

# PORTFOLIO

## Interactive Labs

# ABOUT US



We are a Product Design and Development Studio based in San Francisco since 2013.  
**We champion designing and developing delightful experiences and products**



Capable of interface design, user experience design, mobile, web, and server development



**Worked for major companies (Google, Cision, IAC, and more)**, and always meet deadlines and exceed expectations



Strong focus on **Design, Quality, Performance, and User Satisfaction**



We have a stellar team with solid domain expertise



Focused on mobile & web products in Education, Health, Social Media, Consumer and Enterprise



We are full stack development, experienced in iOS, Android, Web and Server

# LEADERSHIP TEAM



**ROHAN SARDESAI**

CEO

Rohan is a detail-oriented and passionate self-starter. He is very organized and energetic and will both motivate and push everyone around him to be their best. Rohan leads product direction for several of our customers. He backs up his product intuition with strong metrics.



**STEVE XU**

CTO

Sicheng (Steve) Xu is a seasoned technologist with experience leading both web and mobile projects. Steve has worked on several high usage mobile and web apps and drives the overall technical direction for our team. Steve has an engineering degree from the University of California in San Diego.

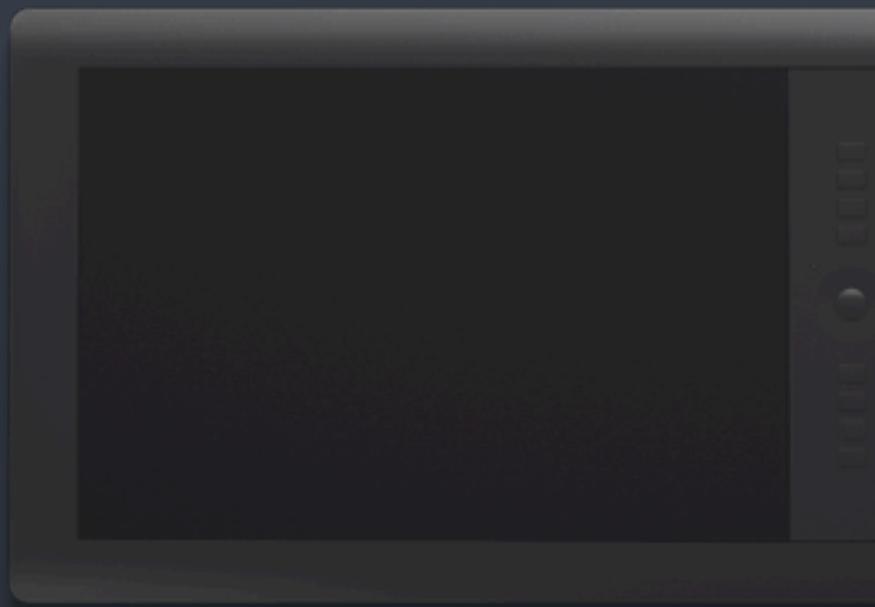
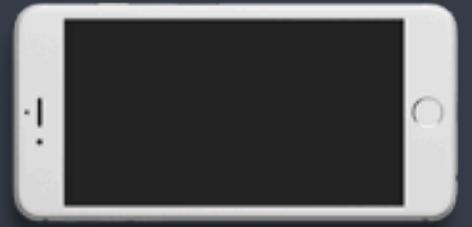


**LOC NGO**

Head of Product Design

Loc brings 14 years of directed web and mobile experience, crafting compelling product designs and user experiences across the mediums. He previously co-founded JobAlchemist, Inc., a Y-Combinator backed startup. With 100+ products under his belt, Loc ensures that your products are world class.

# OUR SERVICES



VISUAL DESIGN



UX DESIGN



DEVELOPMENT



PRODUCT  
MANAGEMENT



HELP & SUPPORT



MAINTENANCE

# OUR CLIENTS



FLARES



friendbuy



Sidebar

# OUR PROJECTS



**Services:** Web, UX/UI design, Prototypes, User testing, Front end

As the number one brand in PR softwares and services, Cision has provided a comprehensive set of tools and resources for communications professionals to Power their Stories with more than 1.6 million contacts, outlets and pitchable opportunities.

However, the competition is fierce. Emerging PR software providers with their own advantages are striving to take the lead. Given their powerful databases and robust systems, Cision saw the need to improve their product around user experience and interaction.

Working closely with Cision's internal team, we analyzed the market context, users reviews and user personas. We created a pain point matrix to prioritize use cases and understand the core problem users were facing. Our goal was to not only improve Cision's products but also secure its top-of-mind position.

Base on our findings, we ideated several UI/UX design options, created prototypes for key functions and put them through rigorous internal and external user testing. We then created an on-brand global UI library, to allow the Cision design and development teams to build consistent user interfaces across the portfolio of their products.

The screenshot shows the Cision Influencers platform interface. At the top, there are tabs for CISION, INFLUENCERS (which is selected), NEWS, ACTIVITIES, and ANALYTICS. Below the tabs is a search bar with the word "marketing". On the left, there is a sidebar titled "Filters" with sections for SUBJECTS (marketing selected), ROLES, LOCATION, OUTLET TYPES, CONTACT LIST, and UDF. The main content area displays a list of influencers with their names, roles, and brief descriptions. Matt Ambrose is highlighted as the current selection. To the right of the list, there is a detailed profile for Matt Ambrose, including his photo, name, title, and a snippet of his bio. Below the profile, there is a section for "Recent Tweets" with a single tweet from @mattambrose.

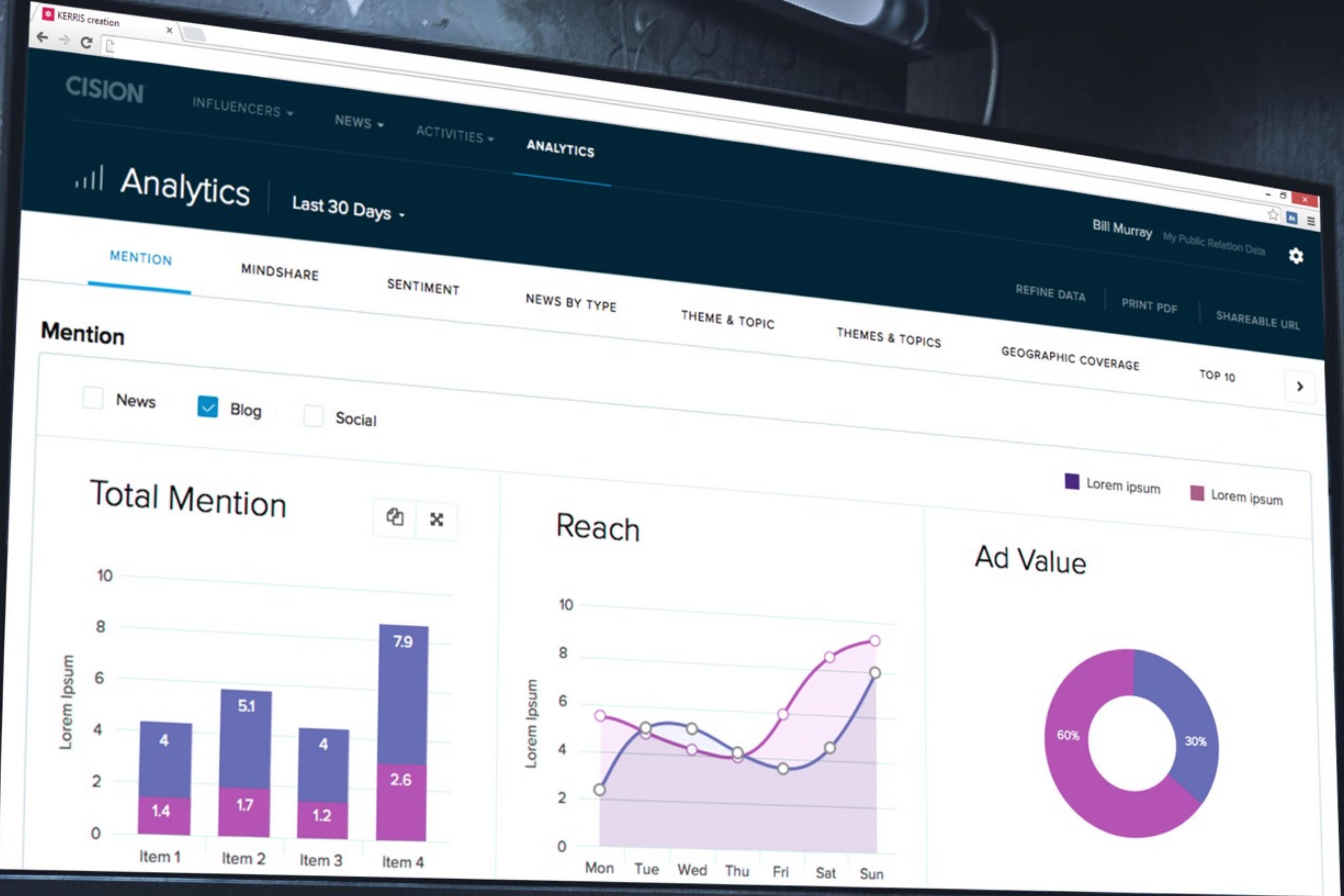
Subject	Count
All	789
Interior Design	35
Marketing	56
Fashion	126
Technology	345
Internet	123

**Profile**  
Matt Ambrose is a blogger and covers communications. He can be contacted primarily at the prep school level. Care Writer (September) 2009 - Creston News Mason City Globe-Gazette, Assistant S News Reporter (January) Education: 15

**Twitter**  
@mattambrose  
United Kingdom  
http://t.co/p4Kj4oB2B Copy writer marketing, email marketing, etc  
TWEET 6,720

**Recent Tweets**  
Jul 26, 2015 at 7:47 PM  
Places you can see me tonight:  
Show...and this Instagram Post:  
https://t.co/JBQs3D9vG

# CISION®



**INFLUENCERS** NEWS ACTIVITIES ANALYTICS

Bill Murray  
My Public Relation Data

2,400 Results 2 selected Add to List Analytics Reports Communication More C

**Matt Ambrose**  
Blogger at The Copywriter's Crucible

**Matt Ambrose**  
Blogger at The Copywriter's Crucible

**Traci Reuter**  
Host at Social Media Marketing Happy Hour Podcasts

**Anthony Tran**  
Host at Marketing Access Pass

**Sarah Arrow**  
Blogger at The business of being a blogger

**Lori Moreno**  
Blogger at Lori Moreno: Love Expert

**Meghan Biro**  
Contributor at Forbes

**Mr. Will Corry**  
Blogger at the Marketingblog

**Mr. Neal Schaffer**  
Founder & Blogger at Maximize Social Business

**Pam Moore**  
Host at Social Zoom Factor

**Matt Ambrose**  
Blogger at The Copywriter's Crucible

Email matt@copywriterscrubible.com  
Subjects Journalism, Marketing, Media Industry, Publishing

**ADD TO LIST** **VIEW MORE**

**Profile**  
Matt Ambrose is a blogger and covers media, marketing, journalism, publish and communications. He can be contacted via email. Contact him via email. He covers all sports, primarily at the prep school level. Career: 1990 - present - Creston News Advertiser, Sports Writer (September) 2009 - Creston News Advertiser, Assistant Managing Editor (January) 1989 - Mason City Globe-Gazette, Assistant Sports Editor (August) 1980 - Atlantic News Telegraph, News Reporter (January) Education: 1979 - University of Iowa, B.A. Journalism [Read More](#)

**Twitter**  
**@mattambrose**  
United Kingdom  
<http://t.co/p4Kj4oghad>  
B2B Copy writer & marketing consultant. Tweeting about inbound marketing, email funnels and sales copy that converts.

TWEET FOLLOWING FOLLOWERS  
6,720 306 760

**Recent Tweets**  
Jul 26, 2015 at 7:47 PM  
Places you can see me tonight: Anderson Cooper 360, CNN Tonight, The Charlie Rose Show...and this Instagram Post.  
<https://t.co/JfBQs3D9vG>

**Social Post**

**Post to** (1 selected)

- Twitter**
- Facebook** My facebook Page
- LinkedIn** Add account

**Message**  
Compose a message

**Activity Details**

**Schedule**

**Attach Details** **Set Schedule**

Shorten Links

The image displays the CISION software interface, featuring a dark-themed dashboard with various analytical tools and charts.

**Top Header:** CISION, INFLUENCERS, NEWS, ACTIVITIES, ANALYTICS, Bill Murray, My Public Relation Data, and a gear icon.

**Middle Section:** A "MindShare" dashboard with tabs for News, Blog, and Social. It includes a line chart showing trends from Wednesday to Sunday across four categories: Lorem ipsum (teal), Lorem ipsum (blue), Lorem ipsum (red), and Lorem ipsum (yellow). The chart shows a general upward trend for all categories over the period.

**Left Sidebar:** A navigation menu with sections: INFLUENCES (Search, Outlets, Opportunities, Lorem ipsum, Lorem ipsum, More), NEWS, and ACTIVITIES.

**Right Section:** A "Share of Voice" donut chart showing the distribution of voice share among four entities: 35% (blue), 34% (teal), 25% (red), and 6% (yellow).

# CISION



# CISION®

## CPRE - Colors Guide

One of the most visible and powerful elements of the Product's Interface is Colors. It plays an important role in creating visual hierarchy, guide users and improve product's usability

We have chosen and fine-tuned this colors guide to ensure that the product appears with a consistent look/feel and an aesthetically clear user interface

Heading 4

Title 1

POWER YOUR STORY

A detailed typography guide for the CISION brand. It includes sections for Proxima Nova (with Light, Regular, SemiBold, and Bold variants), BEBAS NEUE (Regular), and a section for numbers (0-9). There is also a large sample area showing the text "Power your story" repeated four times in different font styles, each with its corresponding specifications.

CISION

Typography

## Proxima Nova

Light   Regular   SemiBold   Bold

## BEBAS NEUE

Regular

# Aa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

# 0123456789

SAMPLE

SPEC

Power your story

• Font: ProximaNova - Light  
• Size: 3 rem  
• Color: Charcoal 100  
• Letter Spacing: 0

Power your story

• Font: ProximaNova - SemiBold  
• Size: 2,4 rem  
• Color: Charcoal 100  
• Letter Spacing: 0

Power your story

• Font: ProximaNova - SemiBold  
• Size: 2 rem  
• Color: Charcoal 100  
• Letter Spacing: 0

Power your story

• Font: ProximaNova - SemiBold  
• Size: 1,6 rem  
• Color: Charcoal 100  
• Letter Spacing: 1px

POWER YOUR STORY

• Font: ProximaNova - SemiBold  
• Size: All Caps

# OUR PROJECTS



**Services:** Web, UX/UI design, prototypes, user testing, front end

Viralheat is a media intelligence software that provides digital marketers with social media monitoring, publishing, analytics, content management, and reporting in a single, intuitive interface. Recently acquired by Cision, Viralheat is a powerful contribution to Cision family and helps to reinforce its social capabilities.

Interactive Labs was tasked with the goal of creating a more engaging and effective user experience. Working closely with the Viralheat team, we isolated the most typical use cases and the barriers that their users encountered in accomplishing core tasks. Rapid wire framing, prototyping and user testing led to quick decision making. The ViralHeat team was able to launch improvements in a phased manner and see improvements on an ongoing basis.

**Messages**

Pacific Time (US & Canada)

July 19 - 25, 2015

Day Week Month

MON 7/19 TUE 7/20 WED 7/21 THU 7/22 SUN 7/25

12 PM

1 AM

2 AM

3 AM

4 AM

5 AM

6 AM

7 AM

12:05PM

How to create a killer #webinar. Check out this awesome article by @semrush. <http://vrl.ht/1EE63>

12:10PM

How to create a killer #webinar. Check out this awesome article by @semrush. <http://vrl.ht/1EE63>

12:30PM

FELIZ DIA 😊 @Lauraadri @placerdario @Cagramunt #TODOseaPORaprender @Lauraadri @placerdario...

12:03PM

University Degree Courses. Study At Home In Nigeria. No VISA Available. Apply Online! See details: <http://t.co/LOWcUYu9tx>

12:03PM

University Degree Courses. Study At Home In Nigeria. No VISA Available. Apply Online! See details: <http://t.co/LOWcUYu9tx>

12:30PM

iPhone WRISTLET CLUTCH Samsung Note 4 <http://t.co/7mTW0hk8s> ##madeinUSA##etsyretwt

03:20PM

iPhone WRISTLET CLUTCH Samsung Note 4 <http://t.co/7mTW0hk8s> ##madeinUSA##etsyretwt

03:20PM

University Degree Courses. Study At Home In Nigeria. No VISA Available. Apply Online! See details: <http://t.co/LOWcUYu9tx>

03:20PM

University Degree Courses. Study At Home In Nigeria. No VISA Available. Apply Online! See details: <http://t.co/LOWcUYu9tx>

04:10PM

How to create a killer #webinar. Check out this awesome article by @semrush. <http://vrl.ht/1EE63>

04:22PM

How to create a killer #webinar. Check out this awesome article by @semrush. <http://vrl.ht/1EE63>

04:22PM

iPhone WRISTLET CLUTCH Samsung Note 4 <http://t.co/7mTW0hk8s> ##madeinUSA##etsyretwt

04:22PM

iPhone WRISTLET CLUTCH Samsung Note 4 <http://t.co/7mTW0hk8s> ##madeinUSA##etsyretwt

03:20PM

University Degree Courses. Study At Home In Nigeria. No VISA Available. Apply Online! See details: <http://t.co/LOWcUYu9tx>

03:20PM

University Degree Courses. Study At Home In Nigeria. No VISA Available. Apply Online! See details: <http://t.co/LOWcUYu9tx>

10:00 AM

How to create a killer #webinar. Check out this awesome article by @semrush. <http://vrl.ht/1EE63>

10:30 AM

FELIZ DIA 😊 @Lauraadri @placerdario @Cagramunt #TODOseaPORaprender @Lauraadri @placerdario...

10:30 AM

FELIZ DIA 😊 @Lauraadri @placerdario @Cagramunt #TODOseaPORaprender @Lauraadri @placerdario...

10:30 AM

FELIZ DIA 😊 @Lauraadri @placerdario @Cagramunt #TODOseaPORaprender @Lauraadri @placerdario...

WEEKLY SUMMARY

70/100

Messages Published

3/30

Messages Approved

TUESDAY - JUL 20

10:00 AM

How to create a killer #webinar. Check out this awesome article by @semrush. <http://vrl.ht/1EE63>

10:30 AM

FELIZ DIA 😊 @Lauraadri @placerdario @Cagramunt #TODOseaPORaprender @Lauraadri @placerdario...

10:30 AM

FELIZ DIA 😊 @Lauraadri @placerdario @Cagramunt #TODOseaPORaprender @Lauraadri @placerdario...

10:30 AM

FELIZ DIA 😊 @Lauraadri @placerdario @Cagramunt #TODOseaPORaprender @Lauraadri @placerdario...

# VIRAL HEAT

**Messages**

John Doe

CREATE A POST

DONE CLEAR

NETWORKS CHANNELS

Facebook Twitter Instagram Google Plus LinkedIn

Youtube Tumblr Wordpress Pinterest WWW

July 19 - 25, 2015 Day Week Month

MON 7/19 TUE 7/20 WED 7/21 THU 7/22 SUN 7/25

12 PM 12:05PM 12:10PM 12:30PM 12:03PM

How to create a killer #webinar. Check out this awesome article by @semrush. <http://vrl.ht/1EE63>

How to create a killer #webinar. Check out this awesome article by @semrush. <http://vrl.ht/1EE63>

+ ADD MESSAGES

2 more messages to goal 2 more messages to goal

WEEKLY SUMMARY

70/100 Messages Published 3/30 Messages Approved 5 Drafts

TUESDAY - JUL 20

10:00 AM How to create a killer #webinar. Check out this awesome article by @semrush. <http://vrl.ht/1EE63>

3 Tags 3 Channels

TUESDAY - JUL 20

10:00 AM How to create a killer #webinar. Check out this awesome article by @semrush. <http://vrl.ht/1EE63>

3 Tags

10:30 AM FELIZ DÍA 😊 @Lauraadri @placerdario @Cagramunt #TODOseaPORaprender @Lauraadri @placerdario...

# VIRAL HEAT

Stream    Filters    Preset

Your smart stream includes: 3 Facebook accounts, 2 Twitter accounts, 1 Instagram Account

Instagram mention for Nike topic profile Jul 27 - 02:50 AM

**@sam.i.am\_official** @nemorafans

It's more than what your eyes see.achieve it.top. #nike #nikeplus #nikerunning #adidas #nikeairmax #shoes #shoe More



Instagram Photo mantosdofutebol.com.br

Twitter mention for iPhone topic profile Jul 27 - 06:50 AM

**Iphone** @WeCantStopWont

https://t.co/qKdARS0dX9 #4028 3ft/6ft/10ft FOR iPhone 6 plus 5 5s 5c STRONG FLAT USB CABLE... https://t.co/g13pd3ISBN



Tweeted Image https://t.co/g13pd3ISBN

https://t.co/qKdARS0dX9 #4028 3ft/6ft/10ft FOR iPhone 6 plus 5 5s 5c STRONG FLAT USB CABLE... https://t.co/g13pd3ISBN

Reply Retweet More

Facebook mention for Adidas topic profile Jul 27 - 02:50 AM

**Betty W** @whitebettys

RT @sofiaorden: 60-Second Adventures in Thought - for iPod/iPhone - The Open... https://t.co/lRaUXHYxKs

Comment Like More

Facebook mention for Adidas topic profile Jul 27 - 02:50 AM

**Dream Team** @dreamteamfc

Adidas revela nova chuteira SEM CADARÇO que será utilizada por Oscar, Mesut Özil, James Rodriguez e Ivan Rakitić em 2016. Conheça! #MDF



Instagram Photo mantosdofutebol.com.br

Instagram mention for Nike topic profile Jul 27 - 02:50 AM

**@sam.i.am\_official**

ACE 16+ GTI | Nova chuteira sem

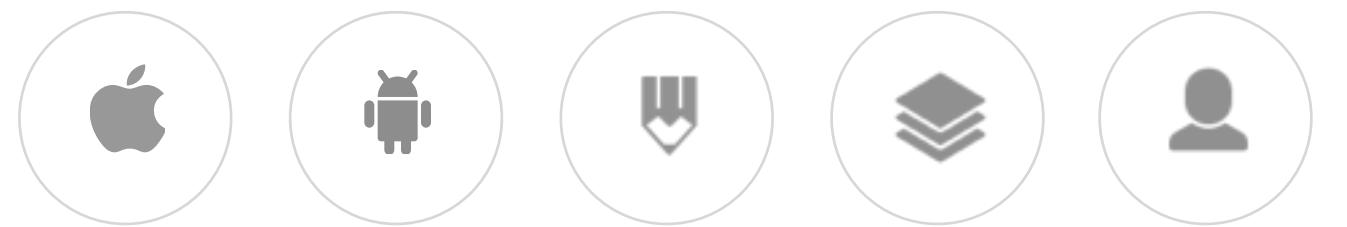


Twitter mention for iPhone topic profile Jul 27 - 06:50 AM

**Nehe Patalon-Skuddèr** @razin\_zharif

#NBA #Basketball Nike Zoom V #KevinDurant Mens Basketball Shoes Size 9.5 OKLAHOMA CITY Thunder

# OUR PROJECTS



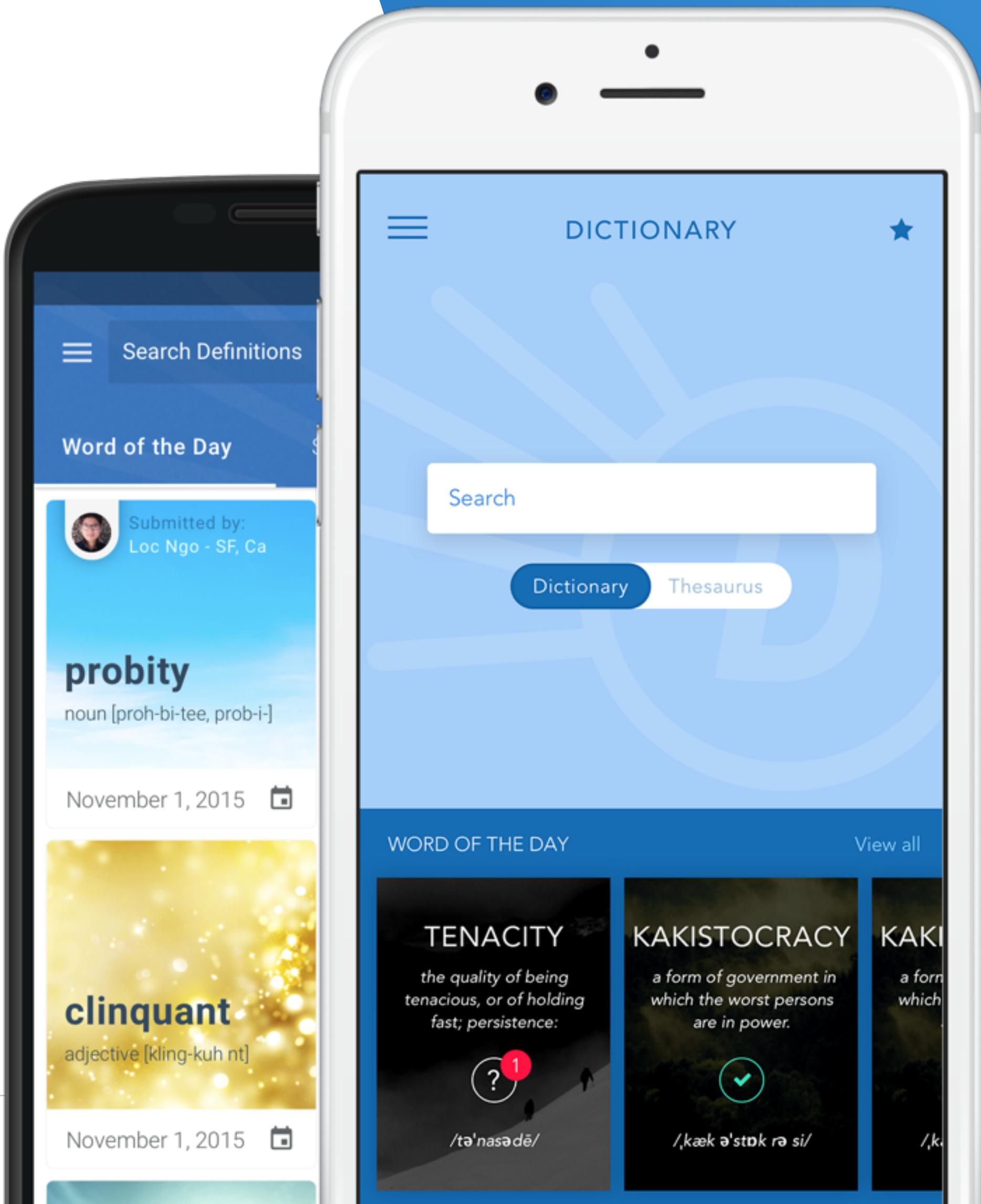
**Services:** iOS, Android, UX/UI design, Prototypes, User testing,

With 2,000,000+ trusted definitions and synonyms, 100+ million app downloads, Dictionary.com has spread the logophile-spirits to millions of mobile users world wide, affirming its position as the leading free English dictionary app for iPhone and Android.

As with any large app, user fatigue sets in after prolonged usage. Dictionary.com tasked us with building a UI refresh that would impact their core metrics - namely, retention, monetization and user reviews on the app stores.

We reviewed usage data and conducted a thorough audit based on users reviews of both iOS and Android. We put together a matrix of pain points and defined core flows that needed an upgrade. Within a short time, we built a road map that addressed their immediate goals.

We created multiples ideas, prototypes and validated them through user testing. We also product managed this critical release and provided detailed specifications and priorities for their internal engineering team. We launched the app well ahead of schedule to meet the pre-Christmas deadline. Our solution for the iOS version has helped the app reach a new high with a significant rise in page views and retention. We are applying material design principles to their Android app, which is expected to show similar positive results.





The image shows two smartphones side-by-side, both displaying the Dictionary.com mobile application. The phone on the left displays the word 'Tenacity' with its definition, while the phone on the right shows a 'No Results' screen.

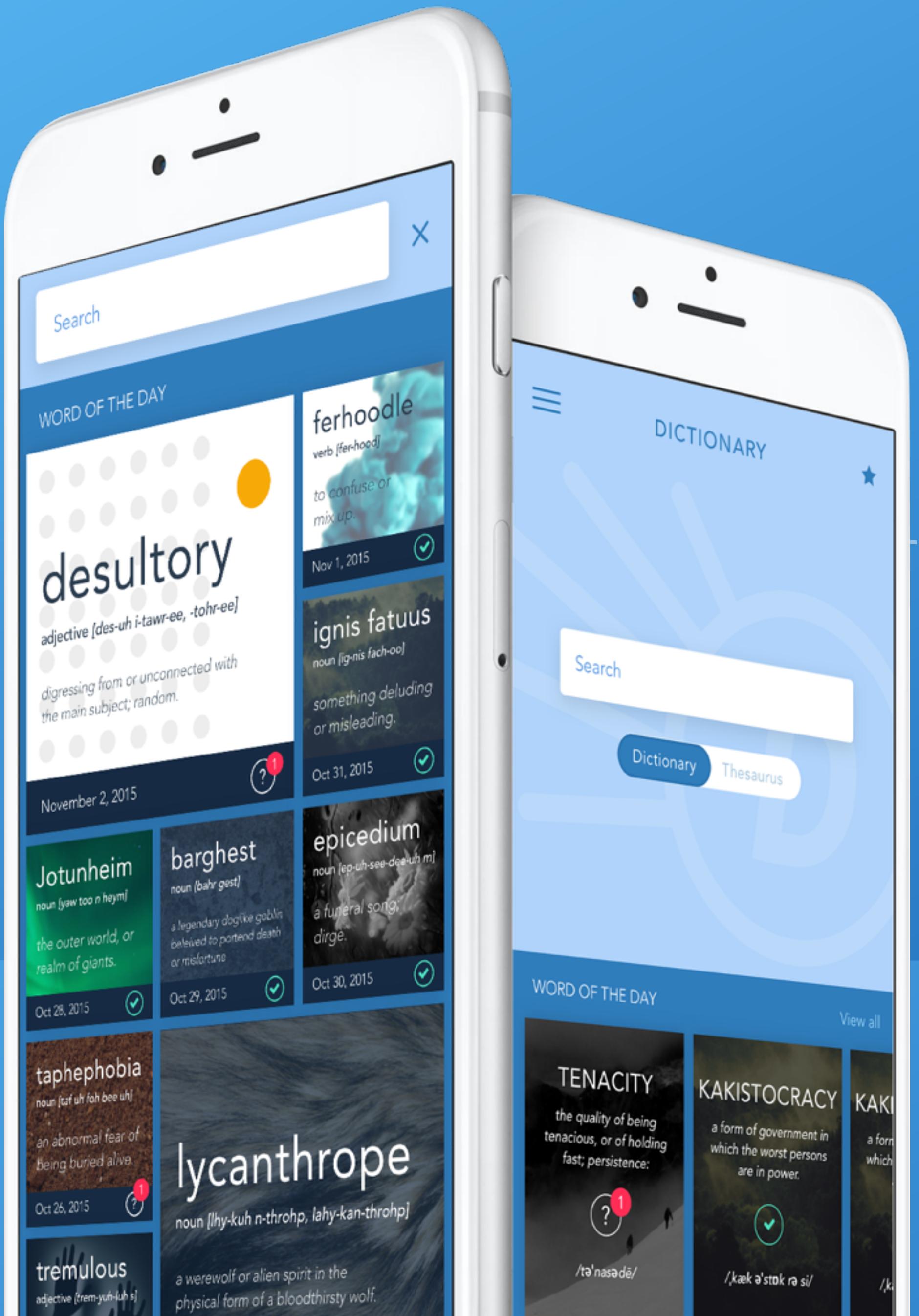
**Left Phone Screen:**

- Header:** Tenacity, tuh-nas-i-tee, Show IPA
- Section:** noun
- Definitions:**
  - the quality or fact of being able to grip something firmly; grip. "the sheer tenacity of the limpet"
  - the quality or fact of continuing to exist; persistence. "the tenacity of certain myths within the historical record"
  - a woman given to spiteful or malicious gossip.
  - the quality or fact of being able to grip something firmly; grip. "the sheer tenacity of the limpet"
  - the quality or fact of continuing to exist; persistence. "the tenacity of certain myths within the historical record"

**Right Phone Screen:**

- Header:** No Results
- Icon:** A magnifying glass icon with light rays emanating from it.
- Text:** No Results Found. Please try another word.

# DICTIONARY.COM



# OUR PROJECTS



**Services:** Web, iOS, UX/UI Design, Coding

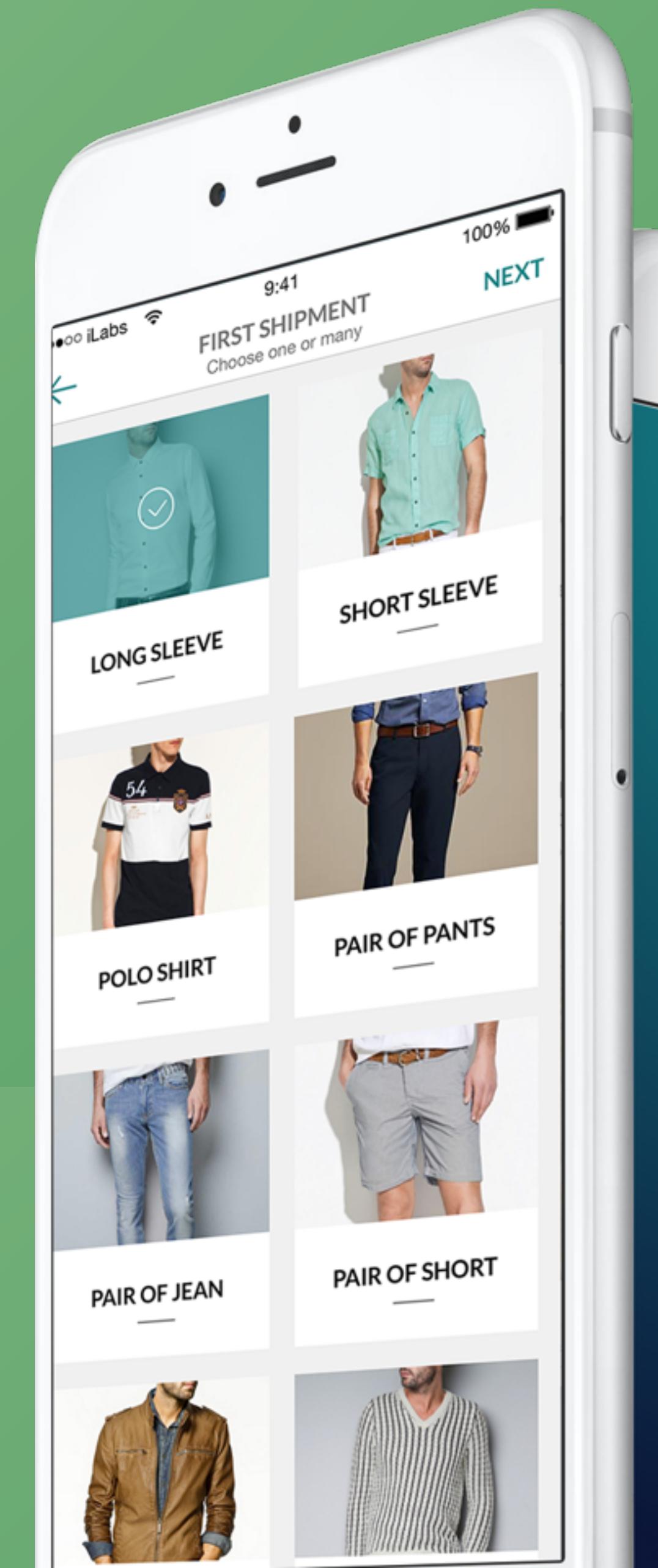
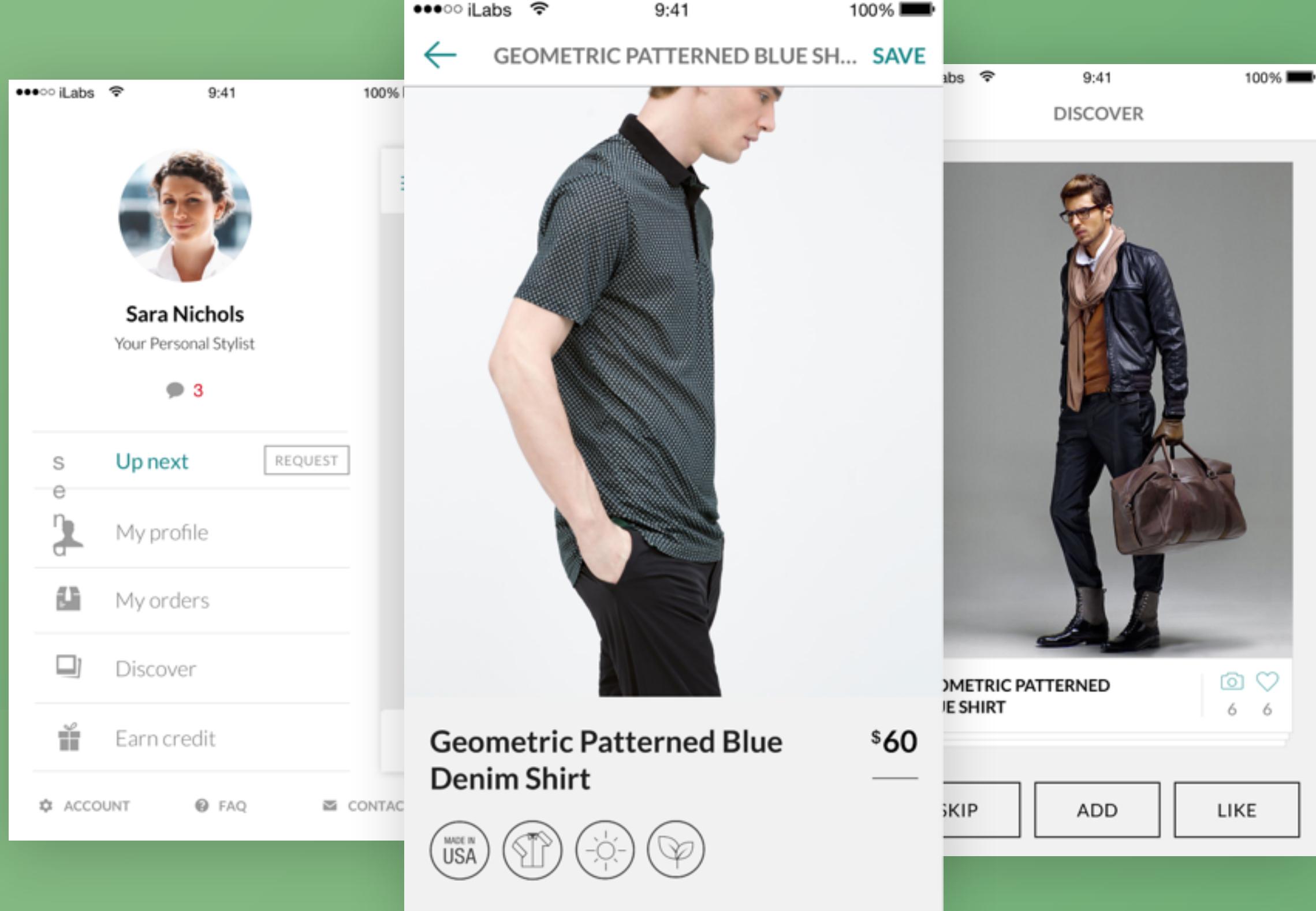
Entering the niche of m-commerce applications targeted towards the male demographic, Bombfell needed a partner who had strong experience building end-to-end m-commerce applications.

Combining our product strategy, design and development expertise with Bombfell's knowledge of the market, we created an application that provides a streamlined first user experience and offers in-depth customization and a rich user interface that is required in a stand-out m-commerce product.

The new Bombfell app makes styling yourself a fun, easy, and joyful experience. Only 4 steps: Sign up, Set up your order, Get a preview email, Receive Clothing, and Bombfell users can save a lot of time and efforts.



# BOMBFELL



BOMBFELL

EARN CREDITS UP NEXT DISCOVER MY ORDERS ACCOUNT ADD REQUEST

Order Details

SHIPMENT TRACKING  
**D2940LDK04590**

ORDER SHIPPED IN  
**5 Days**

STATUS  
Unpaid

ADDRESS  
123 4th avenue Ny, NY

INTERCEPT

VINTAGE FLEECE JEANS DARK  
SIZE MEDIUM  
STATUS PAID - \$80  
Take a photo

TEXTURED POLO  
SIZE 32W - 34L  
STATUS RETURN PENDING  
Take a photo

TEXTURED POLO  
SIZE MEDIUM  
STATUS PAID - \$80  
Take a photo

TEXTURED POLO  
SIZE MEDIUM  
STATUS PAID - \$80  
Take a photo

TEXTURED POLO  
SIZE 32W - 34L  
STATUS RETURN PENDING  
Take a photo

BACK

Michelle C.  
Stylist

Your first shipment  
JULY 15, 2015

OCCASIONS  
The Office, Weekend

ADDITIONAL NOTES  
I'd like to get this in 2 weeks for a wedding event. Can we rush this shipment?

EDIT REQUEST

## OUR PROJECTS

# PRIMER

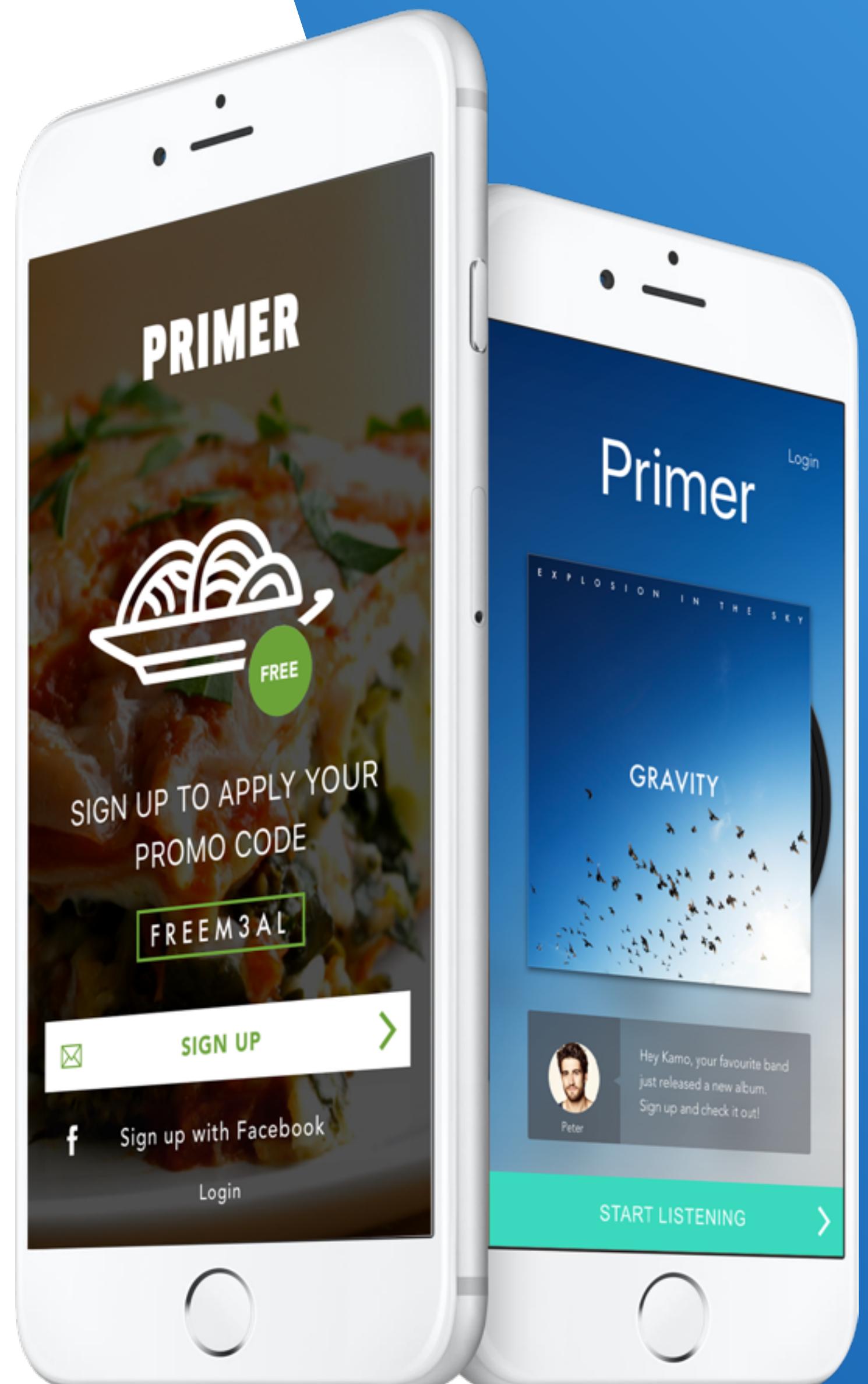


**Services:** Web, iOS, UX/UI Design, Coding

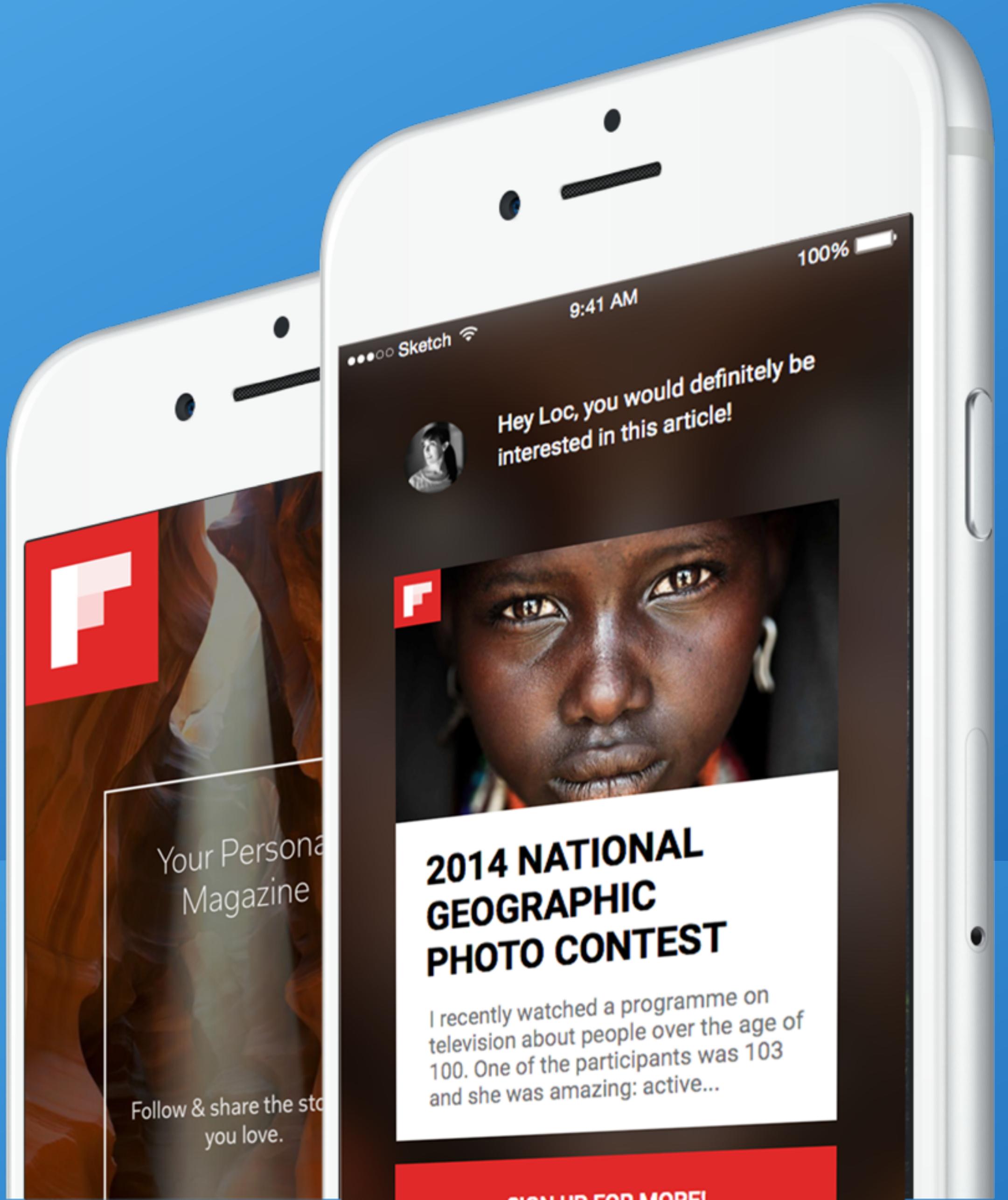
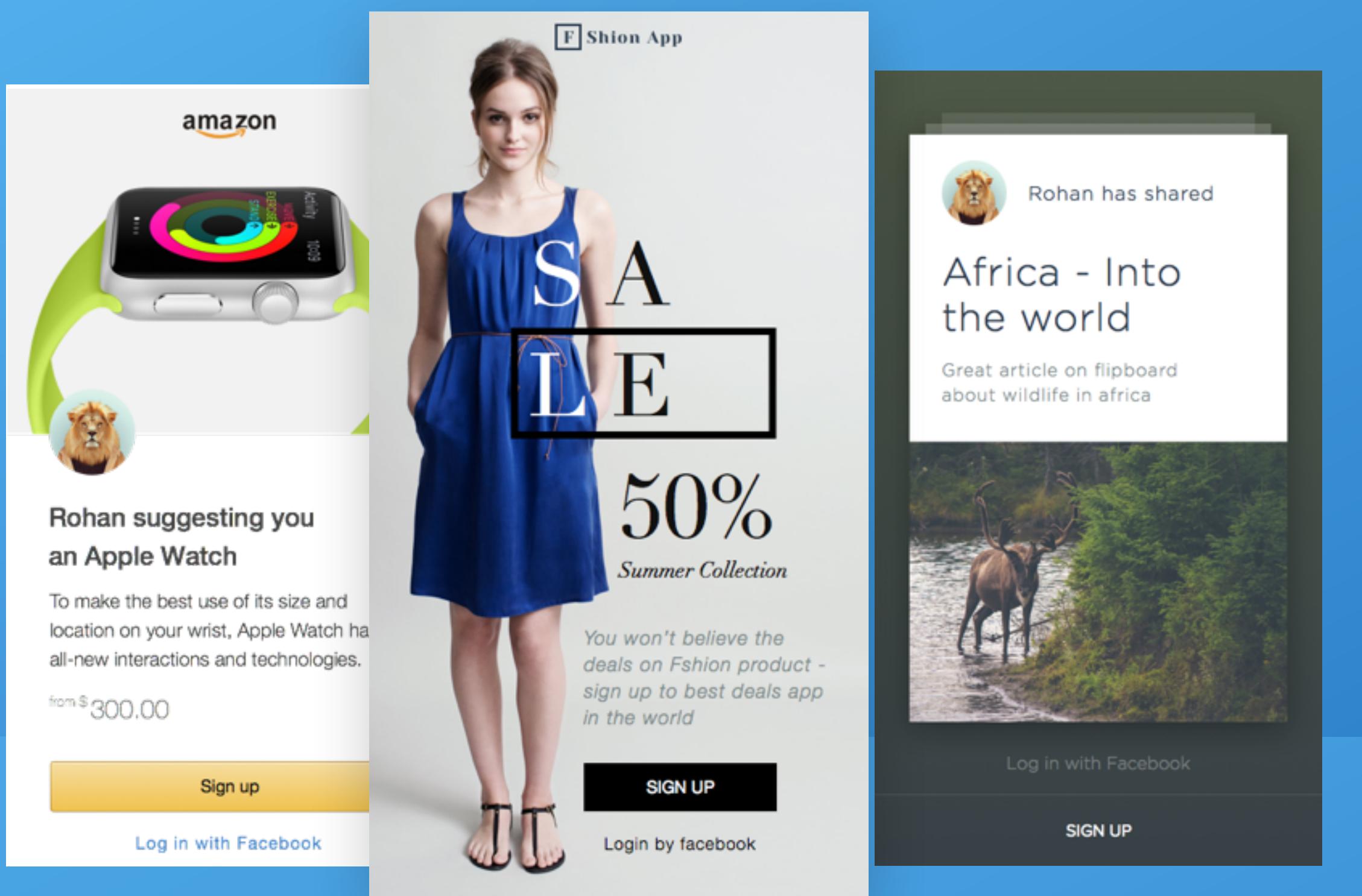
Primer is a complex SaaS tool with a focus on user acquisition and monetization and it allows non developers to be able to create, A/B test and fine tune new user experiences (NUX) for mobile apps.

The Primer team had an aggressive timeline in order to be first to market. To accomplish that, Primer needed a reliable partner who could deliver user interaction & designs in an iterative fashion and at a speed that did not slow down their development team.

With such tight deadlines it is important to keep an eye on quality with every drop. We worked with the Primer team to come up with a process and communication plan that helped us achieve their goals. This included weekly planning, daily drops of code & designs, daily reviews and integration by the Primer team. We were able to iron out any inefficiencies at the start of the project and delivered on a daily schedule.



# PRIMER



# PRIMER

The screenshot displays the Primer platform's user interface for creating and customizing digital experiences.

**Create New From Theme:** A modal window titled "Create New From Theme" is open, showing three theme options:

- Epicure**: SIGNUP FLOW. Preview shows a food-themed landing screen.
- Guild**: LANDING SCREEN. Preview shows a social networking interface.
- Immerse**: SIGNUP FLOW. Preview shows a media or entertainment landing screen.

Below the themes, there are sections for **TARGETING**, **THEME**, and **CUSTOMIZE**.

**Customization Overlay:** A large callout box provides steps for customization:

- ① Change your button color
- ② Choose where your button takes users.
- ③ Upload your logo
- ④ Upload new background image

An input field labeled "Add your value proposition" is present.

**Preview Area:** On the right, a large preview window shows a "Primer" landing page with a concert background. The page features the word "Primer" in large white letters, "NEW MUSIC EVERY DAY" in bold white text, and a sub-copy "The latest albums and playlists curated just for you". A green "BROWSE NEW RELEASES" button is at the bottom.

**Right Panel:** Includes icons for **Style** and **Image**, and buttons for **TEST**, **C**, and **C**.

# CREW - REALTIME MESSAGING



**Services:** iOS, Android

5★

Reviews on  
App Store

3000

Concurrent  
users

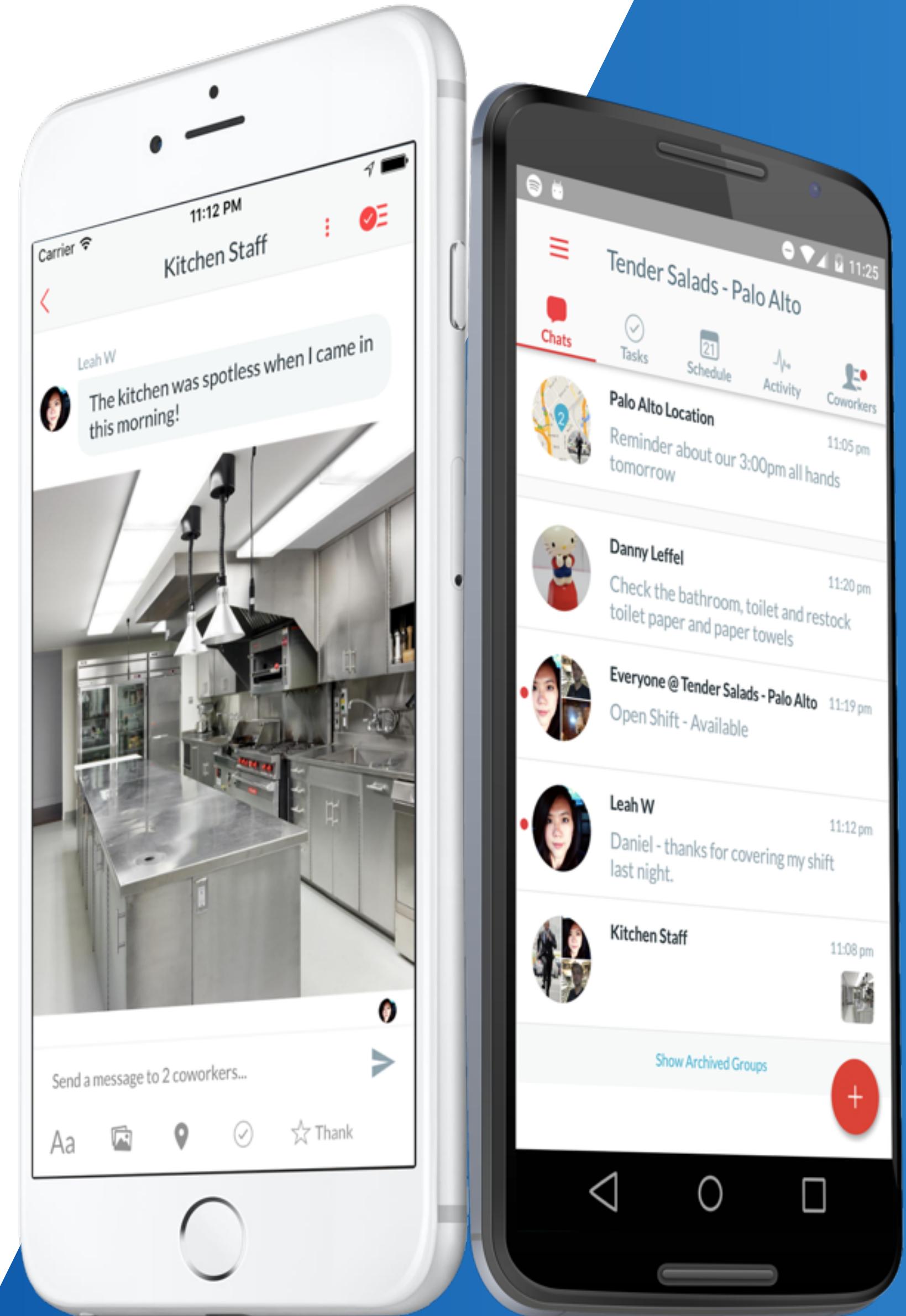
3MO.

To MVP on both  
platforms

2.5WKS

Release Cycle

- Built highly reliable, performant, realtime messaging clients
- 300+ 5 star reviews, 600+ 4.3 star reviews on Apple App Store with average 5 star rating
- 4 person team that owned both Android and iOS development
- Co-developed with in-house engineers from version 1.0 to 2.21
- Launched MVP in both platforms in under 3 months



# CREW



5★

Reviews on  
App Store

## Customer Ratings

[Current Version](#) [All Versions](#)

Average Rating:

★★★★★ 337 Ratings



Tomas Pavlicek February 22, 2016

★★★★★

Easy and convenient This app works wonders keeping everybody informed and up to date. It's so easy and convenient to use!

Love this app ★★★★★

by JohnMeifert – Feb 17, 2016

Great app! Love the accountability. Love the tasks section. Best of all mass messaging. Love the new PDF schedule upload too



"I don't have everyone's cell phone number, so texting with coworkers for quick questions, shift changes, etc is a total pain. **Crew makes it so darn easy.** I can ping them super easily, ask my boss questions, etc. **My boss totally loves it too.**

PeteKazabjy, Mar 22, 2015



"Great tool for teams. It has been an incredible way to keep tasks and communication centralized and organized. Would highly recommend."

Dannyboy, Nov 20, 2015



"I am the President of Axcess Professional Staffing and this app has been a true asset to use and our team! Thanks and koodos to CREW😊."

Stacie Johnson, on Google Play, Feb 22, 2016



"Awesome app! Easy to use. Best way to communicate with all my employees!"

Antonio, Feb 25, 2016



"Favorite group messaging app. **Super easy to use.**

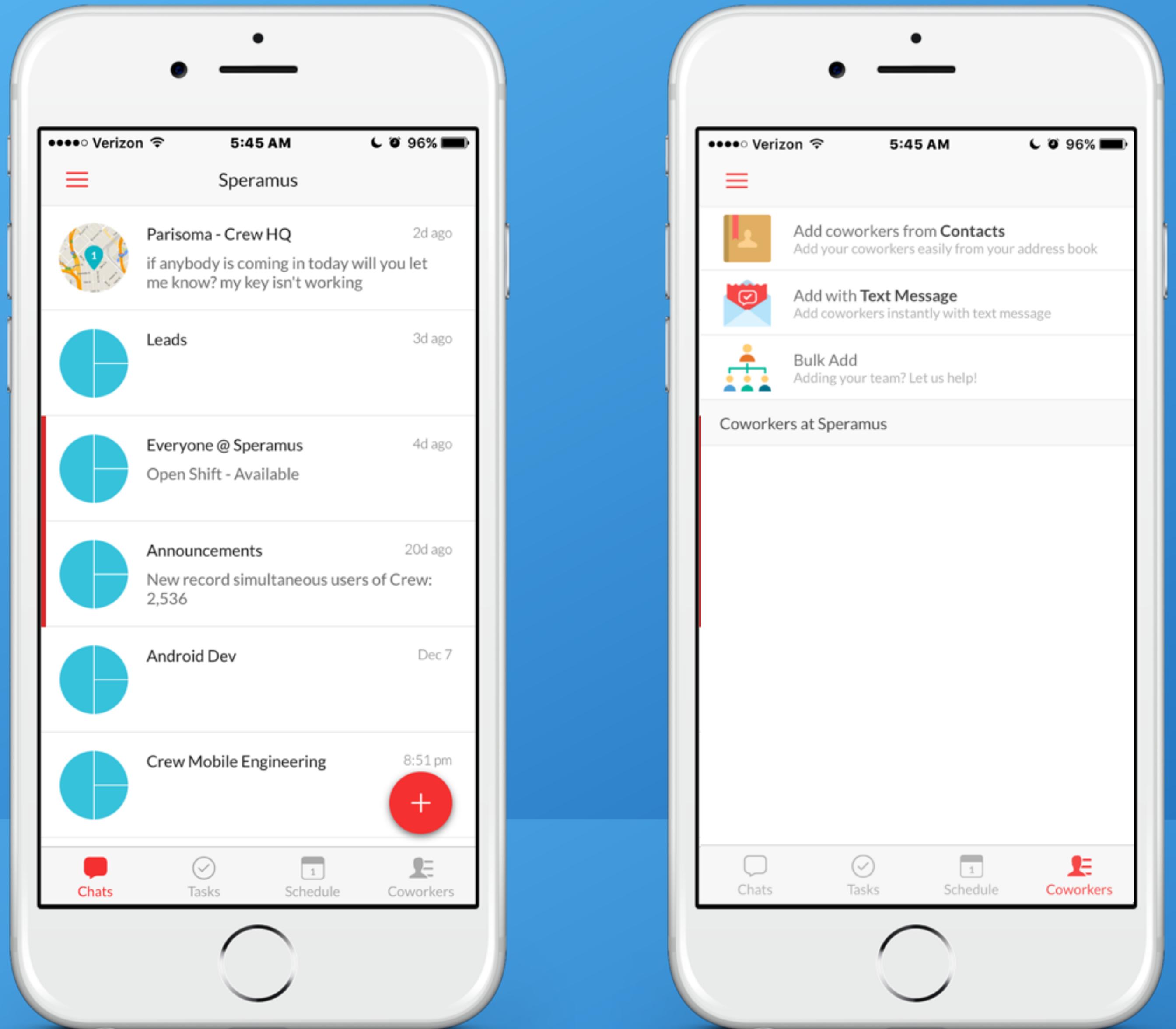
Abby Moore, on Google Play, Feb 14, 2016



"Absolutely remarkable app! Makes it **extremely easy to communicate with 2000** employees all at once using my phone! Must have app for communicating to your crew!!!"

Joe Wilburn, on Google Play, Feb 14, 2016

# CREW



## OUR PROJECTS

### ★ TidePool



**Services:** iOS, Android, UX/UI Design

TidePool's product, Cognito, is a set of brain training games focusing on 5 areas: speed, memory, attention, flexibility, and problem solving.

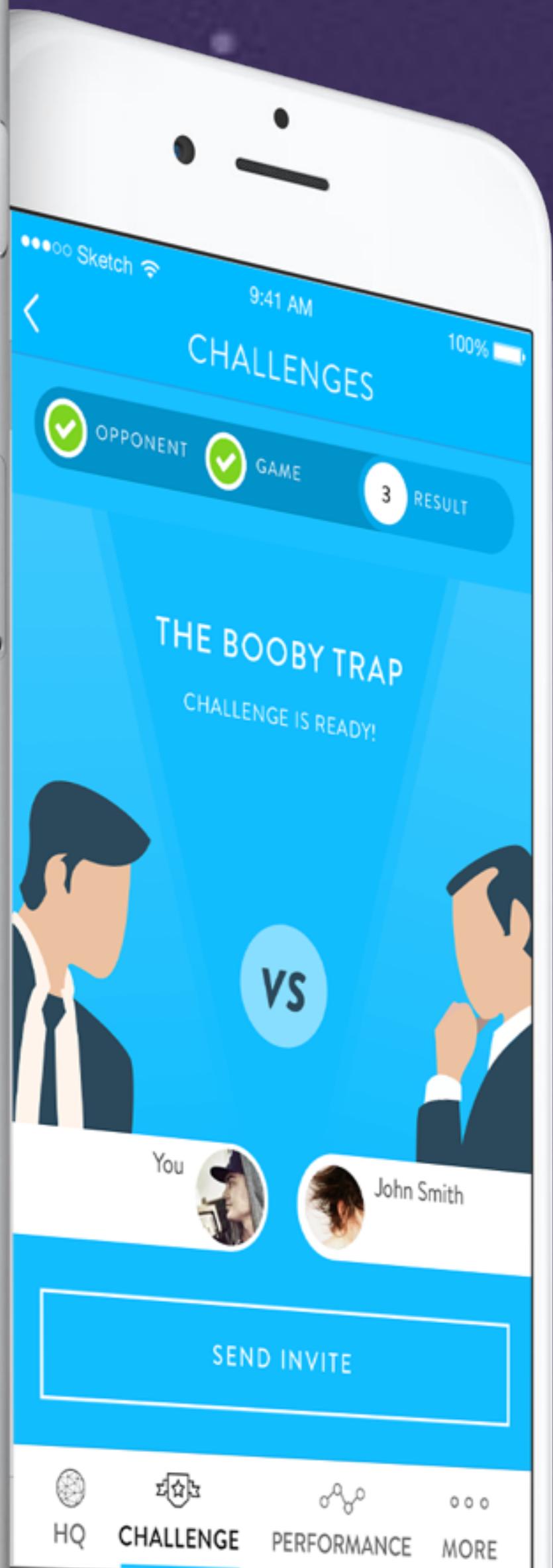
To develop this series of games, TidePool selected Interactive Labs as a development partner. We worked with their platform engineers to rapidly develop mini-games allowing their core team to focus on the game framework.

Using SpriteKit to build the games, we ensured smooth, timely animations that delighted users. To tweak the difficulty curve, we worked closely with the game designers, understood the system to define a common description language to control the difficulties of each stage, making it easy to tweak and test.

With a well defined process, our engineers worked closely with their product, design and platform team on a daily basis, to deliver high quality games at lightning speed.



# TIDEPOOL



# STRATEGY



# STRATEGY

Your success depends on a lot of factors other than technology. Product market fit, competitive analysis, differentiation, target user segments etc drive product design and other downstream activities that lead to a successful product



Competitive Analysis



Specifications &  
Roadmap Planning



Research



Monetization /  
Pricing Strategies



Market Analysis

# DESIGN



# DESIGN

We believe in Lean design - that means, we prioritize design to prove your hypothesis. Sometimes a hand drawn sketch is enough, other times wireframes or fully functional prototypes are needed to communicate experiences to get tangible user feedback



UX/UX Design



Prototyping



Visual Design



User Testing  
and Analysis



Branding

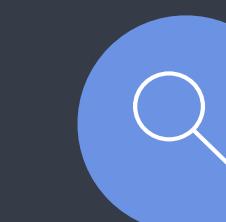
# BUILD

# BUILD

We use an Agile development process that allow for a quick feedback loop. Our full stack development capabilities can address all your development needs from the app client to the server. We are a performance driven organization - application performance & stability are very high on our list of priorities.



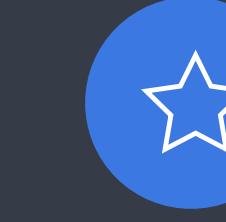
iOS/Android  
Development



Architecture Design  
and Review



Back End  
Development

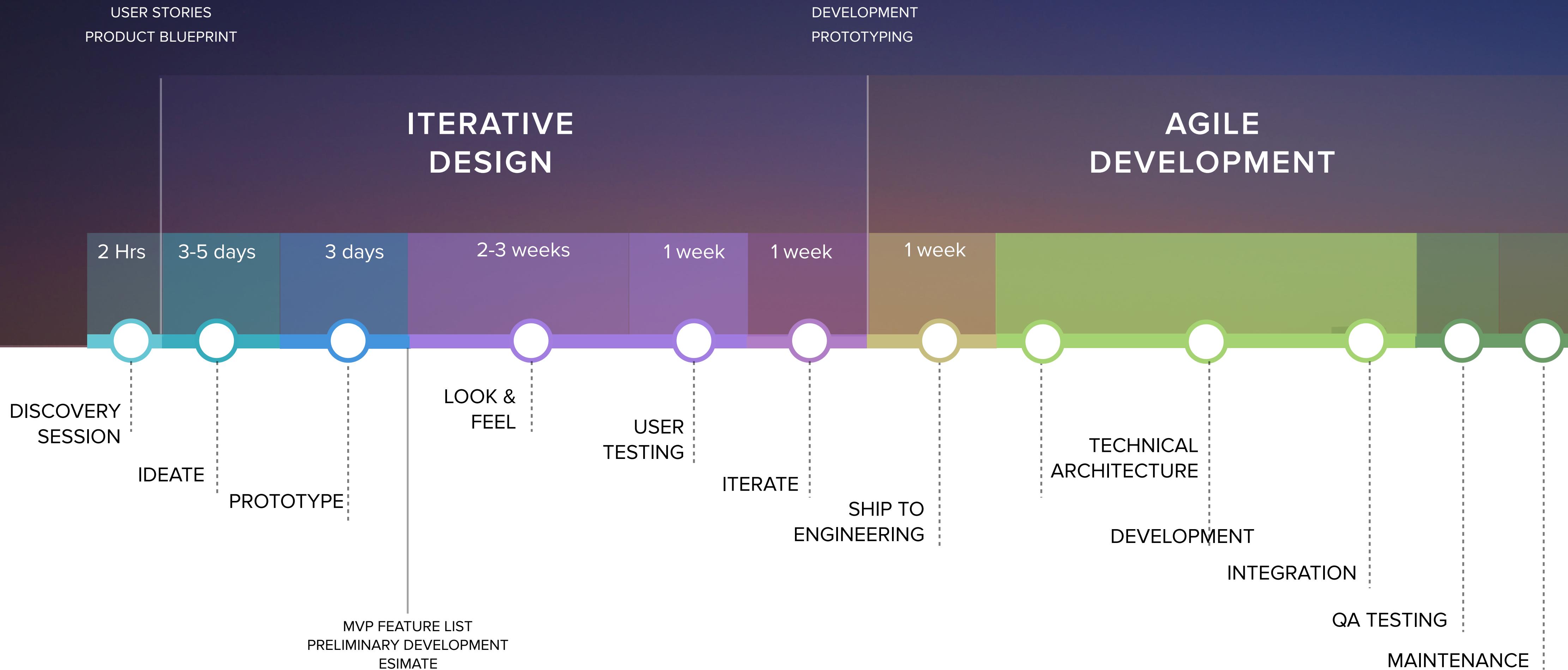


Quality  
Assurance

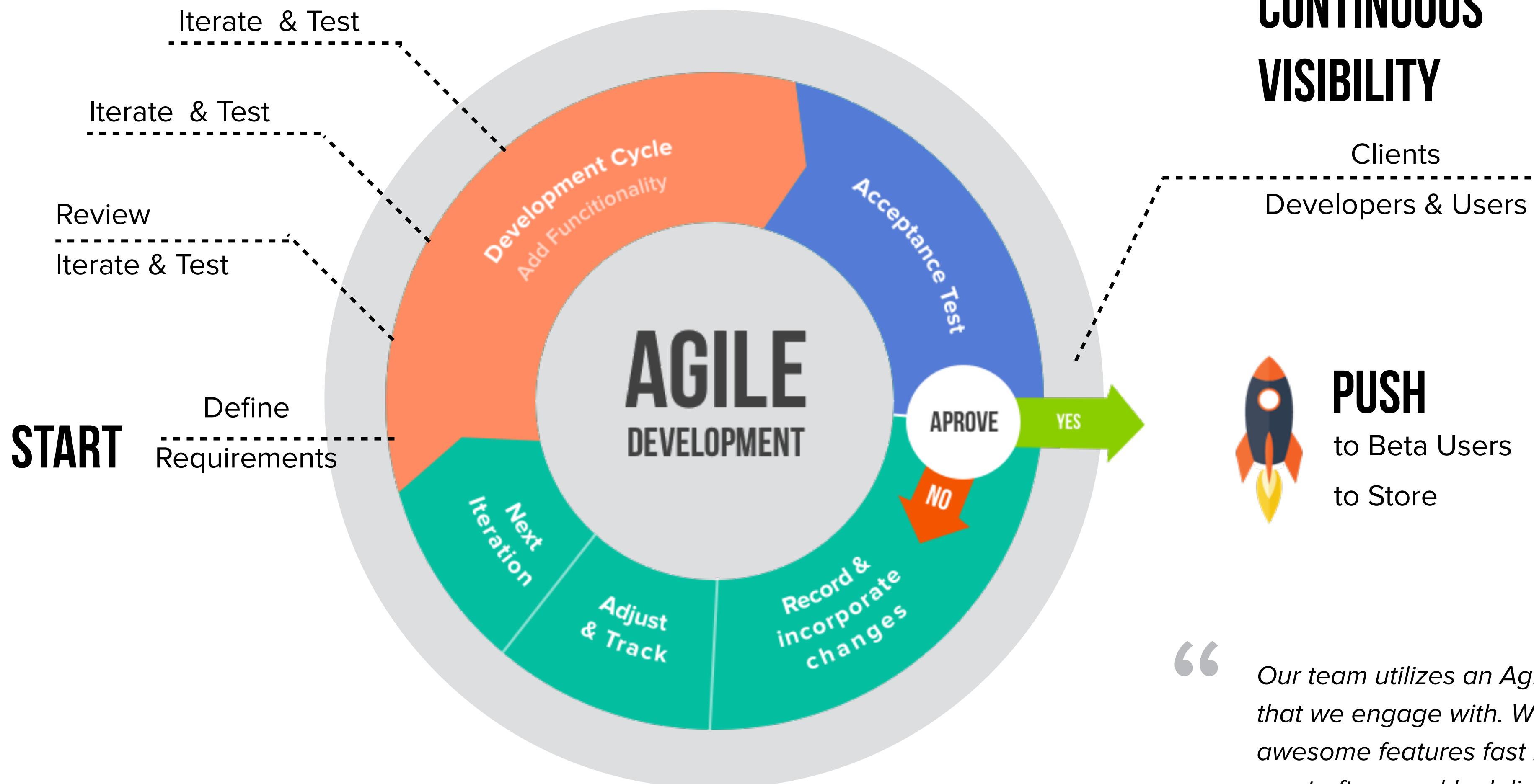


Performance  
Tuning and Scaling

# TYPICAL TIMELINE



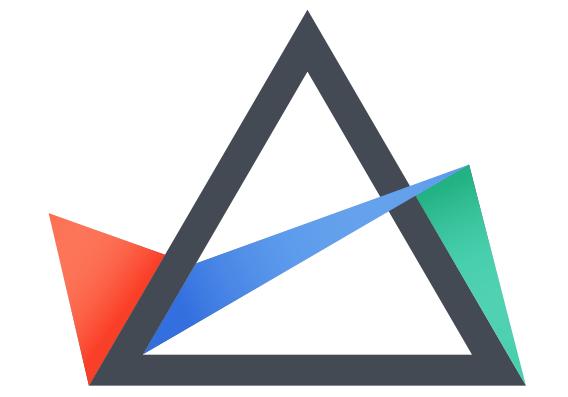
# DEVELOPMENT PROCESS



“

*Our team utilizes an Agile methodology for most projects that we engage with. We believe the way to produce awesome features fast is to break the final goal into small, most often weekly deliverables. We continuously test, refine and iterate based on these milestones until we reach the end product.*

”



**THANK YOU!**