

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**



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



We have a stellar team with solid **domain expertise**



We are experienced in both iOS and Android



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

OUR PROJECTS

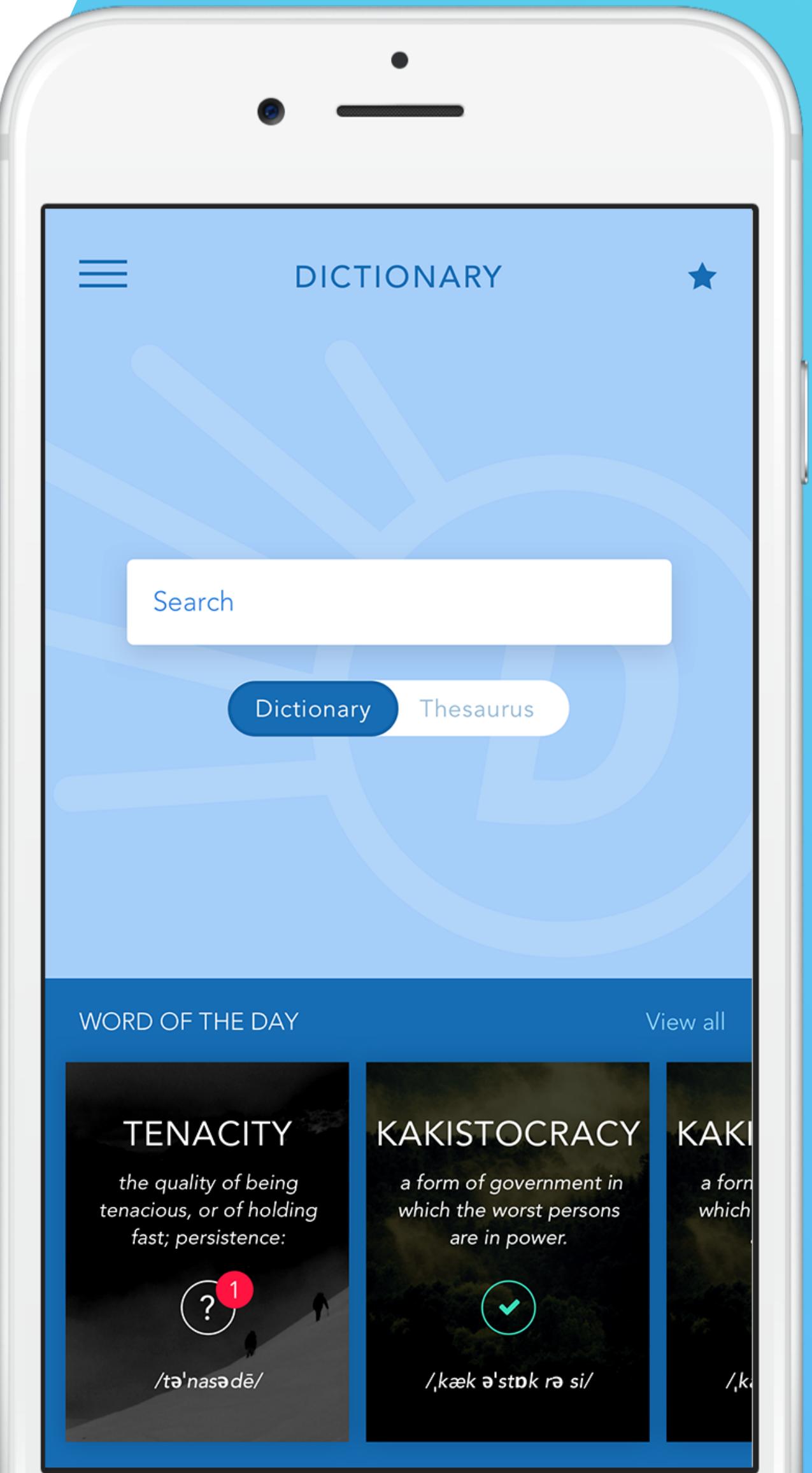
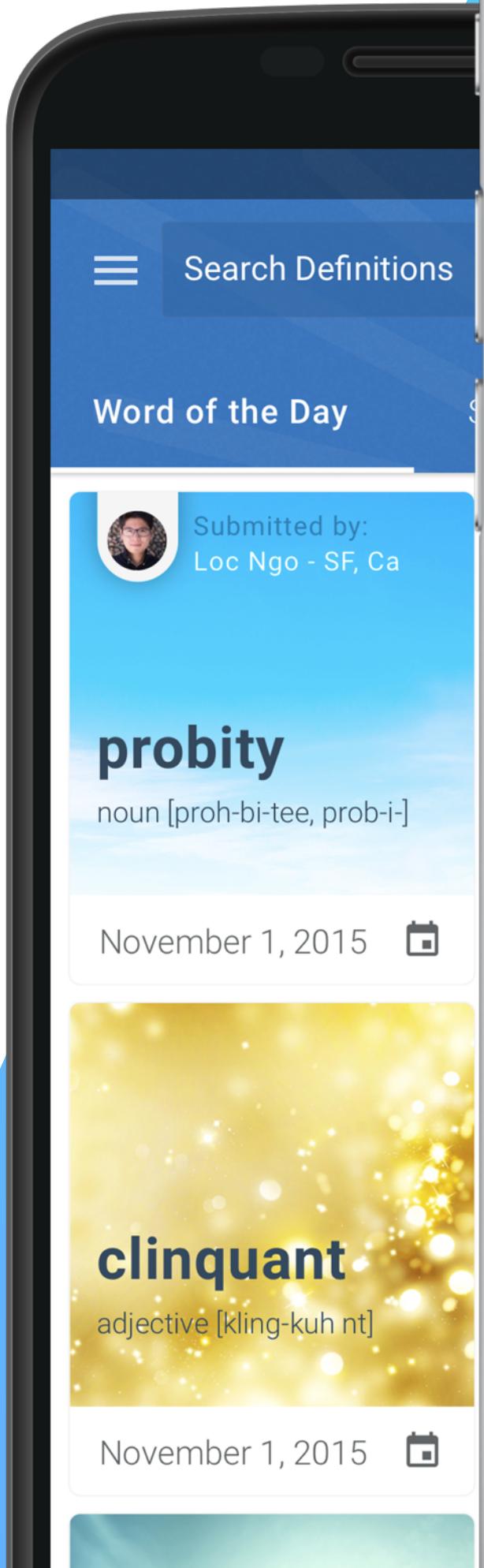


With 2,000,000+ trusted definitions and synonyms, 100+ million app downloads, Dictionary.com has spread the logophile-spirits to millions of mobile users world wide, affirming its position as the leading free English dictionary app for iPhone and Android.

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.



DICTIONARY.COM



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

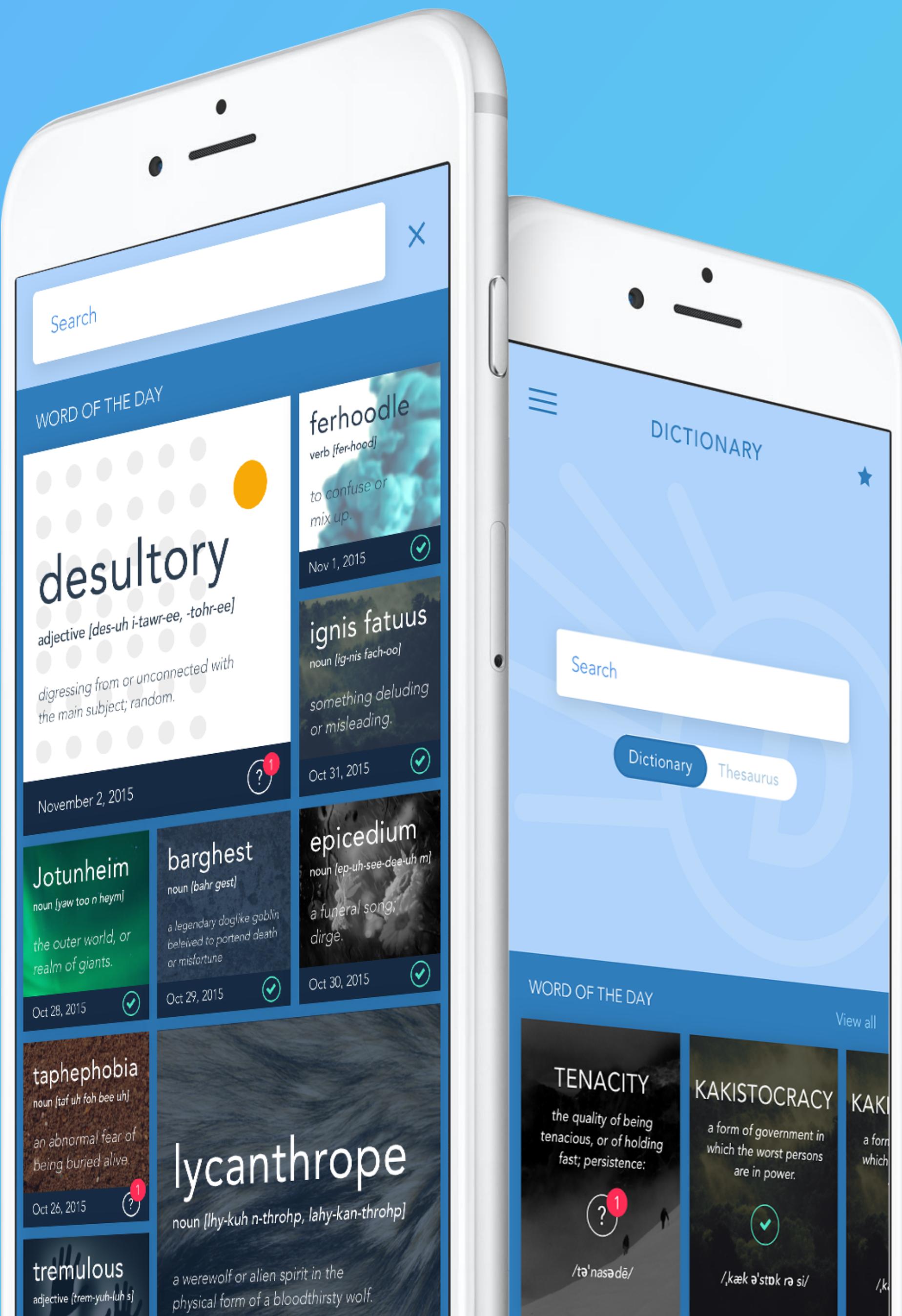
Left Phone Screen (Dictionary.com App):

- Tenacity** (Large, bold word)
- tuh-nas-i-tee (Pronunciation)
- Show IPA (Link)
- Definitions (Tab)
- Thesaurus (Tab)
- Learners (Tab)
- Origins (Tab)
- noun**
- 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 (Dictionary.com App):

- No Results (Text)
- ← (Back arrow)
- Search icon (magnifying glass)
- No Results Found. Please try another word. (Text)
- Magnifying glass icon (Search icon)

DICTIONARY.COM



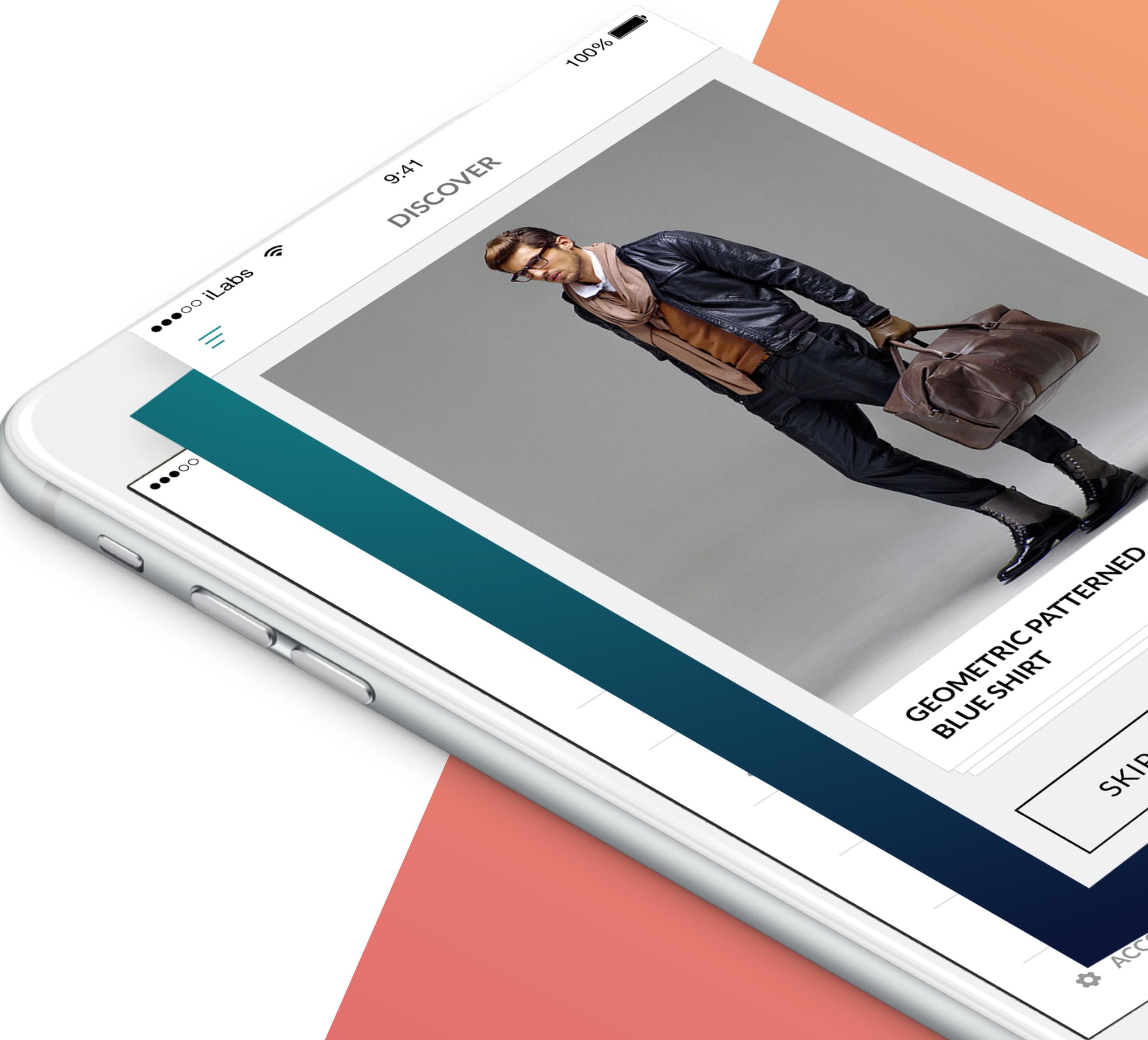
OUR PROJECTS



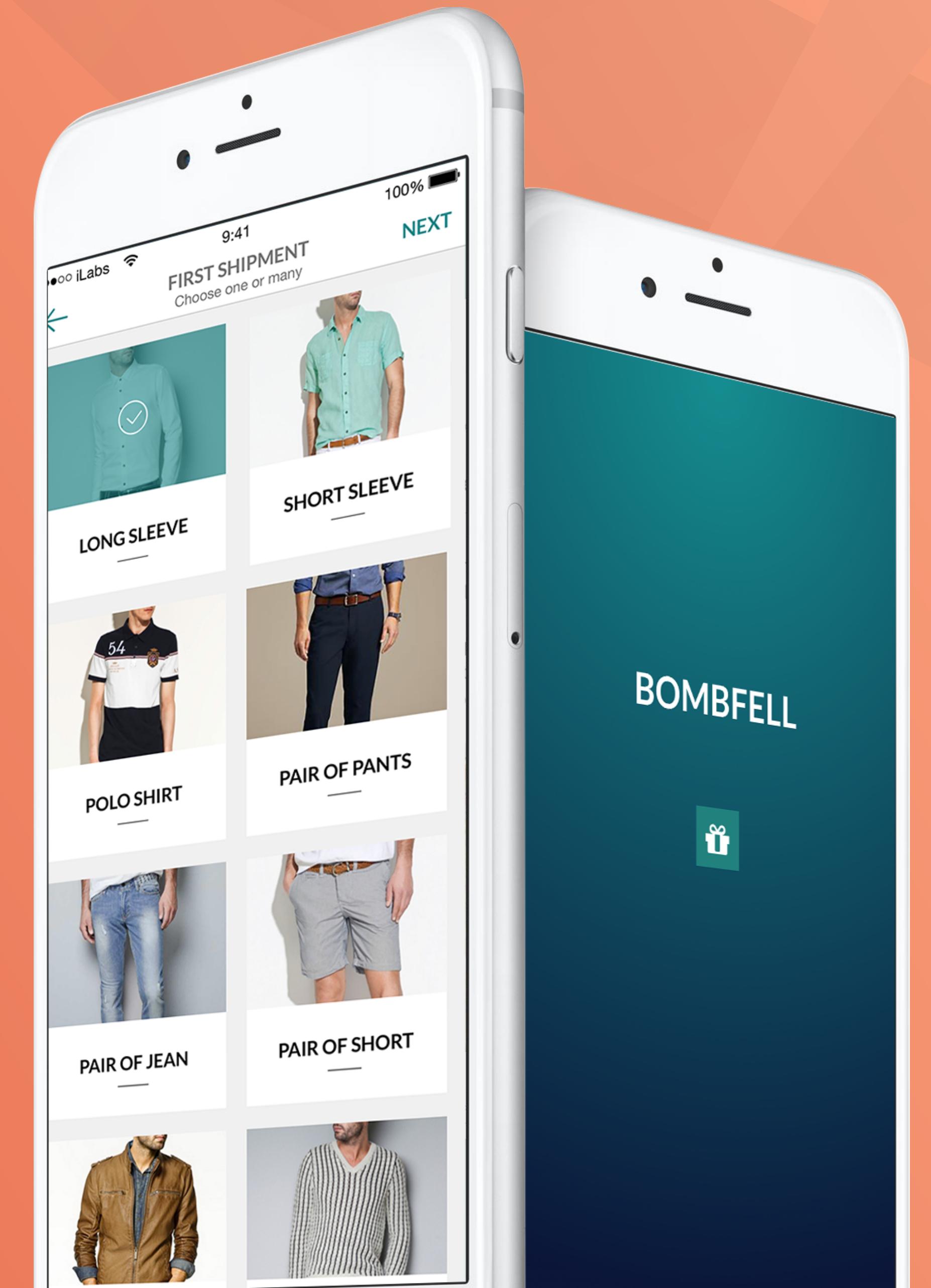
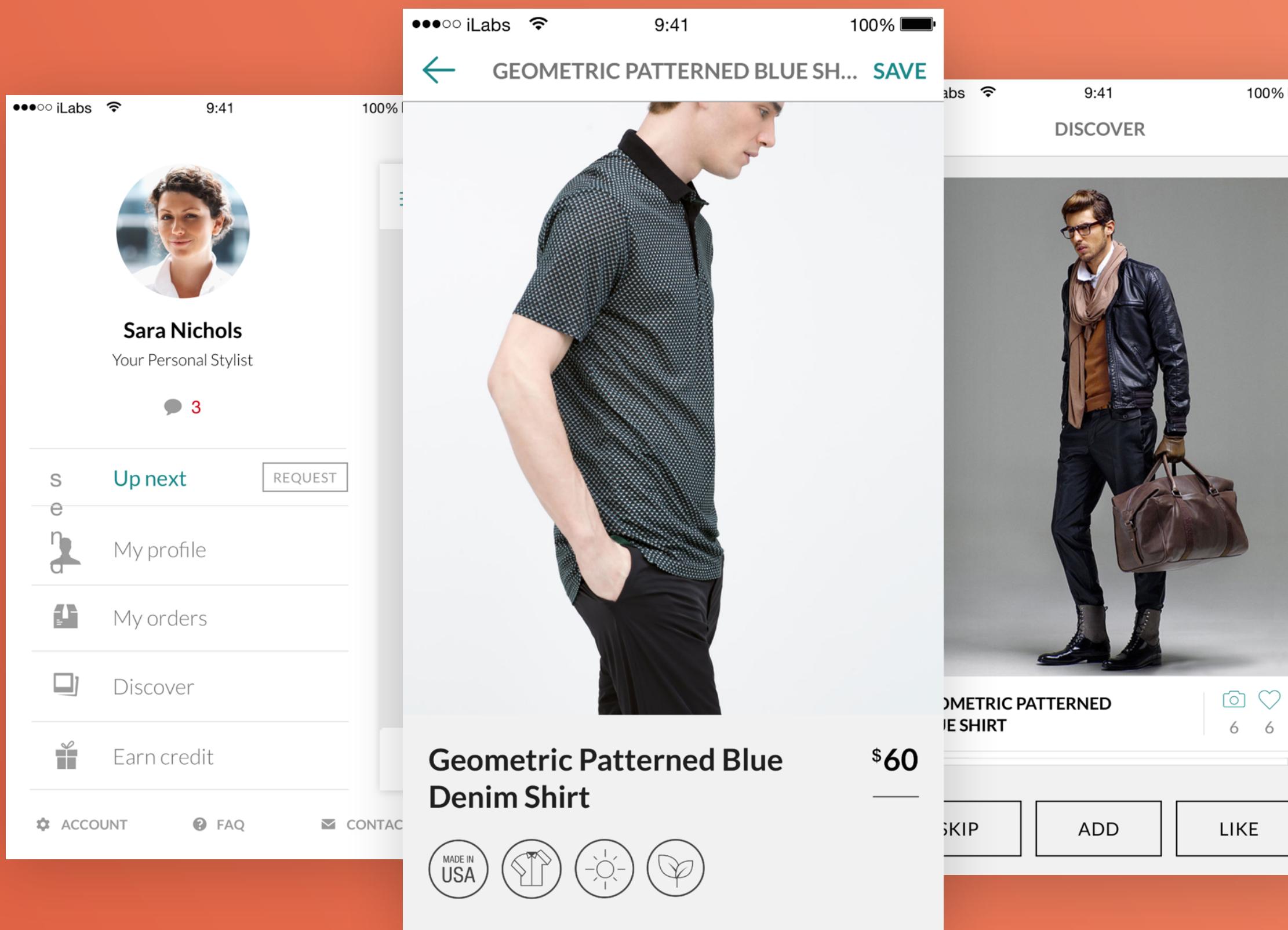
Entering the niche of m-commerce applications targeted towards the male demographic, Bombfell needed a partner who had strong experience building end-to-end m-commerce applications.

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

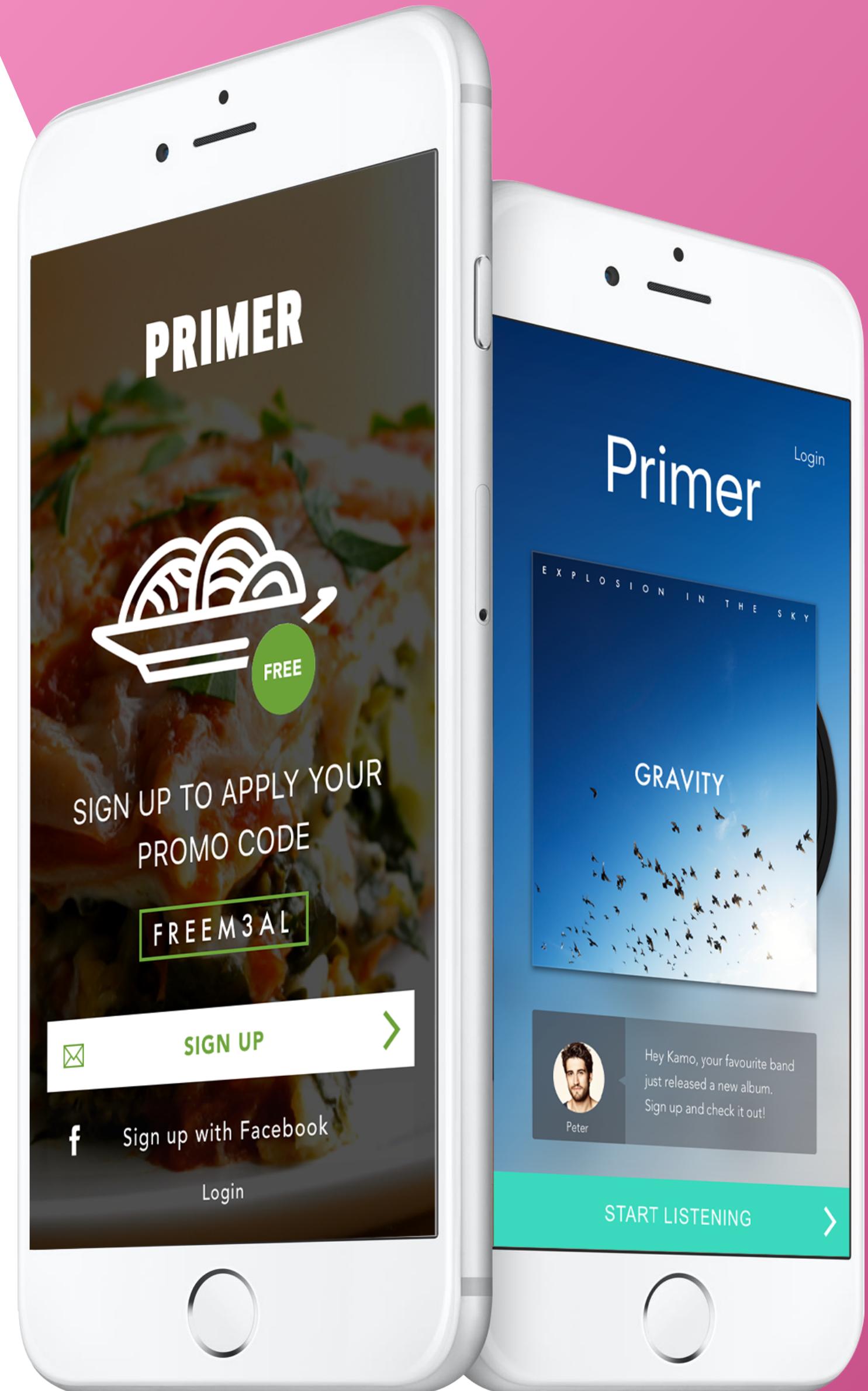
PRIMER



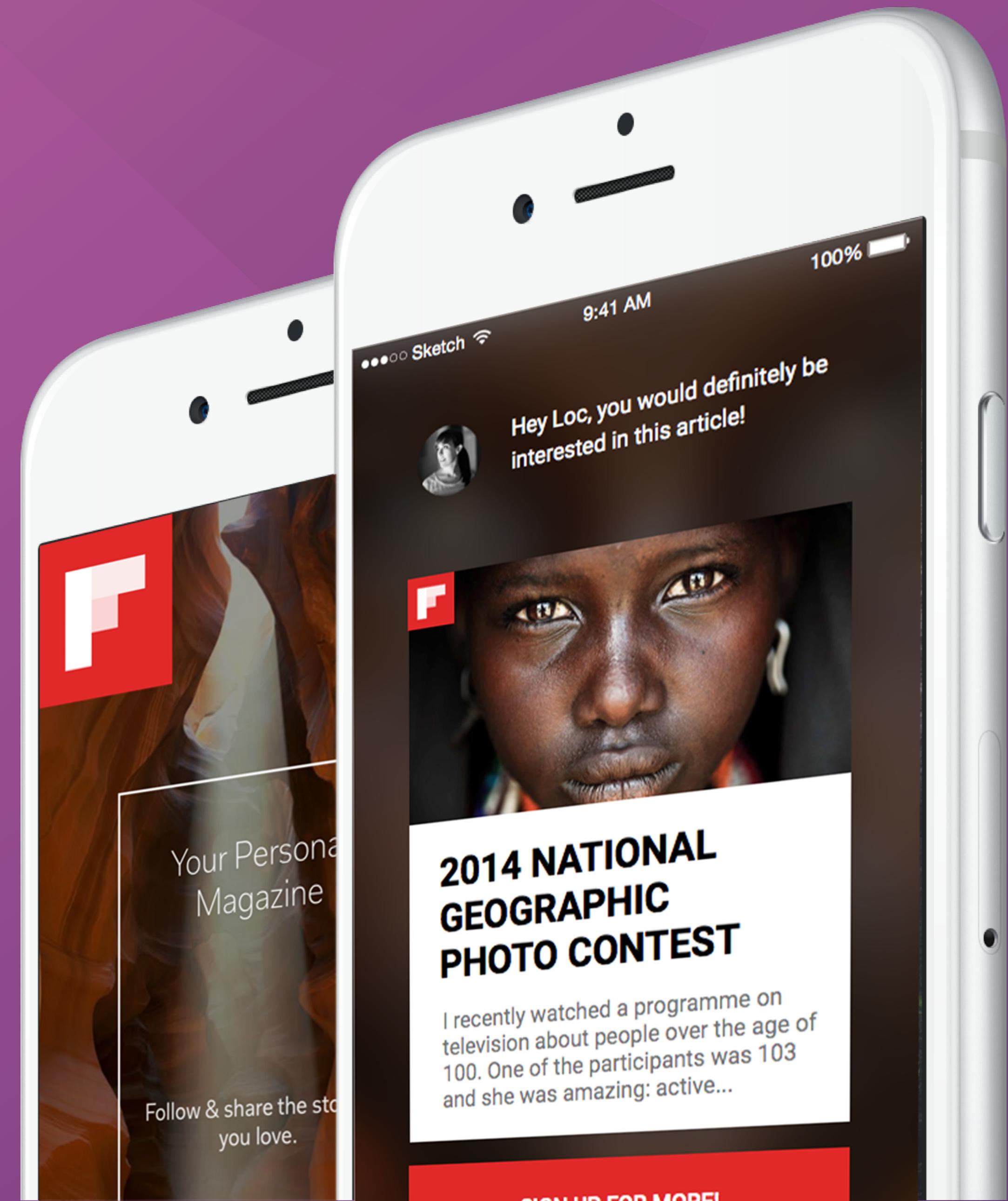
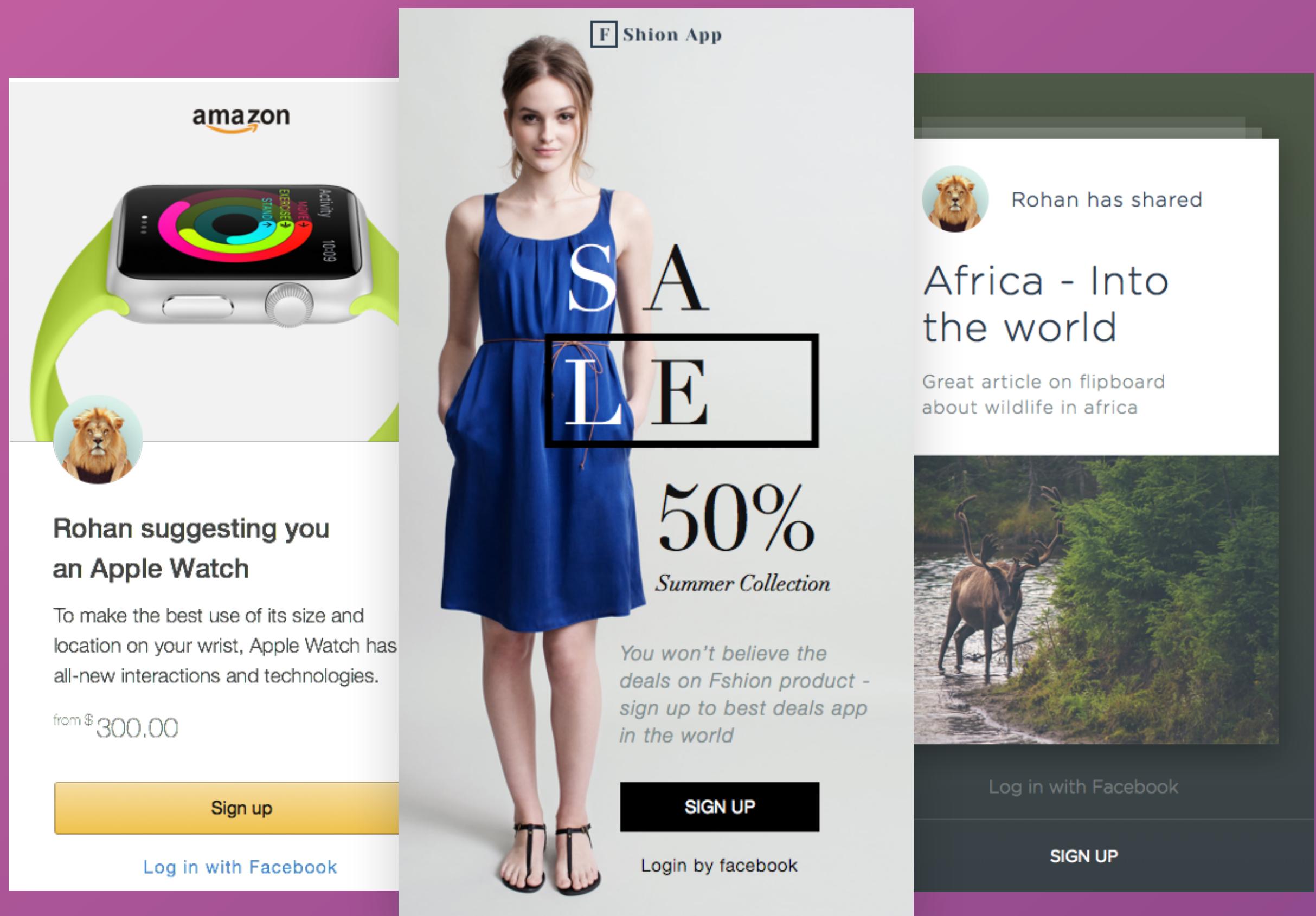
Primer is a complex SAAS tool that allows non developers to be able to create, A/B test and fine tune new user experiences (NUX) for mobile apps.

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

OUR PROJECTS

Crew

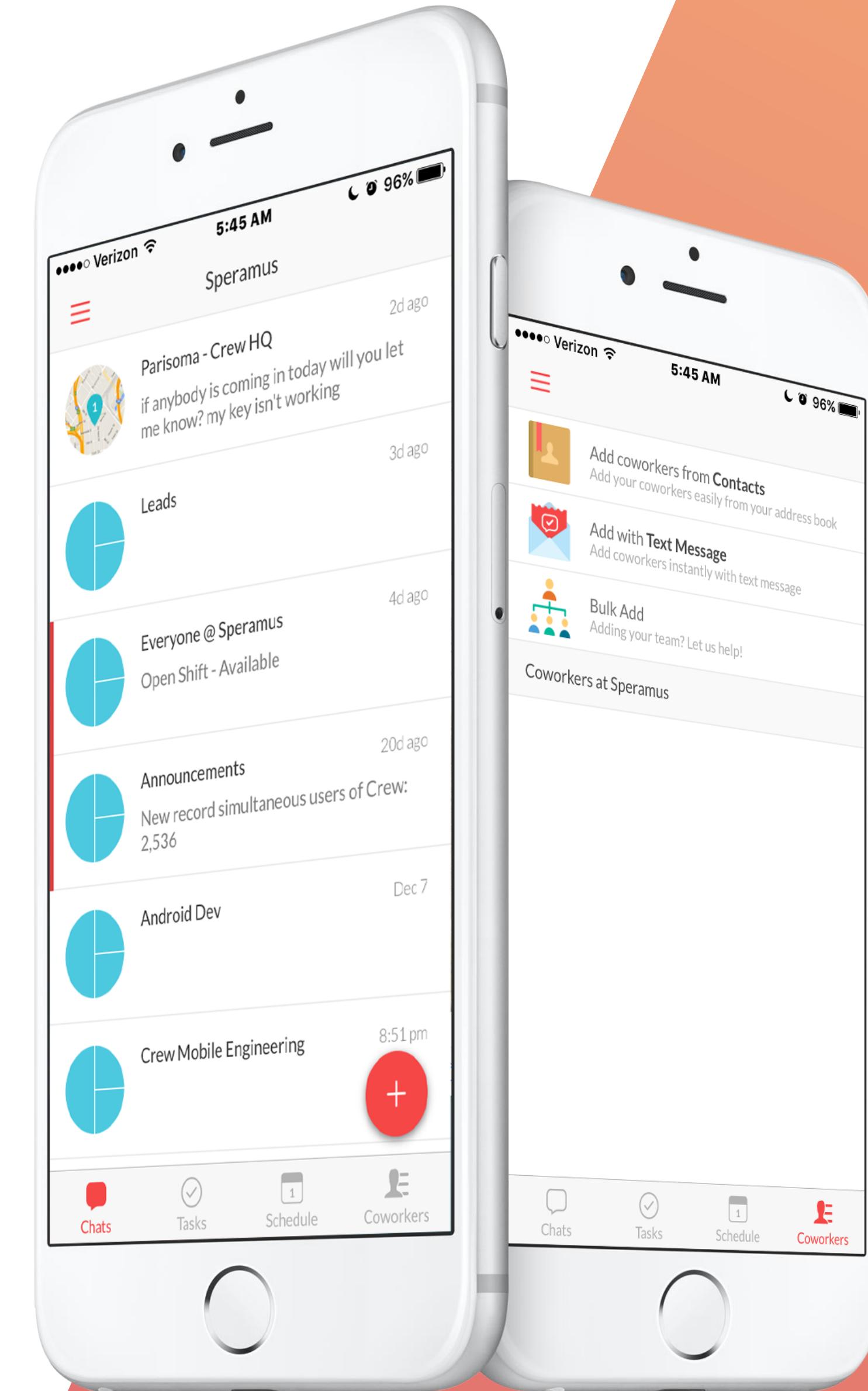


Crew is a group messaging app that allows managers and employees to communicate easily, stay in-sync anytime, anywhere. Crew allows co-workers stay on top of tasks and share shift schedules across the organization.

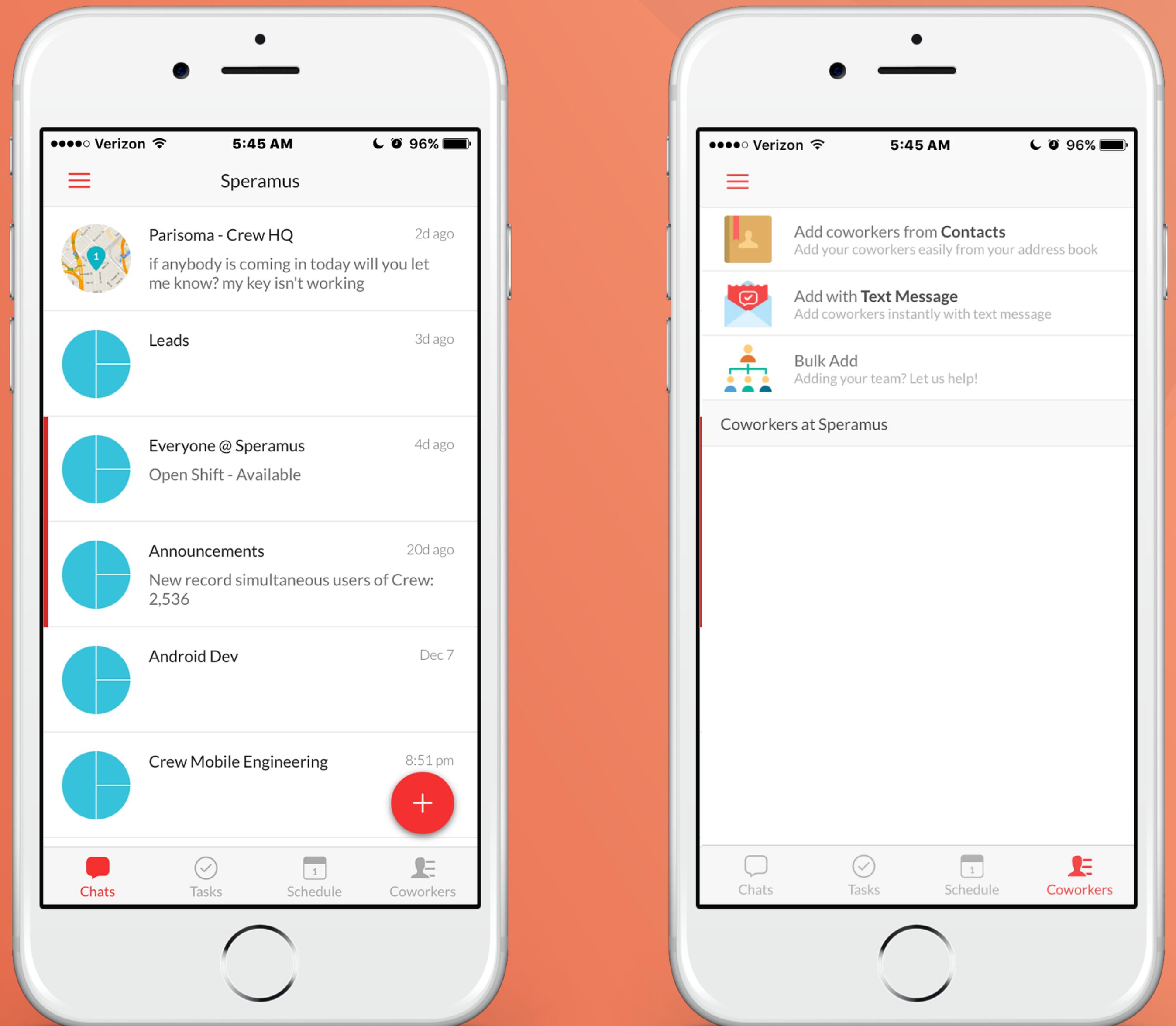
Our challenge was to build a high performance communication platform connecting the mobile workforce.

Our solution was to make user interface responsive to large quantities displayed data. Crew messages must be delivered at the fastest speed possible. The data transfer also had to be reliable and robust, even in low connectivity conditions.

Crew app has climbed into the top 50 of Free Business Apps on both iOS and Android app stores, and reached hundreds of thousands of downloads.



CREW



OUR PROJECTS

★ TidePool



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

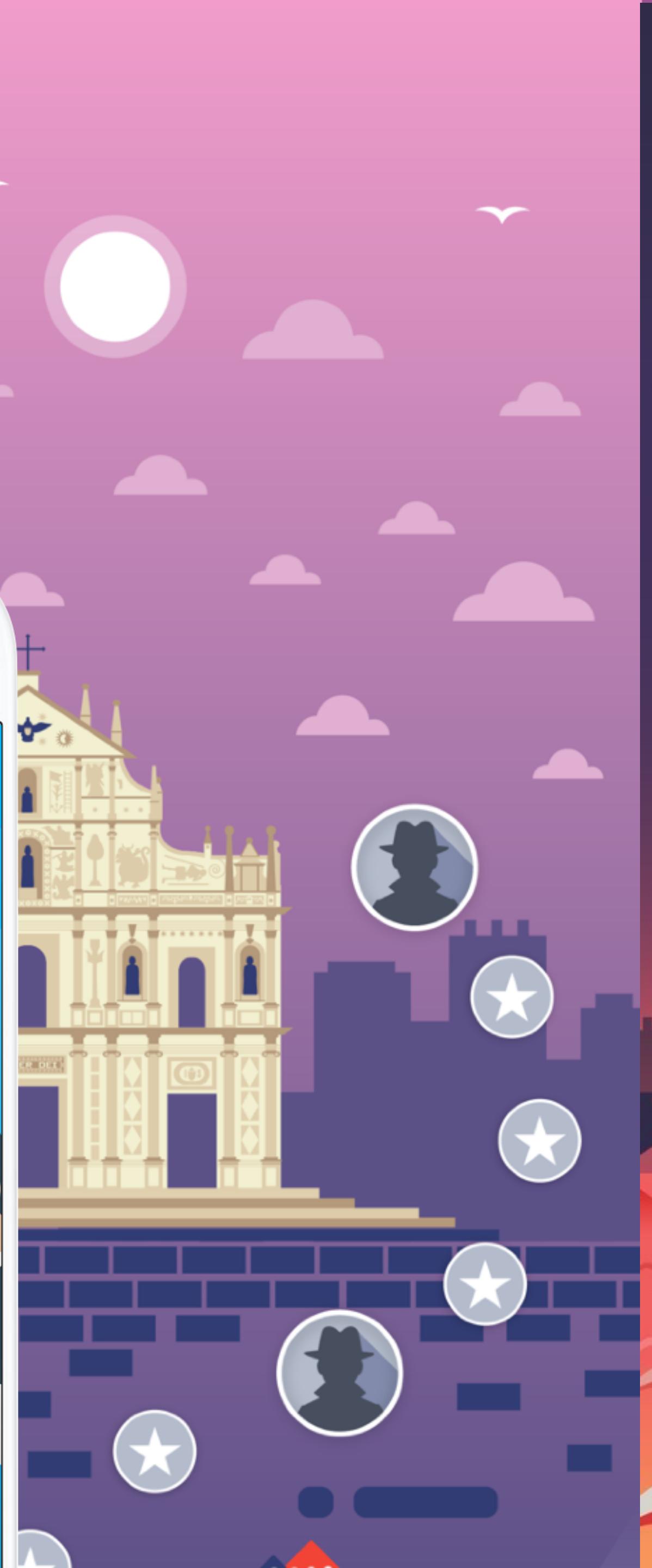
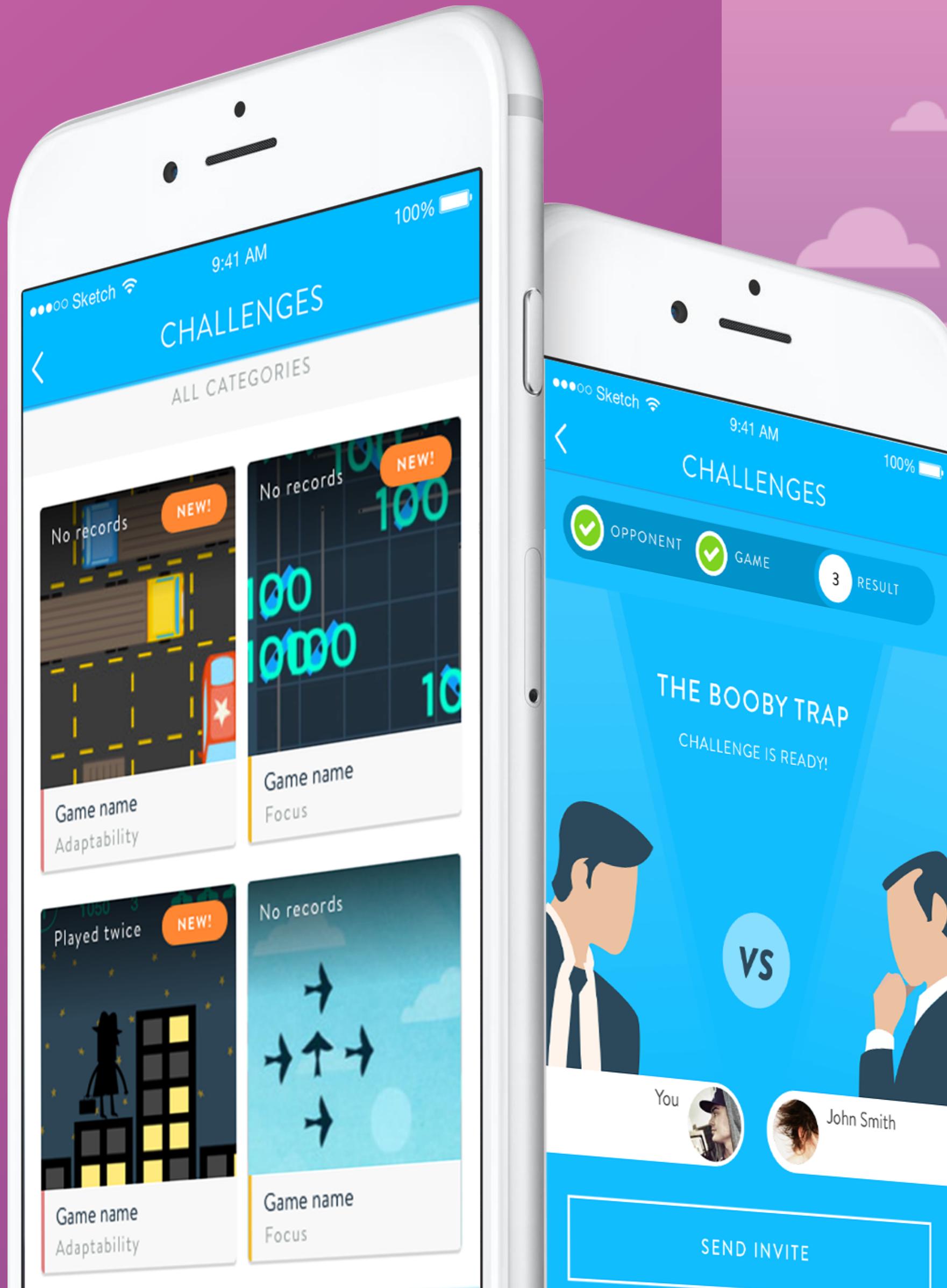
To develop this series of games, TidePool selected Interactive Labs as a development partner. We worked with their platform engineers to rapidly develop mini-games allowing their core team to focus on the game framework.

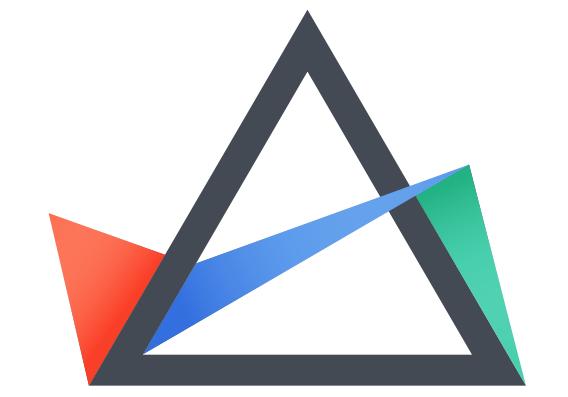
Using SpriteKit to build the games, we ensured smooth, timely animations that delighted users. To tweak the difficulty curve, we worked closely with the game designers, understood the system to define a common description language to control the difficulties of each stage, making it easy to tweak and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





THANK YOU!