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MEDIA RESEARCH COMPANY

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APP DEVELOPMENT FOR MEDIA RESEARCH COMPANY

CASE STUDY

PROJECT SUMMARY

Media Research Company App is an API supporting the communication between company's existing database and the app.

To develop this app for iOS devices we had a really tight schedule - only a month! Despite other companies refusing to involve in this project, we decided to take up the challenge. We started the coding process at the beginning of the project to make sure, that we will meet the deadline - thanks to that, we provided our client with the first screens of the app to test in less than a week. Thanks to our individual approach to a client need we have managed to develop an app on time and on the budget.

" I am very satisfied with the service provided by Ready4S. "

- Project Manager, Media Research Company

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CLIENT'S OPINION

Background

Introduce your business and what you do there.

We are a media research company and I was the project manager for this app.

What challenge were you trying to address with Ready4S?

We had to develop an iOS app from scratch within a month. We needed a reliable app developer who would be able to deliver good quality service and help us meet our tight deadline. We need them to build an API supporting the communication between our existing database and the app.

Solution

What was the scope of their involvement?

We knew the main features we wanted to implement and had created some preliminary wireframes. Ready4S divided the work into different stages, each lasting one week. They provided us with a detailed timetable and app specification document prior to the start of the project which outlined when each new iteration would be ready for testing. They also worked on creating designs for each phase, which we had to approve. We had a dedicated project manager with whom we were in contact daily.

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How did you come to work with Ready4S?

After a thorough research on different providers, we compiled a list of top 10 companies that matched our criteria. We contacted those companies for a quote. Most of them said they were not able to complete the project within the tight timescale we had. Ready4S, on the other hand, not only provided a very competitive quote but were also happy to take on the challenge. We were impressed by their professionalism during the initial calls we had with them.

What is the status of this engagement?

We have been working with Ready4S for around six weeks. Phase one of the project, which involved the development of the iOS app, was completed on time and on budget. We plan to work with Ready4S in the future in order to add additional features in what would be phase two of the project.

RESULTS & FEEDBACK

Could you share any evidence that would demonstrate the productivity, quality of work, or the impact of the engagement?

Ready4S were very flexible in their approach to work. They simultaneously created the app designs and started the coding process at the beginning of the project to make sure they met the deadline. The first screens of the app were available for us to test in less than a week. Our feedback after each test cycle was implemented quickly and thoroughly while the developers were simultaneously working on the next iteration. We do not have download statistics as the app is not in the App Store yet.

> " Our feedback after each test cycle was implemented quickly. "

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What did you find most impressive about Ready4S?

Ready4S were very responsive to our needs. They initially reassured us that the app will be completed on time and they will put the right amount of people on the project to ensure this. This was in contrast to most of the other providers who just said the deadline of one month is too tight. Ready4S are overall a very reliable and professional company.

We were assigned a dedicated project manager who did an outstanding job, ensuring that everything ran smoothly, passing on our comments to the development team, and keeping us updated with the progress at all times. We were in contact with our project manager on a daily basis and we didn't have to repeat our feedback twice as everything we asked for was swiftly implemented. We were able to review progress frequently and make changes along the way. Overall, we found Ready4S to be very responsive and flexible.

Are there any areas Ready4S could improve?

I cannot think of anything in particular. I am very satisfied with the service provided by Ready4S.

RAITINGS

Overall score: ★★★★★

Quality ★★★★   Cost ★★★★★

Schedule ★★★★★   Willing to refer ★★★★⯪

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YOUR APP IDEA TO SUCCESS.**

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