

Branding, Web, Mobile App & AI Dev for Financial Services Co

PROJECT DETAILS

 AI Development, Branding, Mobile App Development, Other Design, Web Development

 May. 2023 - Jan. 2024

 \$10,000 to \$49,999



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PROJECT SUMMARY

Underlabs Inc. created a brand book, overhauled a WordPress website, and developed and designed two iOS and Android apps for a financial services company; they also implemented AI functionality into the apps.

PROJECT FEEDBACK

Underlabs Inc. helped the client successfully release their apps on time, garnering favorable acclaim from end users. Despite a few challenges due to time differences, the service provider maintained stellar project management and clear communication. Their knowledge and creativity were exemplary.

The Client

Please describe your company and position.

I am the Founder & Group CEO of Incred Financial service

Describe what your company does in a single sentence.

InCred is a new-age financial services group that leverages technology & data-science to make lending quick & easy.

The Challenge

What specific goals or objectives did you hire Underlabs Inc. to accomplish?

- We engaged Underlabs to enhance an already-existing WordPress website, establish our brand's visual identity, lead workshops for product discovery, create application screen designs, and develop native mobile applications that run with both iOS and Android smartphones.



Bhupinder Singh

Founder & Group CEO, Incred
Financial service



Financial services



Mumbai, India

CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0

The Approach

How did you find Underlabs Inc.?

- Online Search
- Clutch Site

Why did you select Underlabs Inc. over others?

- High ratings
- Great culture fit
- Good value for cost

How many teammates from Underlabs Inc. were assigned to this project?

2-5 Employees

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

Our aim was to develop a solution that might utilize our AI process to assist individual cryptocurrency investors in making judgments. The initial phase of the collaboration involved enhancing the current website and producing the "brand book," which is the comprehensive visual representation of the brand. Following that, both teams spent a few days working via workshops to define the product's technical and business assumptions. Using this foundation, we produced wireframes and mockups of the application's screens after which we established a list of User Stories that outlined the application's flow. The creation of a technologically sound, user-friendly, and intuitive application was made possible by the well-designed design phase.

The Outcome

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



Both apps were released at the scheduled time. They are now used by many users and the feedback is positive. Moreover, the application works smoothly, without major faults requiring complex repairs.

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

All they did was adhere to agile best practices, which made it possible for us to communicate clearly. Without the application of a methodical and consistent approach, the time difference presented a hurdle that would have complicated the project. The difficulty became apparent during our secondary quality assurance and throughout our responsive, time-sensitive collaborative work. Overall, it was successful, albeit this problem might have been resolved by giving the ItCraft PM more decision-making ability.

What was your primary form of communication with Underlabs Inc.?

- Virtual Meeting
- Email or Messaging App

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

Their knowledge at every turn in the process of developing a mobile application is much appreciated. There are other important aspects in this procedure besides the developers' competencies. The product is a reflection of the exceptional work process across every stage. Their expertise, creativity, and problem-solving skills were commendable.

Are there any areas for improvement or something Underlabs Inc. could have done differently?

Every project will have certain elements that might be improved upon. In our situation, the decision-making process would be sped





up by establishing responsibility levels and thresholds, especially since we operate on two different continents.

