

Branding Services for Software Development Agency

PROJECT DETAILS

 Branding

 May. - Oct. 2021

 Confidential

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"They had a high level of
professionalism and expertise."

PROJECT SUMMARY

A software development agency hired Plus972 for branding services. The main goal was to provide branding assets to the company's end client, focusing on customers's needs.

PROJECT FEEDBACK

Plus972 successfully fulfilled all the end client's requests, enabling them to launch a consumer-focused brand. The team managed the project through Monday.com and communicated weekly over calls on Slack. Above all, they demonstrated a high level of professionalism and expertise.



The Client


Please describe your company and your position there.


I am CEO of a software development agency. We develop Ecommerce platforms and app for lifestyle brands


The Challenge

For what projects/services did your company hire Plus972, and what were your goals?

Our client was expanding their business from B2B to a Direct to Consumer brand. They needed a totally new look, focused on consumer needs. Plus972 was great at executing a brand strategy, and designing a consumer-facing Ecommerce website

 Yuri Iskhakov
CEO, NANO

 Software

 11-50 Employees



CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0



The Approach

How did you select this vendor?

We work with many partners, however, when it comes to branding Plus972 is our top pick. We have done many projects together and definitely appreciate the team's professionalism.

Describe the scope of their work in detail, including any steps and the final deliverables.

The process included stakeholder interviews, business goals, and design sprints. Our teams collaborated to make sure the technology can accommodate design concepts. The project went through several milestones and iterations. The final designs were New brand guide and a Responsive Ecommerce website.

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

Team of 4 people. Project manager, Art director Graphic and UX designers

The Outcome

Can you share any outcomes from the project that demonstrate progress or success?

With the new look and feel we are able to launch a beautiful Direct to consumer brand for an established company.

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

They used Monday.com for project management, had weekly reoccurring calls and used slack for all other communication.

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

They had a high level of professionalism and expertise





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

No, we are happy with the team and process in place

