

THE PROJECT

Mobile App Dev for Russian Wholesale Foods Company

 Mobile App Development, UI/UX Design

 Confidential

 Jan. 2020 - Ongoing

Project summary:

Umbrella IT developed iOS and Android apps for a wholesale food products company. A team of 6 developers and designers created a robust e-commerce solution that enables the client to view their marketing stats.

THE REVIEW

"The app has served us greatly, especially from a marketing perspective."

AUG 18, 2020

5.0 

Quality: 5.0

Schedule: 5.0

Cost: 4.0

Willing to refer: 5.0

Feedback summary:

Umbrella IT delivered a comprehensive and informative solution that assists greatly in marketing efforts. The client has enjoyed an increase in online ratings for their products. The organized project manager maintained an organized and effective workflow and ensured the timely execution of tasks.

[Read Full Review](#) 



THE REVIEWER

Product Manager, Wholesale Trading Company



 Retail

 10,000+ Employees

 Moscow, Russia

 Phone Interview 

 Verified

view [the review](#) on Clutch profile

A Clutch analyst personally interviewed this client over the phone. Below is an edited transcript.

BACKGROUND

Introduce your business and what you do there.

I am the product manager for a wholesale trading company in Russia. We focus on providing food supplies to restaurants, cafes, hotels, and shops.

OPPORTUNITY / CHALLENGE

What challenge were you trying to address with Umbrella IT?

We needed someone to develop a mobile app for us.

SOLUTION

What was the scope of their involvement?

The Umbrella IT team created iOS and Android applications that address the marketing issues we were facing. The apps also help our clients order their supplies in an effective way.

What is the team composition?

We worked with a team of approximately 6 people. It consisted of iOS developers, Android developers, designers, and a QA tester.

How did you come to work with Umbrella IT?

We'd worked with them on another project, and after that one, we decided to engage them in building our mobile app.

What is the status of this engagement?

We started working on this project in January 2020, and it's an ongoing engagement.

RESULTS & FEEDBACK

What evidence can you share that demonstrates the impact of the engagement?

The app has served us greatly, especially from a marketing perspective. In addition to being an effective e-commerce solution, it also enables us to know important stats. We're now more aware of our conversion rate, as well as the number of app installations, purchases, users, and more. We've enjoyed an increased online rating after kicking off this app.

How did Umbrella IT perform from a project management standpoint?

I've been very comfortable with my point of contact at Umbrella IT. He oversees all tasks and deadlines, and he's been excellent at keeping things on track. We communicate through email and Telegram, and he's always available to answer my calls and messages.

What did you find most impressive about them?

They're very dedicated to their projects. They can also foresee problems and offer appropriate solutions.

Are there any areas they could improve?

While there's always room for improvement, they've shown us very good results.