# Web App Dev for Lead Generation Startup

**PROJECT DETAILS**

🏷 UX/UI Design, Custom Software Development

📅 Jan. 2020 - Dec. 2020

💲 $10,000 to $49,999

❝ *"Regularly knowing what was going on was my top priority, and Ahex did that in a very good way."*

**PROJECT SUMMARY**

Ahex Technologies developed a web-based app for a lead generation startup. They helped the client define the functionality, designed and developed the UI/UX, and integrated a dashboard for lead tracking.

**PROJECT FEEDBACK**

Despite the challenges of working remotely, Ahex's collaboration ran smoothly, and they developed a high-quality app. The team was prompt at meeting deadlines, and they kept the client updated throughout the project. They were communicative and instrumental in making technical decisions.

# Ahex Technologies

## The Client

### Introduce your business and what you do there.

I'm the co-founder of a startup B2B company, along with two of my friends. We created an app that helps our clients find potential customers and business opportunities. It can be integrated into a website, and it includes a dashboard for tracking the leads.

## The Challenge

### What challenge were you trying to address with Ahex Technologies?

We were looking for a developer that could help us build our solution. We needed an approachable company with a fair amount of experience in developing this type of application at a reasonable cost.

Co-Founder, B2B Lead Generation Startup

Business services

India

CLIENT RATING

**4.5**
Overall Score

| Quality: | 5.0 |
|---|---|

| Schedule: | 4.5 |
|---|---|

| Cost: | 5.0 |
|---|---|

| Would Refer: | 5.0 |
|---|---|

## The Approach

### What was the scope of their involvement?

Ahex developed our web-based application. First, we gave them a synopsis of the project, but we hadn't figured out all the details nor how the interface would look. Thus, we spent the first 4–6 weeks having multiple brainstorming sessions with Ahex, figuring out what this app should have.

Later, we defined the various target users and interactions with the help of Ahex's team, and they used this to build the apps' UI/UX.

### What is the team composition?

Saurabh (Co-Founder) was my main point of contact, and I interacted with him almost daily. However, I wasn't made aware of what was going on within the team. I always got the results, but I didn't know how they worked.

### How did you come to work with Ahex Technologies?

We found Ahex through a recommendation from an acquaintance that had worked with them.

### How much have you invested with them?

The project cost around $40,000–$50,000.

### What is the status of this engagement?

We worked with Ahex from January–December 2020.

## The Outcome

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

We had some issues during the first three months of our engagement because we were still figuring out the requirements. Once we all were on the same page and got a good vision of the app, everything went smoothly, and the development that Ahex did was excellent.

## How did Ahex Technologies perform from a project management standpoint?

We worked with Ahex during the pandemic, so we had some disruptions initially because we didn't have the same infrastructure at home as we did when working from an office. Aside from that, their team was prompt in meeting deadlines, and they constantly updated me about the project.

## What did you find most impressive about them?

I was impressed by their prompt communication. We were in different locations, so we interacted remotely. Regularly knowing what was going on was my top priority, and Ahex did that in a very good way.

## Are there any areas they could improve?

From my experience, Ahex delivered everything that we asked them for. Things went pretty well, and they helped us flesh out the requirements and make technical decisions.

## Do you have any advice for future clients of theirs?

The client should be ready and define what they want. We had ideas in our minds and on paper, but they weren't very detailed.