



Web Dev for Productivity & Wellness Platform

PROJECT DETAILS

 Web Development

 Aug. 2018 - Ongoing

 \$10,000 to \$49,999

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PROJECT SUMMARY

Aurora, Russian SEO Company has developed a web-based and mobile app for a productivity and wellness platform. The goal is to improve the accessibility of the platform.

PROJECT FEEDBACK

After a successful launch, the engagement has led to a significant increase in conversion rate growth, exceeding the client's business goals. Aurora, Russian SEO Company is passionate and communicative to provide progress updates and feedback. They are structured, punctual, and transparent.



The Client


Please describe your company and your position there.


I'm the founder of a Productivity & Wellness platform iML.do, an AI-driven task management and behavioral design tool.


The Challenge


For what projects/services did your company hire Aurora, Russian SEO Company, and what were your goals?

We had a mobile app on iOS and Android, Improve My Life. Our next step was expanding our presence by developing a web version (both mobile and desktop). By doing this, we were hoping to increase the overall usability of our platform.

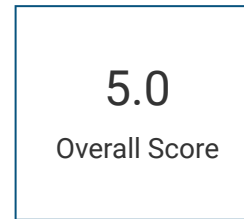
 Alexey Maximov
CEO, IML Solutions

 IT Services

 1-10 Employees

 Russia

CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0





The Approach

How did you select Aurora, Russian SEO Company and what were the deciding factors?

We chose Aurora as our vendor since we had a long track of successful partnership.

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

After the initial project discussion, the team delivered us the project mockup. On the next step their team designed and developed API-centric front-end solution based on VueJS framework, and a WordPress-powered website for our app's landing page. Both solutions developed by Aurora were multilingual.

How many people from the Aurora, Russian SEO Company team worked with you, and what were their positions?

We mostly communicated with the project manager. A back-end developer, a front-end developer and a designer were involved in the process.

The Outcome

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

The web version was the most demanded feature request among our audience. Since its launch we had a 130% conversion rate growth.





Aurora, Russian IT & SEO Company

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

We had weekly stand-ups with dedicated project manager, who then communicated with the rest of the team. Our main tools were Trello and GitHub.

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

I am impressed with their systematic approach to the whole project, timeliness, and open and honest communication.

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

Nothing really

