

# Feasibility Study for Site-survey Software

## Project summary

🔧 Application consulting and SI | 💰 \$50,000 to \$199,999 | 📅 Jun 9, 2015

**Ayrald Hubert**

### Project summary:

The client is SurveySnap, a software for professional installers that allows you to take photos, notes, and annotations and then "Smart-Pin" them to specific areas of a floor plan. They needed to find the right partner who would develop an minimum viable product feasibility study and create the application wireframes and mockups. They hired Movel in 2014 and have are still currently working with them.

### Feedback summary:

SurveySnap is extremely happy with the work produced by Movel. They have a deep knowledge of user experience for iOS and were able to create more than 250 app mockups from the study they conducted. Movel is highly recommended to others.

## Interview

👥 2-10 employees

📍 Baltimore Metro Area, Maryland

Quality: ★★★★★  
 Schedule: ★★★★★  
 Cost: ★★★★★  
 Overall rating: ★★★★★  
 Willing to refer: ★★★★★

**"We first hired Movel in 2014. They have been instrumental in the success of our mobile apps, and we're still engaged on a retainer basis."**

— *Chief Executive Officer, Site-survey Software*

### Details:

#### BACKGROUND

SurveySnap is site-survey software for professional integrators and installers. There are many target segments, but we are initially focusing on physical security integrators.

Very recently, there has been a fundamental shift in the way that mobile operating systems have allowed software developers to distribute and manage software to enterprise customers. This has opened up massive revenue opportunities for SurveySnap. That's why we felt it was the best time to invest in creating a mobile platform to meet those needs.

Currently I am the co-founder and CEO at SurveySnap. I am a lifelong entrepreneur and love building teams of like-minded people who work towards common goals. I have a passion for technology, web and graphic design, innovation and a knack for solving challenges and building businesses.

#### OPPORTUNITY/CHALLENGE

The main challenge is the time spend during surveys and the overall turnaround time. The business of site-surveys has been steadily growing and with the infusion of high tech, the efficiency gains have started to demonstrate value. From using SurveySnap, professional integrators and installers are reporting a 50 percent reduction in time spent on site-surveys and as much as an 80 percent reduction in turnaround time. This is leading to lower costs and better job-win ratios.

One of the challenges with this industry was the traditional dependence on paper and pen. We needed to create an iPad app that was simple to understand, easy to use, and highly optimized to the needs of our users. For that, we needed a solid user research and user experience design.

We also wanted to integrate the latest technologies into our toolbox, so we set on creating a Google Glass app that we mainly use to take pictures and use gestures during the surveys.

Finally, we needed the peace of mind that our customers' data was going to be protected, our iPad app and the back-end servers be secure, and that all measures were taken against known cybersecurity threats.

We had hired a firm to implement the solution. What we needed was a solid user experience, great Google Glass app design and data security for the entire platform. Not every company has the expertise of balancing user experience with mobile security. We knew this was one of Movel's strong points, so we approached them for those particular areas.

## **SOLUTION**

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## **RESULTS & FEEDBACK**

The product is a mobile app used on a tablet device to take photos, notes, annotations, and audio notes, then "Smart-Pin" them to specific areas of a floor plan while walking through a building. Automatically, professional looking PDF and web presentations are created and can be shared with anyone.

We first hired Movel to provide assistance in creating a mobile strategy. When you're ready to drop a six-figure budget, you want to ensure that your investment is built on a rock-solid ground. That's why we approached Movel to conduct an early MVP [minimum viable product] feasibility study. Movel uses a five-step MVP design process with the result of the blueprints of a well-designed iPad app.

Through the MVP study, Movel worked to identify key aspects of our solution: market segments and personas, app flow, wireframes, mockups, project plan, and implementation road map.

Once this was ready, Movel created the app wireframes and mockups, and our developers started the work. Movel used Sketch, Omnigraffle, and Framer to deliver the design artifacts.

When the coding got underway, Movel assisted with security testing and assessments of the iPad app and the backend infrastructure. They performed threat vector analysis, penetration testing, and ensured all iPad data was

stored in an encrypted local storage.

We've looked for companies specialized in mobile apps. But, not just apps. We wanted someone who understood the importance of the whole platform – front end and back-end.

We came across Movel because they are very active in the Washington, D.C., tech community, and I had attended couple of their Meetup events. From those events, it was apparent that not only did they know the latest in mobile UX [user experience] and security, but they also were willing to share it with the community. This was one of the things that set them apart for us.

Movel's engagement was in three key areas: the design of the user experience, including the app mockups and the user flow diagrams; development of the Google Glass app; and performing security analysis and testing on the overall platform – front end and back-end

Initially, it was three months and was at a five-figure number. Later, we retained Movel on a continual part-time basis. They are still consulting with us.

We first hired Movel in 2014. They have been instrumental in the success of our mobile apps, and we're still engaged on a retainer basis.