Custom Software Development for Marketing Company

PROJECT DETAILS

🏷 **UX/UI Design, Custom Software Development, Web Development**

📅 Jul 2022 - Oct 2022

💲 **Less than $10,000**

" *"The idea and direction for the project were robust and well integrated, ensuring longevity for the system."*

PROJECT SUMMARY

Enlivy S.R.L. provided custom software development services for a marketing company. The team created a step calendar for the website and integrated FitBit through an API to automatically update users' steps.

PROJECT FEEDBACK

Users easily adapted to the new design and functionality, which incentivized them to be more physically active and increased the adoption rate. Enlivy S.R.L. maintained constant communication and met the client's needs throughout the project. Overall, they were prompt, efficient, and understanding.

The Client

Please describe your company and position.

I am the Creative Director of DKM Media

Describe what your company does in a single sentence.

Marketing company

The Challenge

Daniel Waters
Creative Director, DKM Media

Advertising & marketing

Charlotte, North Carolina

CLIENT RATING

5.0
Overall Score

Quality:	5.0

Schedule:	5.0

Cost:	5.0

Would Refer:	5.0

The Approach

Why did you select Enlivy S.R.L. over others?

High ratings

Describe the scope of work in detail. Please include a summary of key deliverables.

The goal of the project was to create a system for capturing self-reported user steps in a calendar. The website consists of a BuddyBoss (Wordpress) community with users. Steps would be recorded on a page within the user profile and timestamped, enabling display of leaderboards for various data streams such as total user steps this month, total steps in a group this month, or other time based view types.

Additionally, we wanted to integrate FitBit to automatically update steps for a user through API.

The Outcome

What were the measurable outcomes from the project that demonstrate progress or success?

Users were able to easily adapt to the layout, design, and functionality of the step calendar system as well as the FitBit integration. Through simple, intuitive user interface, our core demographic--seniors 55 and up--were able to effortlessly input their daily steps. When we expected to lend technical support to our users to help them navigate inputting their steps, we were pleasantly surprised that it was not needed.

Further more, our more advanced users who connected via FitBit, had a minimal process for connecting their accounts to their user profile on our website. This provided a higher than expected adoption rate for our FitBit integrations and incentivized our users to be more physically active--which is ultimately our entire goal.

Describe their project management. Did they deliver items on time? How did they respond to your needs?

Coming into the project, I did not have an already established plan for achieving our goal. Through constant communication and pointed questions, we were able to determine the exact needs for the project. This culminated in a list of distinct objectives for our project. Upon start of the project, the delivery was very prompt and efficient with minimal adjustments following first delivery. Project testing and bug hunting proved to be a simple and straightforward process.

What was your primary form of communication with Enlivy S.R.L.?

Email or Messaging App

What did you find most impressive or unique about this company?

The ease of understanding when it came to determining the best solution and path forward for the project. The idea and direction for the project were robust and well integrated, ensuring longevity for the system.

Are there any areas for improvement or something Enlivy S.R.L. could have done differently?

All objectives for my project were thoroughly considered and attended to and, as such, I don't think the project could have gone any better than it did.