

Mobile Application Study for Education Organization

Project summary

Other application consulting and SI | Confidential

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The client is a nonprofit education organization that provides students with the technology to apply to hundreds of universities. They were looking at the possibility of having a mobile application created for their technology, and they wanted some feedback from their users. Movel was selected by the client to engage their users on a mobile application feasibility report. The study took two weeks and was completed in July 2015.

Feedback summary:

The client has been very pleased with the partnership they have formed with Movel. The study yielded the results they were looking for and the client has now started working with Movel on the implementation phase of their mobile application project. The client highly recommends Movel to others.

Interview

Senior Director of Technology at Education Organization

USA

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

"The interaction between our two teams was one of the strongest points, and the report Movel delivered was exactly what we were seeking."

— Senior Director of Technology, Education Organization

Details:

BACKGROUND

Please describe your organization.

We are a nonprofit education organization. We provide technology that allows students to apply for admission to hundreds of universities around the world.

What is your role at the company?

I am the senior director for technology.

OPPORTUNITY/CHALLENGE

What was the business challenge that you were trying to address when you approached Movel?

We were exploring options for a mobile experience for our one million-plus users and engaged with Movel on a

mobile application feasibility study. We have an excellent, although small, technology team, and this is our first mobile app development project.

We were looking for information and validation. We wanted to validate initial decisions we had made about a variety of topics, such as tech stack, timeline, and resources, and we wanted more detailed information and guidance on topics areas that we had not explored in as much depth at this early phase like managing the App Store, security, monitoring and analytics. The ultimate outcome was recommendations regarding a minimally viable product approach.

SOLUTION

Please describe the scope of their involvement in detail.

It was a two-week engagement with multiple members of the Movel team with different areas of expertise. Many hours were spent interviewing our team and reviewing the documentation we had already crafted. Movel then performed its own research, crafted an initial presentation, incorporated our feedback, and ultimately delivered an extensive feasibility report.

How did you come to work with Movel?

After connective with the president of Movel [Levent Gurses] via a social introduction, we engaged first with him in a brainstorming conversation. Then, we discussed the specific assistance we were seeking, and ultimately came to an agreement on a two-week study. Their technical expertise, focus on the mobile space, collaborative approach, and no-nonsense delivery – and their ability to deliver in a quick timeframe – were all strengths that we recognized as a good match for our needs.

Could you provide a sense of the size of this initiative in financial terms?

For Movel, it was roughly two and a half people for the two weeks. For our staff, it was roughly 10 people for one to two days each spread out during the two weeks.

When was the project completed?

Early July [2015].

RESULTS & FEEDBACK

What were the results of the project, and are there any metrics you can share?

As a feasibility study, the main outcomes were informing future decisions and helping as adjust our development and deployment plans. It has also led to a second engagement with Movel during the implementation phase of our mobile app development project.

How did Movel perform?

Very well. The interaction between our two teams was one of the strongest points, and the report Movel delivered was exactly what we were seeking.

What distinguishes Movel from other providers?

They are small and flexible to the needs of the organization they are working with. As specialists in mobile technologies, they are also extremely conversant in the latest technologies and approaches, and can demonstrate their work "in action."

In hindsight, are there areas in which they could improve, or things you might do differently?

Perform the feasibility study earlier in our planning process. Although it was still in an early phase, it would have been helpful to have done before some of the other efforts on the project started. From a technical standpoint, our team is most familiar with .NET in a Windows environment, and these weren't necessarily Movel's areas of expertise, but that was counterbalanced by their knowledge in other areas.

What advice would you give to a future client of theirs?

Be clear in your needs, make sure you plan enough of your own staff time to inform Movel's work, and be open to

suggestions.

We have five additional questions. For each of these, we ask that you rate Movel on a scale of one to five, with five being the best score. How would you rate them for the quality of their service and deliverables?

Five.

How would you rate them for scheduling, as in meeting deadlines and compliance with a project timeline?

Five.

How would you rate them for cost, as in value and conformance with project estimates?

Five.

How would you rate your overall experience collaborating with Movel

Five.

How likely are you to recommend Movel to a friend or colleague, out of five?

Five.