

Branding, Mobile App & Web Dev for Culinary Services App

PROJECT DETAILS

 UX/UI Design, Logo, Web Design

 Jun. 2021 - Feb. 2022

 \$50,000 to \$199,999



"Underlabs is not a generic company – they strive to deliver amazing products."

PROJECT SUMMARY

Underlabs Inc. was the technical partner for a culinary services app. Their scope included developing a mobile app for iOS and Android, developing a website, and designing the logo and branding for the app.

PROJECT FEEDBACK

The app is now profitable and works well, meeting the client's expectations.

Underlabs Inc. Was very adaptive, innovative, and responsive, allowing them to translate requirements into technical solutions within a conservative budget. Moreover, they were very communicative via Slack.



The Client

Introduce your business and what you do there.

I'm the president and co-founder of a mobile app for culinary services.

The Challenge

What challenges were you trying to address with Underlabs Inc.?

My partner and I are chefs and don't have any technical background, so we outsourced all the technical parts of building this app to them.



Michael Vinitsky
President, Epic Staff Ltd.



Other industries



Montreal, Quebec

CLIENT RATING

4.5

Overall Score

Quality: 4.5

Schedule: 4.5

Cost: 5.0

Would Refer: 5.0

The Approach

What was the scope of their involvement?

Underlabs developed our mobile app from scratch, designed our logo and color scheme, and developed our website. Basically, they were in charge of the entire technical side of our business. The app is a fully functional MVP compatible with both Android and iOS. Now, we're getting ready to scale it.

What was the team composition?

We worked with over three teammates from Underlabs, including the architect, a developer, a UI/UX designer, and a person in charge of branding, among other people.

How did you come to work with Underlabs Inc.?

We found them on Google. We shopped around and ultimately decided that we didn't want to go offshore. We wanted to work with a hands-on team with whom we could meet to discuss the vision of our company, so we chose to work with Underlabs.

What is the status of this engagement?

We started working together in mid-2021, and Underlabs delivered the product in February 2022.

The Outcome

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

Our main success result is that the app is making money and working as it was supposed to work, so Underlabs delivered exactly what we asked them for. Moreover, they delivered a product that they were proud of and use themselves.



How did Underlabs Inc. perform from a project management standpoint?

Underlabs gave us a lot for what we paid. We were very demanding because we didn't know what our requirements implied from a technical perspective. Still, they were able to embrace the chaos and deliver an appropriate solution under a fair budget. As for communication, we used Slack, and their response time was immediate within working hours.

When we initially brought the app to market, we expected a certain reaction that didn't happen, so we had to go back and add new features. Underlabs made that happen very quickly and integrated every feature of our app seamlessly, making it easy to bring to market. From then on, any time I needed something post-production-wise, they did it immediately.

What did you find most impressive about them?

Underlabs is not a generic company — they strive to deliver amazing products.

Are there any areas they could improve?

Underlabs could sign important corporate contracts. They have the talent for it, so they should aim higher and stop being so modest.

Do you have any advice for potential customers?

Communication is key; tell them what you want, and they will make it happen.