

# User Research, UX Design & Landing Pages for Web3 CRM Firm

## PROJECT DETAILS

 UX/UI Design

 Mar 2022 - Aug 2022

 \$10,000 to \$49,999



*"They delivered a quality product at a reasonable price."*

## PROJECT SUMMARY

Incepteo designed the UX and landing pages of a CRM company's flagship product. They facilitated extensive user research and discovery. They used Adobe XD as the main wireframe software to deliver the design.

## PROJECT FEEDBACK

The final design received positive feedback from internal and external stakeholders and was used to create the firm's website and other branding assets. Incepteo's process was thorough, and the team delivered everything on time. They used tools like Zoom and Miro to manage the project effectively.



## The Client




Introduce your business and what you do there.

I'm the CMO and product lead at Blocksee, an information CRM company for Web3 and NFT marketers.

## The Challenge

What challenge were you trying to address with Incepteo?

We used Incepteo to design the UX and landing pages of our product.

-  CMO, Blocksee
-  Software
-  Los Angeles, California

### CLIENT RATING

**5.0**

Overall Score

Quality: 5.0

Schedule: 4.0

Cost: 5.0

Would Refer: 5.0



## The Approach

### What was the scope of their involvement?

Incepteo initially helped us with user research. The process started with understanding our brand values, taking input from each partner, and synthesizing the information into a cohesive design. We used that to stylize and build the product.

To create the designs, we used Adobe XD, a wireframe software where we could map out the designs and give our feedback. We went through several rounds of collaborative designs to refine things as we went through the process.

### What is the team composition?

We mainly worked with Rob (Customer Success Executive) and Manoj (Head of Customer Success). Manoj served as the coordinator and central figure in terms of client relations. He coordinated meetings and ensured we were on track in terms of schedules. Meanwhile, Rob spearheaded the UX design tasks.

### How did you come to work with Incepteo?

We were referred to Incepteo through a partner based in London. The partner introduced us to the team, and we did some discovery calls to understand their knowledge and services. Rob seemed knowledgeable and capable of pulling off quality design work for us. As a result, we decided to work with them.

### How much have you invested with them?

Our investment was around \$10,000–\$15,000.



## What is the status of this engagement?

The partnership lasted from March–August 2022. We recently concluded the project since Incepteo handed over the final UX design. We're currently working with our internal teams to code and build the physical product.

## The Outcome

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

We received good customer feedback and put together a website, business cards, and other assets based on the design that Incepteo delivered. In terms of usefulness, the design checked our boxes.

Meanwhile, Incepteo's entire process was thorough, and their questions about brand identity were well-thought-out; their onboarding process showed us that they'd been doing this job for a long time.

### How did Incepteo perform from a project management standpoint?

Incepteo stuck to their timelines, which was great and beneficial for us. Overall, we had a positive working relationship with them — everything went as expected.

In terms of tools, we used a Miro board, where we did the discovery phase and initial collaborations. To communicate, we used emails. Our teams also had weekly touchpoint calls with a preset schedule for when we'd meet via Google Meet or Zoom.

### What did you find most impressive about them?

Incepteo stood out by being upfront about what we could expect from them, and they stuck to that. On top of that, they delivered a quality product at a reasonable price — that was our ultimate metric.



## Are there any areas they could improve?

The more Incepteo grows, the more they need people like Rob. In our engagement, there were times when Rob was out and we needed to wait for him. Great resources are hard to come by, but if they have more people like him, that would be great.

## Do you have any advice for potential customers?

Know what you want out of the product and what your team needs. The process will ultimately run more smoothly if everyone's on the same page and follows the same guidelines. Incepteo can help generate design ideas, but the client should lead the engagement to an extent.

