Incepteo

Web App Development & UX Design for Supply Chain Company

PROJECT DETAILS

🏷 **UX/UI Design, Custom Software Development, Web Development**

📅 Apr 2021 - Jul 2021

💲 **$10,000 to $49,999**

" *"Communication was their strength."*

PROJECT SUMMARY

Incepteo provided custom development services for a fresh goods supply chain company. They worked on UX design and built a consumer-facing web application that showed carbon emissions using Microsoft Azure.

PROJECT FEEDBACK

The app went live on time, and the client was pleased with Incepteo's performance and prompt delivery. The team led a seamless project management, and they stood out for their responsiveness. They used their own project management tool and communicated effectively via email.

The Client

Introduce your business and what you do there.

I'm the COO and product manager of Fresh Supply Co. We're in a train-based payment blockchain, and we work with and give traceability to fresh food goods that are exported overseas.

Also, we offer financial assistance to agricultural clients. They don't always have the biggest lending power because their cash flow is low, so we offer them trade finance facilities. To banks and non-bank lenders, we provide data from those processes, capturing all the testability data of each unit they hold or sell.

The Challenge

What challenge were you trying to address with Incepteo?

We brought on Incepteo to develop an application for a consumer carbon emissions project for a client.

Georgie Uppington
COO, Fresh Supply Co.

IT Services

Brisbane, Australia

CLIENT RATING

4.5
Overall Score

Quality: 4.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0

The Approach

What was the scope of their involvement?

Incepteo built a consumer-facing application for us. We sold coffee bags, t-shirts, sunglasses, and beauty products, and consumers could scan the QR code on the items and see how much carbon they've offset by their purchase.

Initially, the end client gave us a detailed design on how they wanted the app to work. Then, we engaged with Incepteo, who walked us through the UX design and developed the entire web application using Microsoft Azure. The app was also mobile-friendly.

What is the team composition?

We had a project manager, a lead software developer, and a designer. We worked closely with the lead, and we had direct contact with four people at most.

How did you come to work with Incepteo?

Our CTO had a previous relationship with Incepteo's owner. We knew what we had to do because we'd done a similar system about two years ago with our current developers, so we met with them. We didn't engage with anyone else during the bidding process because we were impressed with how Incepteo planned it and their internal systems.

How much have you invested with them?

We spent between $25,000–$50,000.

What is the status of this engagement?

We began our engagement in April 2021, and the project went live in May 2021.

The Outcome

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

The app went live when it was supposed to, but it wasn't without issues. We would've preferred to do more testing before going live.

How did Incepteo perform from a project management standpoint?

The communication was great. In the end, we were emailing our issues to the support team, and they'd let us know they'd received our message and that they were working on it.

They had an internal project management tool, and we communicated via email.

What did you find most impressive about them?

Communication was their strength.

Are there any areas they could improve?

They should be more thorough in testing the UX.

Do you have any advice for potential customers?

Walk into the project with your design and its functionality already in mind.

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