

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



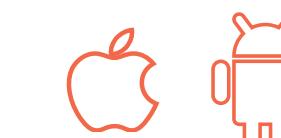
Strong focus on **Design, Quality, Performance, and User Satisfaction**



We have a stellar team with solid domain expertise



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



We are experienced in both iOS and Android

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 an seasoned technologist with 12+ years of 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.

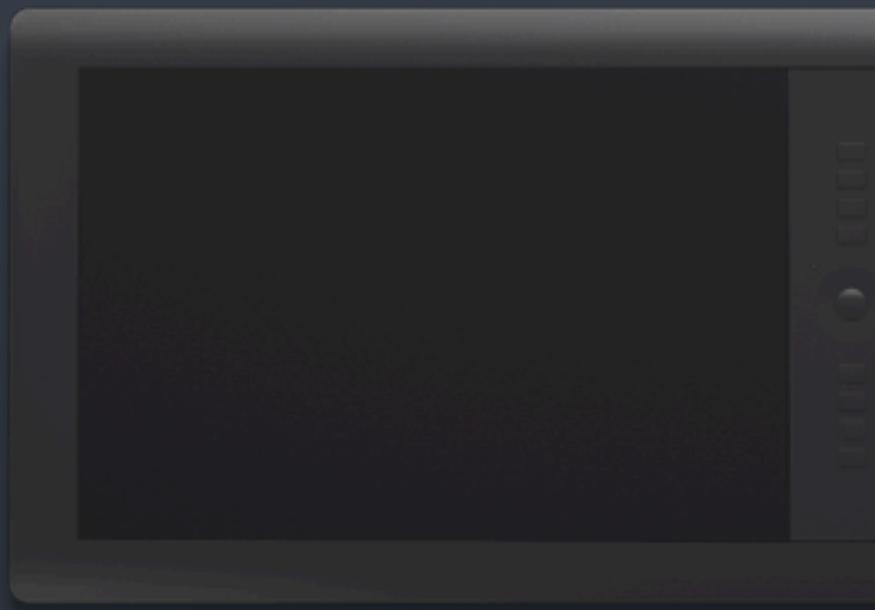
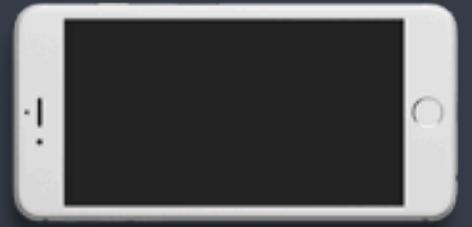
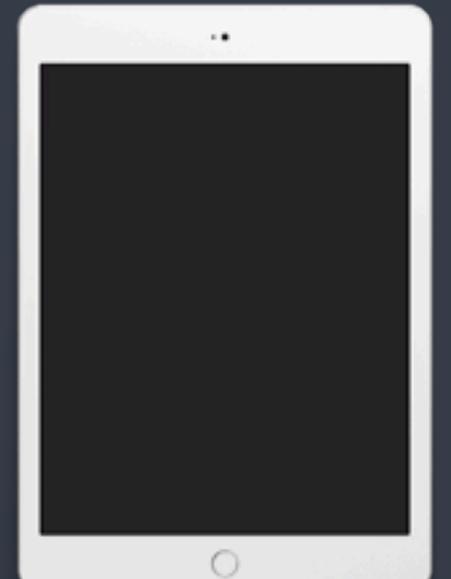


LOC NGO

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

12 products launches in 2015



Redesign of iOS and Android apps for the largest online dictionary



Designed and developed iOS app for a leading men's fashion site



Designed and developed iOS and Android brain training games



Built Web, iOS and Android clients for the largest gently used children's clothing marketplace in the US



Designed and developed a location based messaging app



Developed iOS and Android messaging apps that let managers and employees communicate by replacing text messages and email with one simple-to-use app



Designed dashboard and functionality of flag ship PR product



Designed UI/UX for an enterprise content marketing and social media management platform



Developed web site and built high quality tutorials for apps



Designed and developed web, iOS and Android apps for enterprise task management system



Developed an iOS app that connects parents seeking child care services with a staff of qualified, vetted, and trained child care providers



Designed and developed an iOS app for a private reviews network to search for and share recommendations for local businesses and services, but only within a community of trusted friends

OUR CLIENTS

12 products launches in 2015



Designed an iOS app to create the fastest way to get a car insurance quote



UI / UX for a marketplace targeting children's activities



Designed and developed web and android app for the largest bitcoin peer to peer lending marketplace



Designed UI/UX for a casino game



Developed an iOS prototype app to showcase FriendBuy API integration



Developed several templates for email campaigns



Developed an iOS app to create the first personalized all-mobile diabetes prevention program



Developed several iOS games and implemented viral features to get 10K installs per day



Developed an iOS app to allow enterprises to manage their Instagram Ad campaigns



Developed an Android app for a mapping and navigation tool for drone fliers to plan better, explore further, and fly safer



Design and development of iOS app for continuous feedback



Designed an iOS app to create the first iBeacon powered concierge experience for MGM, Aria, and Bellagio for PlayStudios, Inc.



Developed iOS & Android messaging app



Developed iOS & Android app to optimize time tracking, attendance, scheduling and analytics for organizations

DICTIONARY.COM - EDUCATION / REFERENCE



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

10%

Increase in 1 - week retention

5%

Increase in page view

100M.

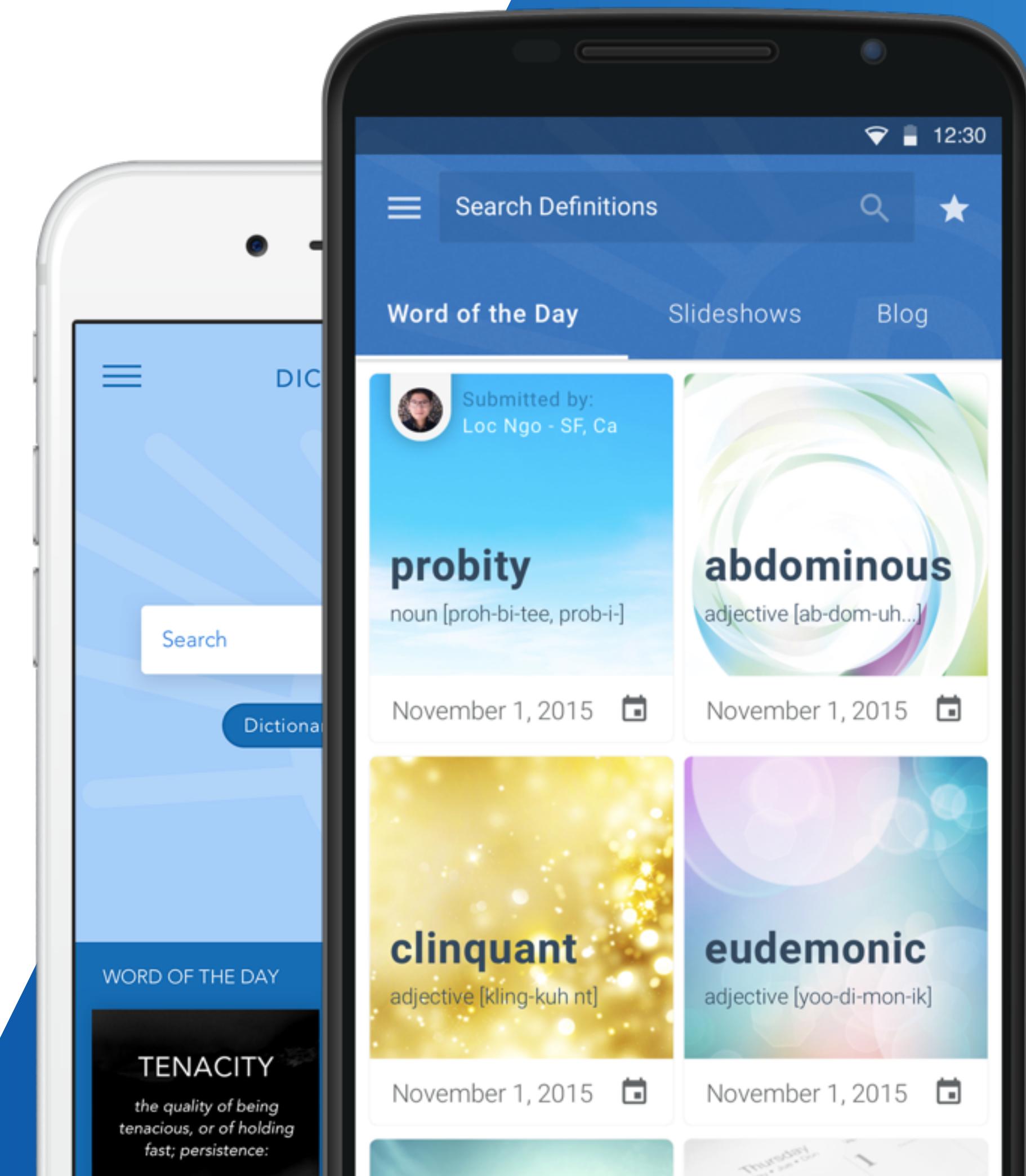
Downloads

4.5 ★

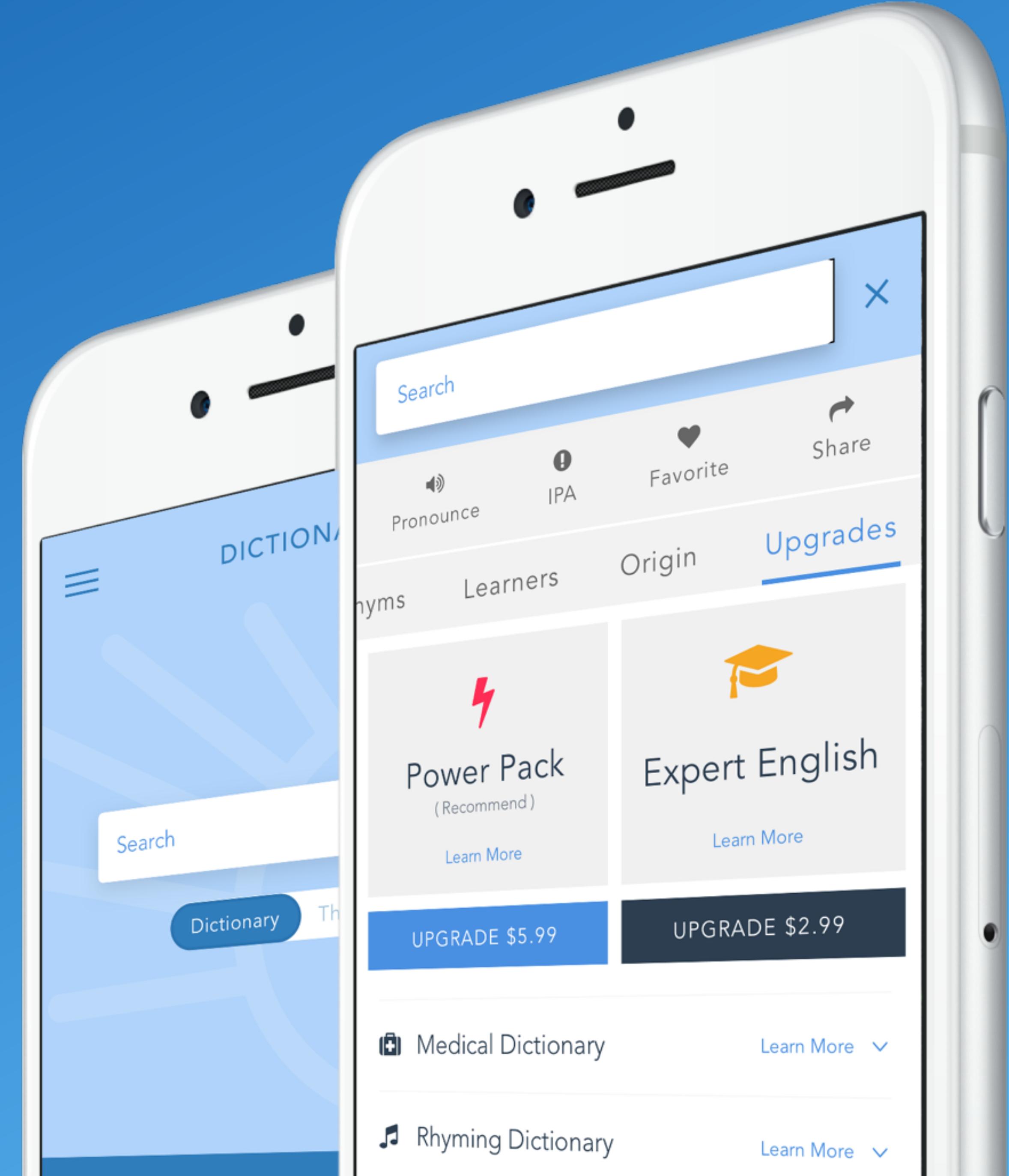
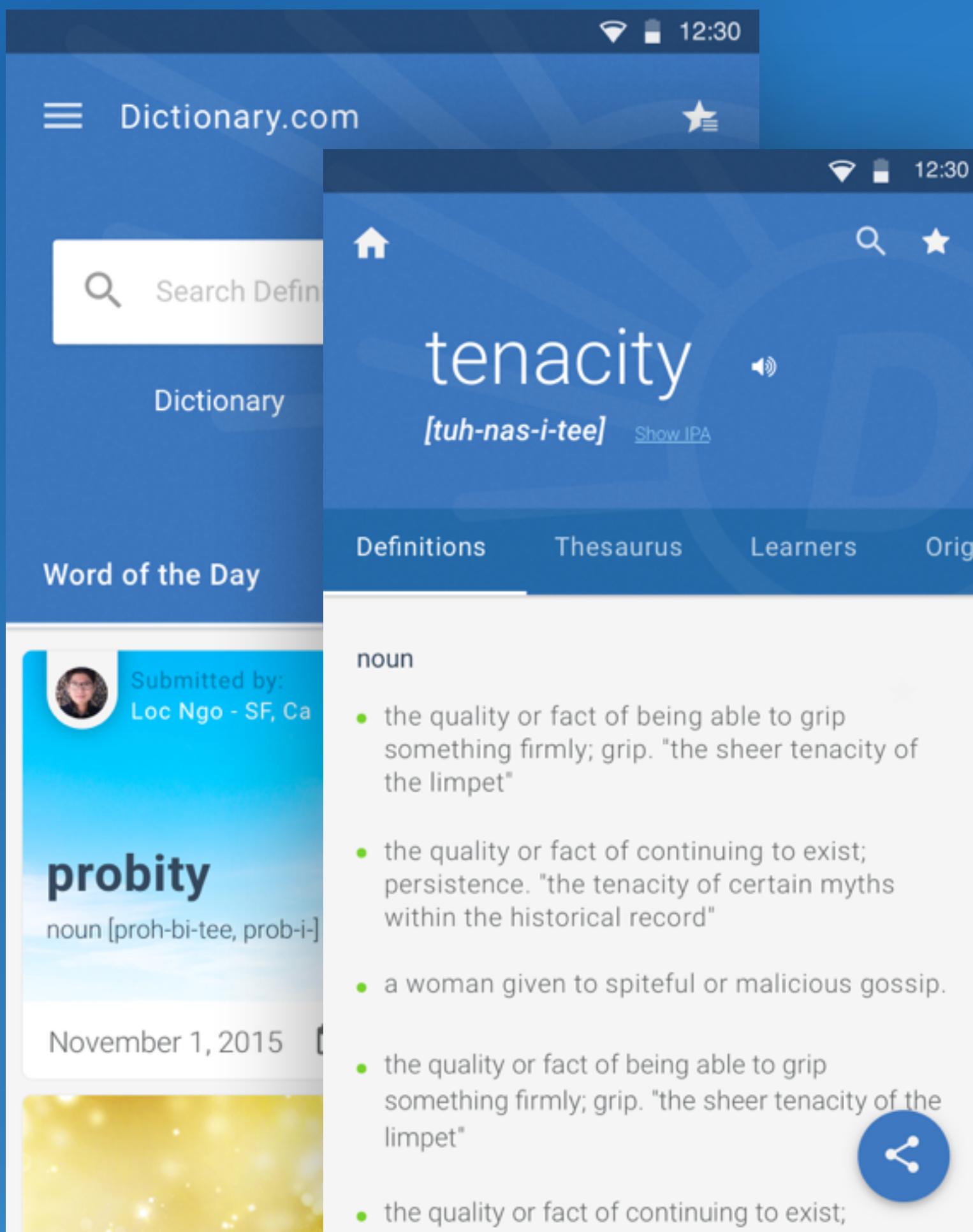
Reviews on App Store

- Detailed audit of iOS app to create a product plan to stem negative user reviews and improve retention and monetization
- 2 iterations of UI in under 3 weeks
- User tested iterations to pick a winner
- Launched new version of the app ahead of schedule by 5 days

- Product managed the release with close coordination with the development team
- New version showed an immediate improvement in core metrics and user reviews
- Currently doing a full re-design of the Android app



DICTIONARY.COM



DICTIONARY.COM



4.5 ★

Reviews on
App Store

Customer Ratings

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

Average
Rating:



648 Ratings

Customer Ratings

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

Average
Rating:



196,787 Ratings

Great!!! ★★★★★

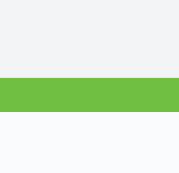
by GZUSMRZAIRE – Dec 20, 2015

The current update is close to perfect. Great way to improve; the changes are great.



“I didn’t know the old version needed any updating until the new version popped up. WOW it is great!! Thanks for so **many new improvements.**”

Lubster, Dec 18, 2015



“Quick search feature. Good vocabulary builder.”

Snickerfriss, Feb 18, 2016



“The app is really easy to use, **doesn’t have any bugs.**”

RedDonovan, Feb 22, 2016



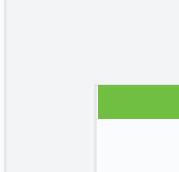
“Better than all the others. Excellent tool.”

Wild Wayna, Feb 14, 2016



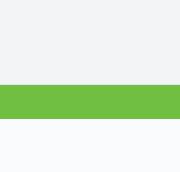
“The new look is great. It’s so **easy to switch between dictionary and thesaurus.** \$3.99 is a great price for all the extras – translate, special dictionaries, no ads, example sentences”

Beagazelle, Dec 21, 2015



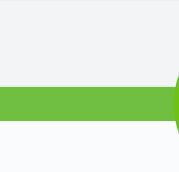
“Simple, clean useful...”

781malden, Feb 26, 2016



“I love this new version. Way better. So intuitive!”

Jay B, Jan 24, 2016



“The new update is great. It’s much more aesthetically pleasing and **user-friendly.** 10/10 “

GSB4, Feb 14, 2016

CISION - ENTERPRISE DASHBOARDS



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

1ST

Leader in PR
Software

50+

Reusable components
created

6

Scrum teams
supported

- Redesigned all of Cision's core apps to implement a common UI design language
- Conducted regular user tests to identify and solve user pain points
- Developed a global UI component library, used by all Cision developers
- Scaled team out to support design for 3 major product lines across 6 scrum teams
- Worked closely with Cision's product team to guide roadmap and on-time delivery of designs to a globally distributed development team

The screenshot shows the Cision Influencers dashboard. At the top, there are tabs for CISION, INFLUENCERS, NEWS, ACTIVITIES, and ANALYTICS. The INFLUENCERS tab is selected. On the left, a sidebar titled 'Filters' is open, showing a search bar with 'marketing' typed in, and dropdown menus for SUBJECTS (with 'Marketing' selected), ROLES, LOCATION, OUTLET TYPES, CONTACT LIST, and UDF. The main area displays a list of 2,400 results with 2 selected. The first few entries are:

- 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)

On the right side of the dashboard, there is a 'Profile' section for Matt Ambrose, a 'Twitter' section with a tweet count of 6,721, and a 'Recent Tweets' section.

CISION INFLUENCERS NEWS ACTIVITIES ANALYTICS Bill Murray My Public Relation Data

All Analytics | Last 30 Days

REFINE DATA PRINT PDF SHAREABLE URL

MENTION MINDSHARE SENTIMENT NEWS BY TYPE THEME & TOPIC THEMES & TOPICS GEOGRAPHIC COVERAGE TOP 10

Mention

News Blog Social

Lorem ipsum Lorem ipsum

Total Mention

Bar chart showing Total Mention over four items:

Item	Mention Count
Item 1	1.4
Item 2	1.7
Item 3	1.2
Item 4	7.9

Reach

Line chart showing Reach over the week:

Day	Reach
Mon	2.5
Tue	5.2
Wed	4.8
Thu	3.8
Fri	3.5
Sat	8.5
Sun	8.8

Ad Value

Doughnut chart showing Ad Value distribution:

Category	Value (%)
Category A	34%
Category B	35%
Category C	25%
Category D	6%

INFLUENCES

- Search
- Outlets
- Opportunities
- Lorum ipsum
- Lorum ipsum
- More

NEWS

ACTIVITIES

REFINE DATA PRINT PDF SHAREABLE URL

MENTION MINDSHARE SENTIMENT NEWS BY TYPE THEME & TOPIC THEMES & TOPICS GEOGRAPHIC COVERAGE TOP 10

indShare

News Blog Social

Lorum ipsum Lorum ipsum Lorum ipsum Lorum ipsum

CISION



I like the cleaner look...
Compare to what we have
now, it's "quantum leap"

*Beth Roed,
Business Development Director,
Cision, Aug 14, 2015*



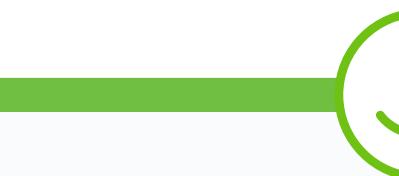
"All of these are way greater
than what we have got now.
That's for sure."

*Emilee Whitehurst,
Enterprise Professional Service Consultant,
Cision , Aug 17, 2015*



Interesting! I'm happy
with either one... I can't
wait to see what you'll
come up with

*Brittany, Sullivan,
Publicist at Scholastic, Aug 18,
2015*



Yeah, I do feel like this is
a good direction for you
to take

*Maria Hayworth,
Owner, Hayworth Creative PR,
Aug 14 , 2015*



**"It tells you a lot of
information and it's
easy to hop from one
section to another
without getting lost "**

*Hanna Coen,
Communications Associate at
the NCBH, Aug 17, 2015*



**"It feels like there's
more information
here, without it being a
click away...without
being busy"**

*Maureen Newsome
Senior Account Executive,
Cision, Aug 19, 2015*



**"seemed softer... more
visually appealing and
professional."**

*Crystal Carrafiello,
Senior Vice President, Moodys
Agu 14, 2015*

TIDEPOOL - FITBIT FOR YOUR BRAIN



Services: iOS, Android, UX/UI Design

2

Months for
Android Port

12

Games launched
in 1 year

3

Weeks
release cycle

- Co-developed the Cognito iOS and Android apps over several releases
- Developed 18 games to help users improve focus, reasoning and more
- Architected the app to support rapid development of games by building common components - e.g. tutorial, level & scoring system, game configuration etc
- Delivered high quality animations and transitions to delight users
- Designed high fidelity visual designs to support a secret agent narrative that kept users engaged



TIDEPOOL



Two smartphones displaying Tidepool app interfaces. The left phone shows the 'PERFORMANCE' screen with a blue header, showing a rank of '35% of total users'. It includes a 'DETAILED BREAKDOWN' section with six metrics: Adaptability (88%), Focus (82%), Memory (72%), Reasoning (63%), Speed (50%), and a trophy icon. The bottom navigation bar has icons for HQ, CHALLENGE, PERFORMANCE, and MORE. The right phone shows the 'CHALLENGES' screen with a blue header, featuring a challenge titled 'THE BOOBY TRAP' with the subtext 'CHALLENGE IS READY!'. It shows a comparison between 'You' and 'John Smith'. A 'SEND INVITE' button is at the bottom. The bottom navigation bar has icons for HQ, CHALLENGE, PERFORMANCE, and MORE.

TIDEPOOL



Customer Ratings

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

Average Rating:



Customer Ratings

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

Average Rating:



569 Ratings

Awesome Brain Training that is Fun! ★★★★★

by pat Y – Oct 25, 2015

Can't recommend this enough. Finally a well designed mobile first approach to gamefied brain training!

 “ It's really nice, fun and simple to use”
Jaida, Jan 13, 2016

 “ Really good app! Thanks, it's awesome!!!”
Nima7, Aug 24, 2015

 **Unlike its competitors,** this app not only adds fun to brain training but also allows you to play with other users. I find myself spending so much time in this app and it motivates me every single day to come back and improve my cognitive functions. Good job, team!!
bbsbp&, Sep 26, 2015

 “This is the **best app I have seen** to improve your mental ability. I guarantee you will enjoy and benefit from this app.”
Mentim, Sep 20, 2015

 “**Easy to use and Fun to play!** Highly recommend!”
Russel Po, Jan 14, 2016

 “ Great user interaction and art style.”
DoctorMartin, Feb 2, 2016

 “The **visuals are really great** and the games get your mind going. I love the reminders and comparing the data from time to time.”
Anxious, Aug 19, 2015

CREW - REALTIME MESSAGING



Services: iOS, Android

5★

Reviews on
App Store

3000

Concurrent
users

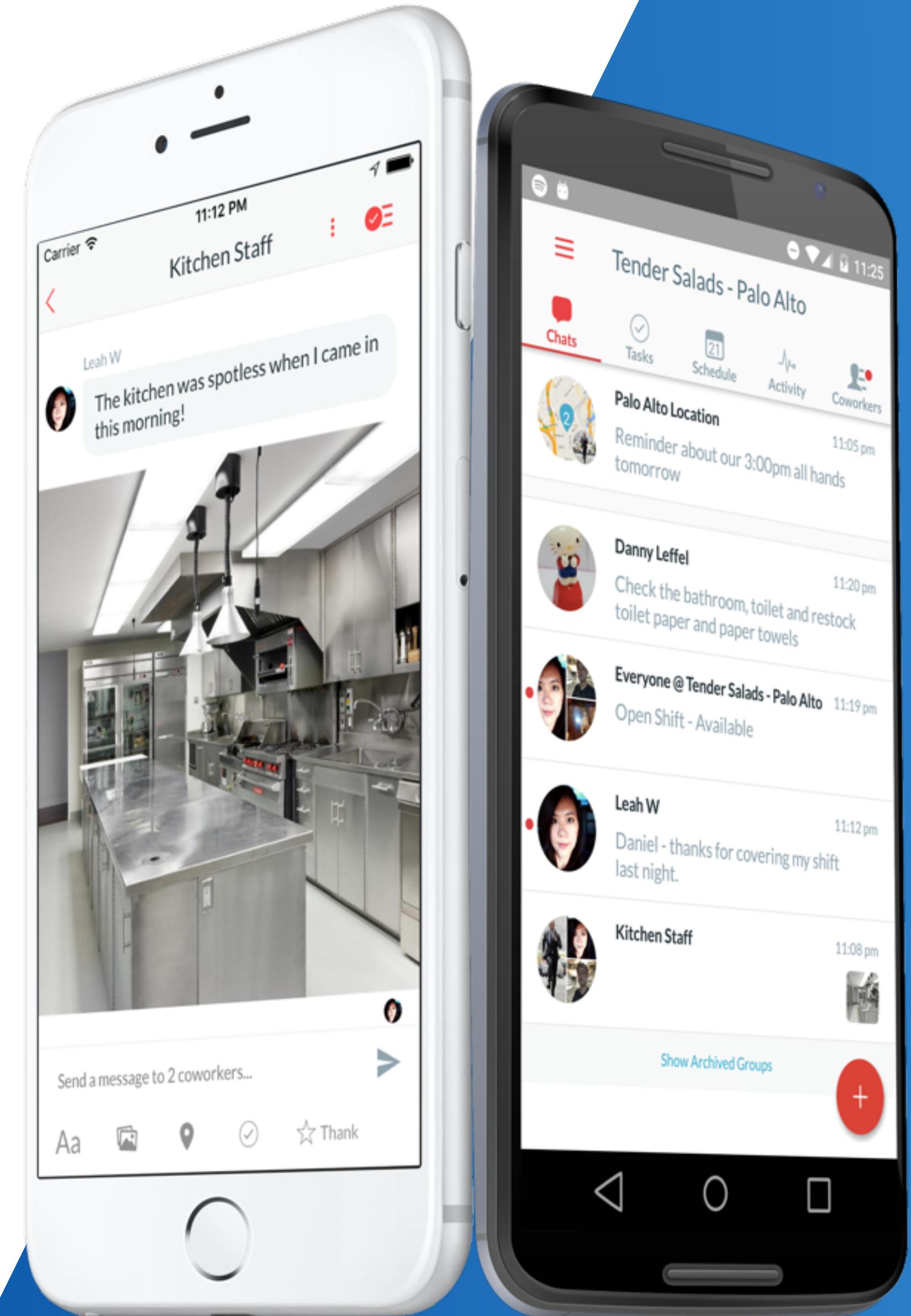
3MO.

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



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 ★★★★★

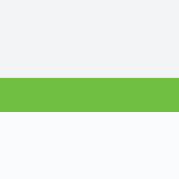
by JohnMeifert – Feb 17, 2016

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

STRATEGY

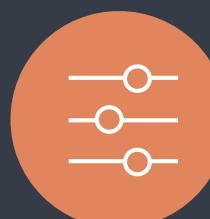


STRATEGY

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



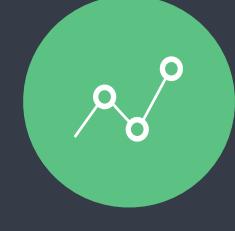
UX/UX Design



Prototyping



Visual Design



User Testing
and Analysis



Branding

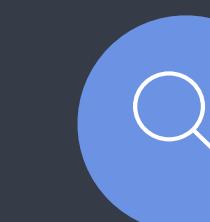
BUILD

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

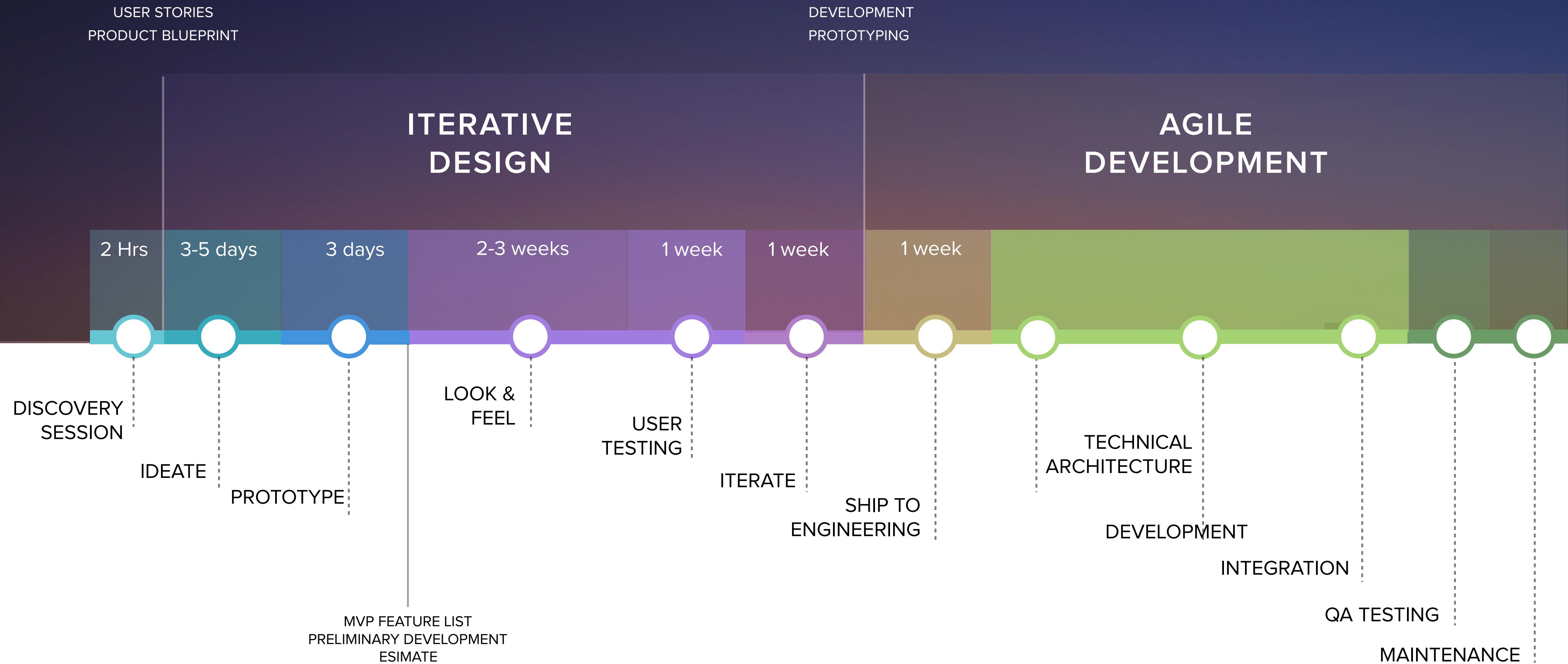


Quality
Assurance



Performance
Tuning and Scaling

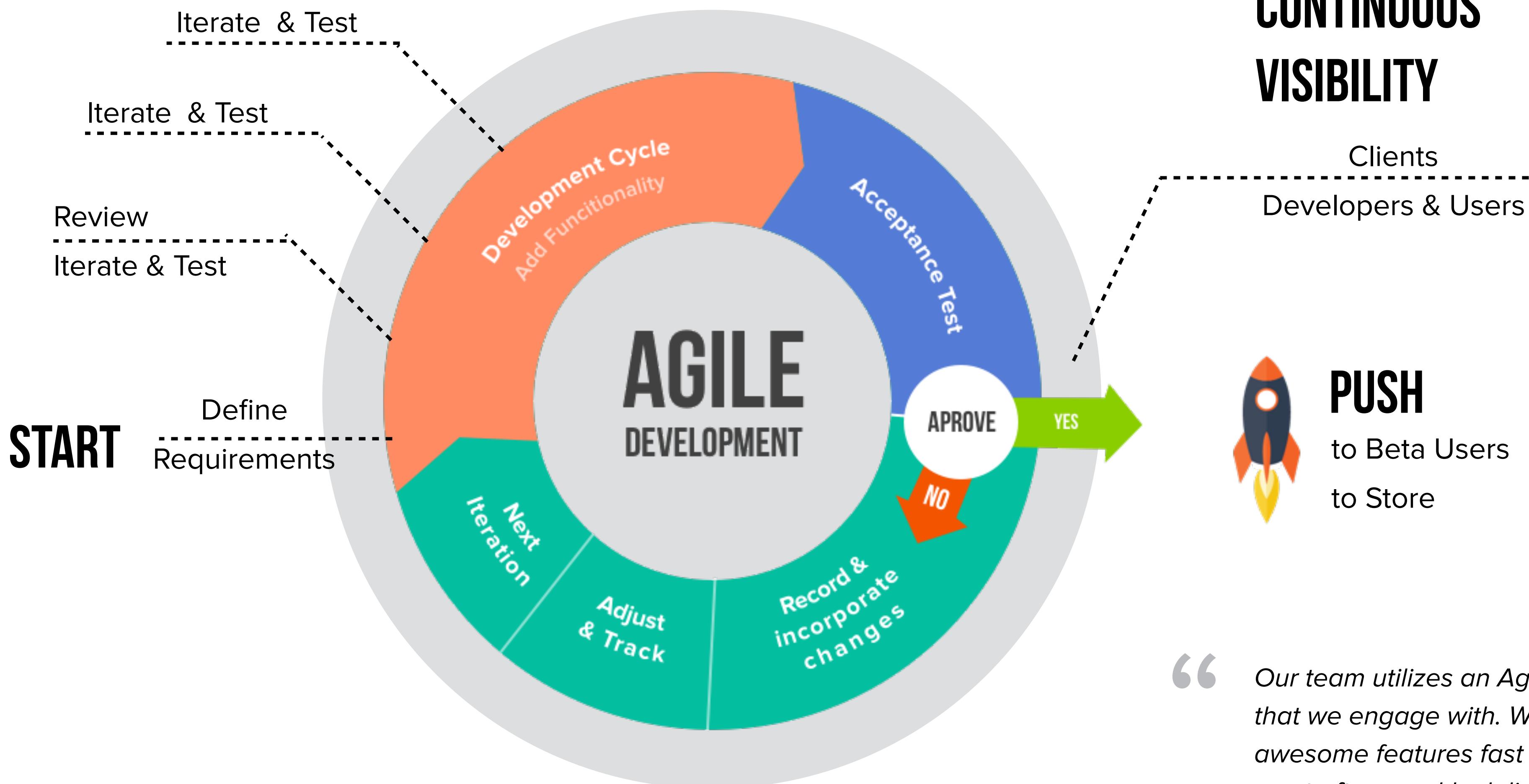
TYPICAL TIMELINE



DESIGN PROCESS

DISCOVERY	IDEATION	PROTOTYPE	LOOK & FEEL	USER TESTING	ITERATION	SHIP TO ENGINEERING
Identify user roles	Feature ideation	Wireframes		Define Test Scenarios		Export assets
Identify user goals / motivations	Feature definition	Interaction design		Recruit Users		Create lay out specifications
Identify user stories	Prioritization	Build clickable prototype	<ul style="list-style-type: none"> ● Style Guide ● Mood Boards ● Iconography ● Typography ● Layout 	Conduct user tests	Refine design based on user feedback	
Identify business strategy, KPIs, key differentiators, competitive landscape, advantages over competitors		Internal review		Analyze user tests		
<ul style="list-style-type: none"> ● User stories ● Product blue print (high level feature set) 	<ul style="list-style-type: none"> ● MVP feature list ● Design estimate ● Recommended roadmap 	<ul style="list-style-type: none"> ● Sitemap ● Invision Prototype ● Preliminary dev estimate ● Final design estimate 	<ul style="list-style-type: none"> ● Visual Designs ● Regular check point reviews 	<ul style="list-style-type: none"> ● User Testing Plan ● Audit with action plan 	Locked down design & interactions	Specs and assets

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!