




# Mobile App Development for App Startup Company

## PROJECT DETAILS

 Mobile App Development

 Nov. 2020 - Ongoing

 \$10,000 to \$49,999

 *"Insyte Consultancy Services embraced my vision and believed in me."*

## PROJECT SUMMARY

Insyte Consultancy Services designed and developed a cross-platform reminder mobile app for a startup in AWS. After designing the app, they developed the backend, integrating admin portals and creating content.

## PROJECT FEEDBACK

Insyte Consultancy Services delivered a unique app that received positive feedback from initial users – the client expected to sell it to call centers and other businesses. Insyte Consultancy Services managed the project using Jira boards and communicated with the client via Google Meet and email.



## The Client


Introduce your business and what you do there.

I am the managing partner and founder of a startup company.


## The Challenge


What challenge were you trying to address with Insyte Consultancy Services?

I had an idea for a mobile app, and the company I'd previously hired to develop it failed to do so. I needed a one-stop solution to bring my mobile app idea to life.

 Managing Partner & Founder, App Startup Company

 Software

 1-10 Employees

 Chicago, Illinois

### CLIENT RATING

**5.0**  
Overall Score

Quality: 5.0

Schedule: 4.5

Cost: 5.0

Would Refer: 5.0





## The Approach

### What was the scope of their involvement?

Insyte Consultancy Services designed and developed a cross-platform mobile app in AWS that allows users to schedule periodic reminders throughout the day. I gave them my basic idea, and Insyte Consultancy Services developed the look and feel of the app. I then provided feedback on the color palette and the initial design, which involved slider bars.

From there, Insyte Consultancy Services developed the app's backend and set up the servers. They included administrative and partner portals for users to utilize and created app content. After the app goes live, they'll provide maintenance services.

### What is the team composition?

I work directly with Raj (CEO and Co-Founder), a project manager, and a team is working in the background.

### How did you come to work with Insyte Consultancy Services?

I found Insyte Consultancy Services on Yelp.

### How much have you invested with them?

I've invested \$35,000–\$40,000 with Insyte Consultancy Services.

### What is the status of this engagement?

My engagement with Insyte Consultancy Services began in November 2020, and it's ongoing.





## The Outcome

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

Insyte Consultancy Services delivered an app unlike anything on the market – I believe the app will be a market disruptor. I hope that it can become a Zoom plugin and that I can sell it to business and call centers. I've received a lot of positive feedback from those I show the app to, but I haven't launched it yet.

How did Insyte Consultancy Services perform from a project management standpoint?

I communicate with Insyte Consultancy Services through Google Meet and email. We keep track of the project via Jira.

What did you find most impressive about them?

I appreciated that Insyte Consultancy Services embraced my vision and believed in me.

Are there any areas they could improve?

We should've completed the app faster than we did, but software always takes longer than I expected.

Do you have any advice for potential customers?

Customers need to be organized and clear about their goals with Insyte Consultancy Services to make the development process easy.

