



Creating Stories that Move the World

UX/UI Design & Video Production for Consulting Company

Case Study
Jan 2023 - Ongoing

motionify.co

THE PROJECT

Graphic Design
Logo
UX/UI Design
Video Production
Web Design

PROJECT SUMMARY

Motionify provides UI/UX design support for a technology consulting company. They've created animations and designs and produced a product journey video and an explanatory video for the client's product

5.0



Quality <small>SERVICE & DELIVERABLES</small>	5.0
Schedule <small>ON TIME / DEADLINES</small>	5.0
Cost <small>VALUE / WITHIN ESTIMATES</small>	5.0
Willing to Refer <small>NPS</small>	5.0



Their affordable pricing and commitment to their work are very impressive

Satishkumar Muthurangam

Director & Chief Revenue Officer,
Merkat Intellect

June 12,, 2023

FEEDBACK SUMMARY

Motionify has delivered the project on time and according to the client's quality standards. The team has leveraged their extensive resources and skills to deliver innovative, top-tier assets and designs that exceed expectations. They provide great value at an affordable price

THE REVIEWER

Satishkumar Muthurangam

Director & Chief Revenue Officer, Merkat Intellekt

Industry- IT Services

location - Chennai, India

Employees - 11-50 Employees

CLIENT'S BACKGROUND

Introduce your business and what you do there

I am the Director and Chief Revenue Officer of Merkat Intellekt Technologies Private Limited.

Describe what your company does in a single sentence

About Merkat Intellekt Technologies - We are a research driven open source technology consulting company. We help to build products for startups.

OPPORTUNITY / CHALLENGE

What specific goals or objectives did you hire Motionify to accomplish?

Online Video - Customer and Product Journeys

Wireframes and Designs



SOLUTION

● **How did you find Motionify?**

1. Online Search
2. Referral

● **What is the team composition?**

I believe I worked with one person from their team.

● **Why did you select Motionify over others?**


High ratings
Close to my geographic location
Pricing fit our budget
Good value for cost
Company values aligned

● **How many teammates from Motionify were assigned to this project?**

2-5 Employees

● **Describe the scope of work in detail. Please include a summary of key deliverables**

Motionify has done UX/UI design and animated work for our end-customers. Also, they have done online video production works that is customer/ product journey and explanatory video/demo for our own Product. This work has given on a correct and exact time and the deliverables are neat and quality



RESULTS & FEEDBACK

● **What were the measurable outcomes from the project that demonstrate progress or success?**

Their commitment to the project assigned was very good and all their resources stick to their timeline which was great success to our end-customers. Their quality and pricing was very impressive.

● **Describe their project management. Did they deliver items on time? How did they respond to your needs?**

Yes they deliver items on each modules on time. we always have a Daily standup meeting through MS Team. So, communication to us through Virtual meeting and whatsapp messaging gives us a very good clarity to discuss on the challenges

● **What was your primary form of communication with Motionify?**

Virtual Meeting

Email or Messaging App

● **What did you find most impressive or unique about this company?**

Their affordable pricing and commitment to their work are very impressive.

● **Are there any areas for improvement or something Motionify could have done differently?**

They are good at what they want to deliver. I would recommend to my other clients as well.

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THANK YOU !

Soure : Clutch

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