designs.codes

Web & App Dev for Beauty & Fashion Platform

PROJECT DETAILS

🏷 **Web Development**

📅 **Sep. 2016 - Ongoing**

💲 **$10,000 to $49,999**

❝ *"We feel that they are on the right track."*

PROJECT SUMMARY

designs.codes designed and built a mobile app and web platform for a beauty and fashion company. Additionally, they provide digital marketing services, create content, and are helping the platform grow into new markets.

PROJECT FEEDBACK

Once an MVP was released, the platform began gaining traction. designs.codes continues to offer support, coming up with new ideas to expand the business. Though the project has gone well, their team recently expressed that they want to improve customer support.

The Client

Please describe your company and your position there.

I'm the founder and CEO of My Style Authority, which is an elite beauty and fashion community.

The Challenge

For what projects/services did your company hire designs.codes?

We hired designs codes for website design and development, app development, and digital marketing services.

What were your goals for this project?

Our goals for this project is to be the #1 beauty and fashion platform where dreams are born and needs are met globally.
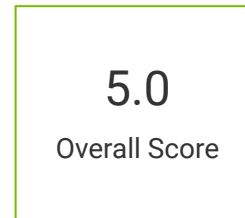
Jessica Dew
Founder & CEO, My Style Authority

Consumer products

1-10 Employees

Washington, DC

CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 4.5

Cost: 5.0

Would Refer: 5.0

The Approach

How did you select this vendor?

I found this vendor via online search.

Describe the scope of their work in detail.

Designing the prototype, developing the MVP and to work on ongoing features, content creation, and distribution.

What was the team composition?

One designer, one developer, and one content creator + distributor as required.

The Outcome

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

We launched the MVP and gained traction in the market. We also had a few special events which required additional work beside the product. Overall after achieving what we set out to accomplish initially the vendor is working with us while we pivot the business for a better product-market fit.

How effective was the workflow between your team and theirs?

It has been pretty smooth mostly. At times it could have been better with a couple of new team members joining in and taking time to settle down.

Are there any areas for improvement?

They recently communicated their goal to enhance the service delivery and customer support system beyond 5 star quality. We feel that they are on the right track. Speeding up delivery further at times will be nice too.

designs.codes

sayhello@designs.codes
+91 9123769710
designs.codes/managed-outsourcing