prototype

2

Game modes
offline + real time

QR

Access
no installation

100 %

Visual in brand
of the campaign

0

External developers
no team required

from EUR 1,000

Price of the solution
by scope and number of
participants

Looking at 2026

79 %

of agencies already use AI
in creative processes

European Experience Index 2025

The trend is unstoppable, yet this project illustrates a basic principle: **technology is not the goal, it is the instrument.** The real value of an agency lies in knowing where and how to deploy it strategically. Here AI accelerated not only development but above all decision making, and it eliminated unnecessary discussion.

"How will agencies be differentiated once everyone has access to the same AI tools? The answer is strategic management of technology."

Facing a similar challenge?

A custom app from EUR 1,000.

Let us set up a consultation.

Svetlana Mečiarová

New business

meciarova@creativepro.agency

+420 735 172 480

www.creativepro.agency

Creative Pro Prague

Révová 241/4, 100 00 Prague, Czech Republic