

Backend + CRM + CMS

We partnered with one of the leading global digital platform and creator marketplace, to design and build their product backend from scratch for effectively managing everything from projects, communications, day to day ops, from right from users to projects to sales to revenue.

Scope of work

+ UI/UX Design + Web Development + Content

Industry: Media & Entertainment

Category: Website + CMS + E-commerce

The screenshot shows a dashboard with sections for 'Recently Added' projects like 'Digital Marketing Campaigns' (Subscription Plan, In Progress), 'Social Media Creatives' (On Demand Service, In Review), 'Search Engine Optimization' (On Demand Service, In Progress), and 'UI/UX Design' (On Demand Service, Completed). It also includes a 'FAQs' section and a 'How it works?' section.

Client Dashboard

The Client Dashboard is built around the concept and idea to make founders, managers or pretty much everyone ordering project A. Give a clear and holistic perspective on what they are paying for. B. Make it seamless to track multiple projects from different categories at once, whilst keeping the entire experience around the perceived value.

The dashboard features a 'Recently Added' section with cards for 'Digital Marketing Campaigns', 'Social Media Creatives', 'Search Engine Optimization', and 'UI/UX Design'. It also includes a 'Your Team' section with profiles for 'Karthikeyan' (Account Manager, Online), 'Kanak Dhotre' (Graphic Designer, 3 Min ago), and 'Ora Hill' (Content Writer, 2 Hours ago). A 'Resources' card offers tips for faster work, and a 'Having trouble with your order?' link leads to the Resolution Center.

Multiple User & Teams

From our research, we figured the final say, or feedbacks or ideas usually comes from multiple people, it's rarely a single person driving it. regardless of the company or project size. So, we made the platform in a way, where anyone can bring in their people with controls and some more functionalities like assigning tasks.

This section shows a 'Members' table with profiles for Tony Stark, Captain America, Black Panther, Spiderman, Black Widow, and Thor. It also includes a 'Resources' card for faster work and a 'Having trouble with your order?' link.

Track, Manage Pay - It all happens here

The interface includes sections for 'Manage Orders' (listing projects with status filters), 'Live Subscriptions' (Digital Marketing Plan, Graphic Design Plan), 'Order History' (listing transactions with payment details), and 'Payment Method' (VISA, Mastercard).

Complete Privacy and Control Of your Account

This section shows account settings for profile, notifications, email, and browser notifications. It also includes a 'Plan Details' section, 'Deactivation' options, and a 'Delete Account' button.

Creators Dashboard

Ask any creator, and the number one challenge that most of them still face despite so many tools is managing projects, we uncover the fact - Not all creators understand how a business operates but still function as an independent entity.

The dashboard includes sections for 'Project Management' (listing projects like Digital Marketing Campaigns, Social Media Creatives, etc.), 'Client Management' (listing clients like Melinda Ross, Slinkip), 'Curated Resources' (a knowledge base), and 'Communication + Project Management + Tasks + People' (with a central collaboration board).

This section shows detailed project management screens for 'Digital Marketing Campaigns', including 'Requirements', 'Task Requests', 'Feedback', and 'Activity' logs.