

THE PROJECT

UI/UX Development for Amusement Startup

 UI/UX Design

 \$10,000 to \$49,999

 Nov. 2020 - Apr. 2021

Project summary:

Umbrella IT was hired to upgrade an amusement startup's UI/UX design on their platform. The project added mobile apps, self-serve kiosks, and desktop designs for the company.

THE REVIEW

"The output has not only been well-received but has really helped us take our product to the next level."

APR 13, 2021

Feedback summary:

Umbrella IT's output helped convert leads into paying customers. The vendor was commended for their dedication to the product. The teams used Slack to communicate, Jira for specific tickets, and Smartsheet for their project planning system.

5.0 

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Willing to refer: 5.0

[Read Full Review](#) 



THE REVIEWER

Director of Product Innovation, Vantage



Aaron Mendelson

 IT Services

 11-50 Employees

 Richmond, British Columbia

 Online Review 

 Verified

view [the review](#) on Clutch profile

BACKGROUND

Please describe your company and your position there.

I'm the director of product innovation for a startup in the amusements industry. Within our team, I drive the product vision as well as work with our customers to ensure the lifecycle of our products meets the needs of our clients.

OPPORTUNITY / CHALLENGE

For what projects/services did your company hire Umbrella IT, and what were your goals?

For several years, I did most of our UI/UX design. While the design and output were adequate for our MVPs, we really needed to take it to the next level. The UI/UX spans multiple mobile apps, self-serve kiosks, and desktop designs.

SOLUTION

How did you select Umbrella IT and what were the deciding factors?

We conducted a search for our outsourced partner. To be honest, we have not had a lot of luck going to agencies in the past. We used an online search tool and conducted multiple interviews including with Umbrella IT. It was a clear choice based on the knowledge base and understanding the Umbrella IT team had.

Describe the scope of work in detail, including the project steps, key deliverables, and technologies used.

The scope was to take our MVP product and update the UI as well as to expand it into a design system that can be used to scale our product into the future. This comprised of roughly 500 various "pages" across multiple types of devices (mobile, kiosk, desktop).

How many people from the vendor's team worked with you, and what were their positions?

We worked with two people at any one time. There was a project manager as well as a UI/UX artist. There were a few handoffs during our time and each one was handled smoothly with little to no interruption to our workflow.

RESULTS & FEEDBACK

Can you share any measurable outcomes of the project or general feedback about the deliverables?

The UI design has really taken our product to the next level. We've converted multiple prospects into paying customers and won accolades from our peers and potential clients.

Describe their project management style, including communication tools and timelines.

We have a video conference call on Mondays to kick off the week. We use Slack for messaging throughout the week. We use a project planning system (Smartsheet in this case) to track deliverables. I believe the Umbrella IT team us using Jira for their tickets, but for this project, I am not involved in that side.

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

As stated, we haven't had the best of luck outsourcing to agencies in the past. Umbrella IT has changed that. Super professional, high-quality team members that care about our product. The output has not only been well-received but has really helped us take our product to the next level.

Are there any areas for improvement or something they could have done differently?

As we got rolling, it took a little while to form a workflow that we all could get behind. There have been a few times where we've gone back and tweaked nomenclature and asset naming. Beyond that, I would do everything the exact same way again.