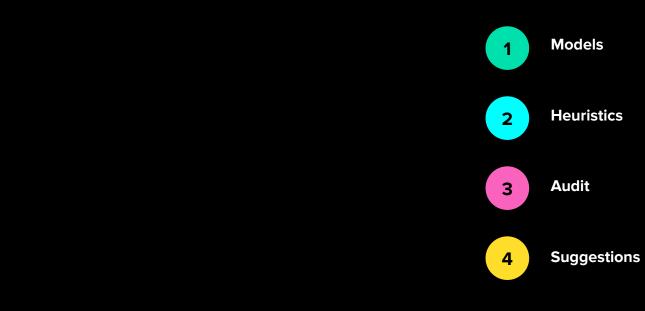


Crowdbotics UX Audit Findings

October 19, 2023

Maximize ROI Minimize Lift



Agenda.

Matching Mental Models

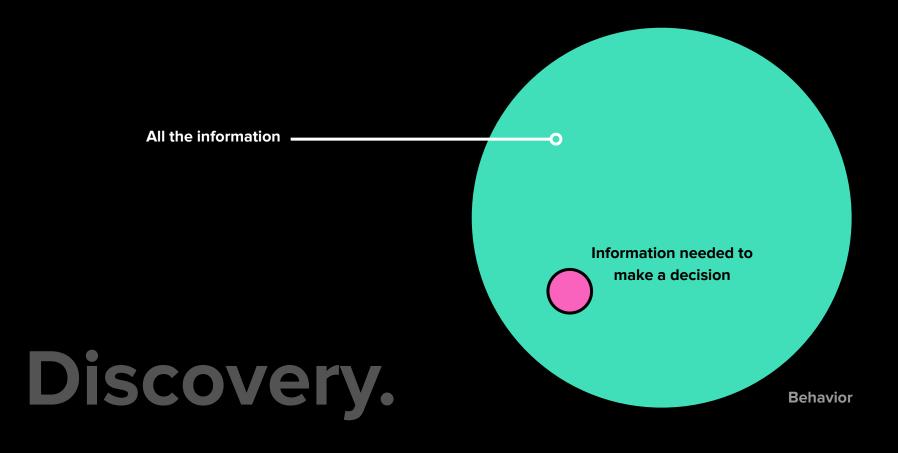
Objectives



lt's not you. But it's you.

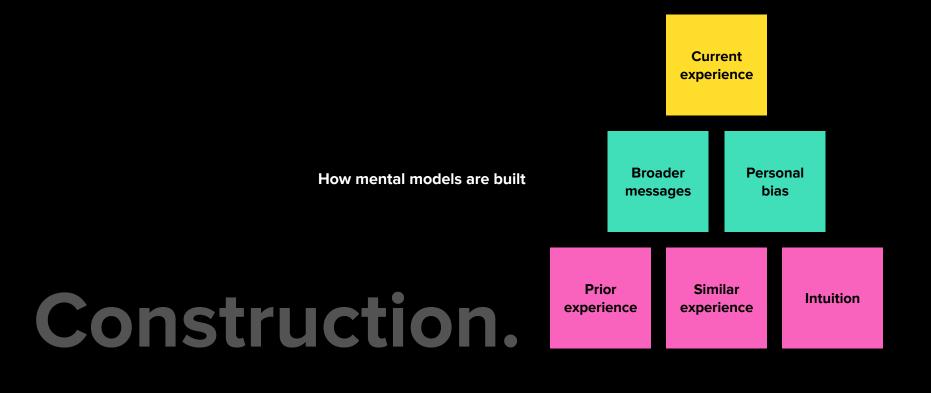
The current site has a limited shelf life, but right now it's not saying the right things about us. And there are lots of good things to say.

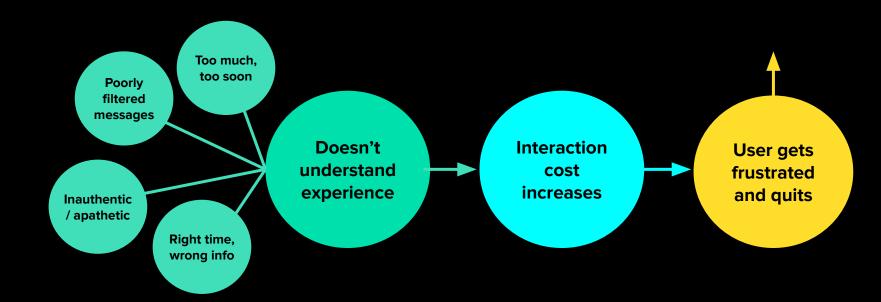
- **Thinking tactically** only gets us so far, but in this case, it's not a bad place to start.
- The right messages are mostly here already, but they need to be repackaged and restated.
- **Unproductive redundancy** stems from page templates that are overutilized, and a confusing navigation.
- A funnel that works needs to be longer, and offer substantiation up front – in bite-sized morsels – before asking for information.



Making the Models Match

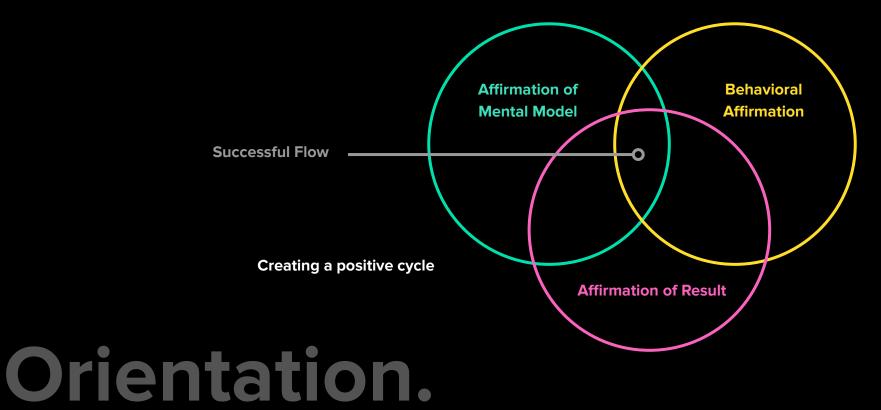
Whether we're discussing the new site or the current one, our model must match the user's mental model.





Disorientation.

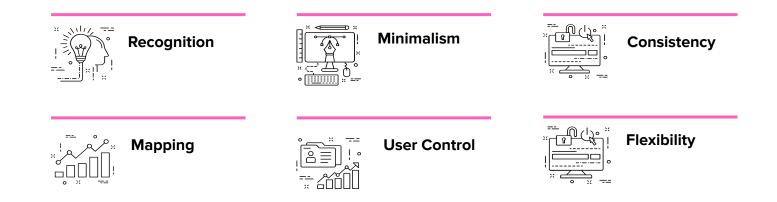
Mental model mismatch



Focusing the Narrative Toolset

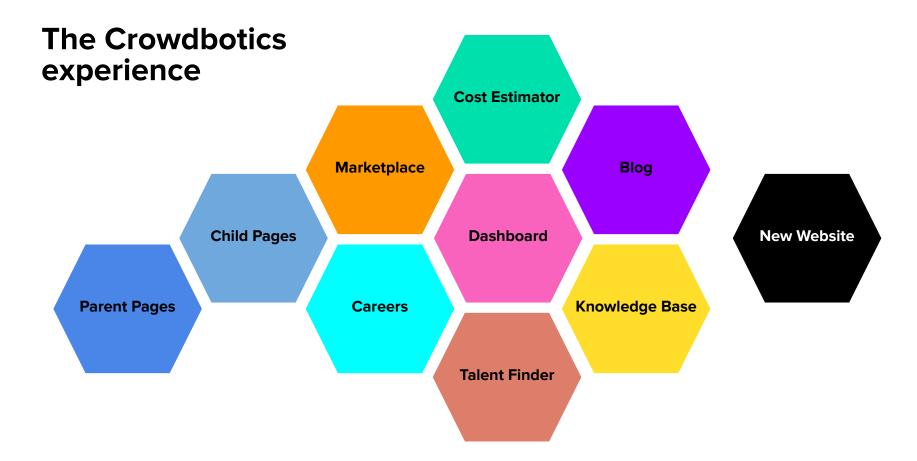
The lessons we learn now can be of real value not just for the current site but for the road ahead.

Being selective about our critique means we can cover more ground, more quickly.

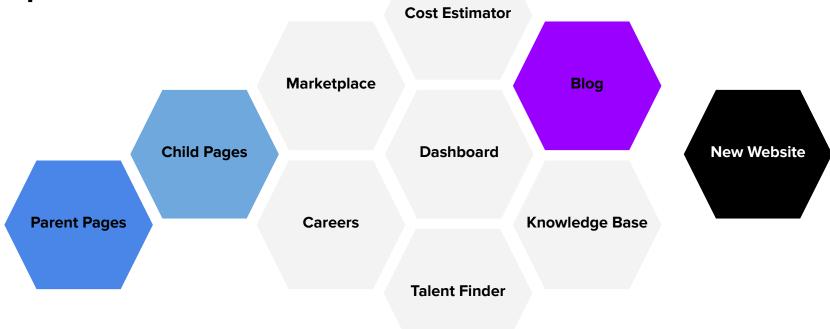


UX Audit Findings

We've reviewed the current Crowdbotics experience and focused on making attainable, productive suggestions.



The Crowdbotics experience



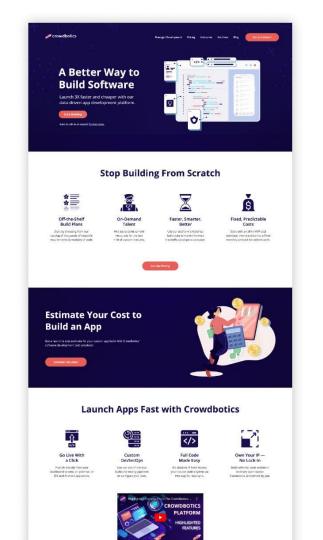
Scores tell the story.

rositives	
1 is highest value	
2 is moderate value	
3 is lowest value	Suggestions
	1 is highest effort 2 is moderate effort
Negatives	3 is lowest effort
1 is highest priority	
2 is medium priority	
3 is lowest priority	

Desitivos



- 1 Simple layout
- 1 Use of color to elicit action
- 1 Clear value statement
- 1 Simple navigation
- 1 Loads quickly
- 2 Text to image ratio
- 2 Uses video
- 3 Brand consistency
- 3 Chatbot





- 1 Oversimplified design
- 1 Lack of content crosslinks
- 1 Funnel narrows too quickly
- 1 Low number of CTAs
- 1 Main nav broken on mobile
- 1 Navigation is confusing
- 1 Complex "blind" forms repeated
- 2 Roles poorly presented
- 2 Use Cases poorly presented
- 2 Industries poorly presented

- 2 How It Works not clearly presented
- 2 Pricing CTA not prominently displayed
- 2 Video quality doesn't match product
- 3 Privacy notice convoluted
- 2 Chatbot hard to notice
- 3 L/R UP/DOWN scan is poor
- 3 Artwork quality





- 1 Develop 4-5 pieces of new artwork
- 2 Add Pricing CTA to navigation
- 2 Improve quality of iconography
- 2 Motion loop to highlight video
- 2 Motion loop for video
- 3 More crosslinks
- 3 More CTAs
- 3 Tie on page content to pricing
- 3 Fix main nav for mobile

- **3** Vary colors in content blades
- 3 Change titles in navigation
- 3 Redesign privacy notice
- 3 Min. one new content block type
- 3 Cleaner presentation of Use Cases
- 3 Cleaner presentation of Roles
- 3 Cleaner presentation of Industries
- 3 Isolate video content to highlight it





- 1 Prices clearly presented
- 1 Clear plan explanation
- 1 Crowdbotics Care is reassuring
- 2 FAQs content is relevant to page
- 2 Title of page clearly presented
- 2 Cost Estimator tool is useful
- 3 Lack of hover effects on desktop

Crowdbolics Marged Age Development Pictry Solutions (Freeprise) Big Corat Colomate Pricing That Scales With You

Plan For Free, Build When Ready

90-Day MVP

Get a custom quote to

turn your build plan into a

live MVP within 90 days





Plan Your Build Use our free tools (or ask us!) to convert your idea into a detailed build plan

Fixed monthly subscription ensures continued growth and performance after your MVP is delivered

Spending over \$100K/month on app development? See what our enterprise CodeOps platform can do for you

Subscription Plans & Pricing

	Build With Us			Build Like Us		
	Community	Pro	Advanced	Enterprise		
Price Per Month	\$0	\$199	\$499	Custom		
Includes	Use our prefab catalog and scoping tools to quickly convert your app idea into a build plan. <i>View technical specs</i>	We'll work with you to finalize your build plan and deliver a custom- quoted MVP in 90 days. <i>View technical specs</i>	Same as the Pro plan, but with support for advanced hosting and compliance needs. <i>View technical specs</i>	White-glove creation of your own private catalog and a two-year strategic code reuse roadmap. <i>View technical specs</i>		
Support	No SLA General Support Forum Email Support	Optional Add-On (\$1,500/Month) See Support SLA Table	Optional Add-On (\$1,500/Month) See Support SLA Table	Custom SLA		
	Start Building	Upgrade Now	Upgrade Now	Contact Us		

Ready to start building?





- Low total number of CTAs
- 1 Icon quality
- 1 Oversimplified design
- 1 Pricing not at top of page
- 1 Pricing table styling
- 2 Title vertical height
- 2 Crowdbotics Care presentation too loose

- 2 FAQs need anchor background
- 2 Privacy notice not brief and easy to dismiss
- 3 Start Building CTA should be distinguished
- 3 Artwork repeated from homepage





- 1 Min. one new content block type
- 1 Develop new artwork
- 2 Redesign privacy notice
- 3 Improve icon quality
- 3 Isolate video content to highlight it
- 3 Clean up presentation of Use Cases
- 3 Clean up presentation of Roles
- 3 Clean up presentation of Industries

- 3 Increase number of crosslinks
- 3 Increase number of CTAs
- 3 Add pre-quoted app estimates
- 3 section used elsewhere

Plan For Free, Build When Ready

Pricing That Scales With You

Managed App Development Policy Induitors Delayarian - Bog Detanlasticate

a crowdbotics



Subscription Plans & Pricing





Keep Growing With Crowdbotics Care

nett inn't a one-and-done

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Frequently Asked Questions

an MVP?	What is Crowtbatics Care?
ally build my MVP in 90 days?	What is Crowdbotics Care (Support-Only)?
project scope?	What is a bug?

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Your old site is the best prototype of your new site.

Hoa Loranger

3 Managed AppDev Page Positives

- 1 Client logos provide validation
- 1 Testimonials are convincing
- 1 Features and benefits w/clear icons
- 1 Steps in application build are shown
- 1 Clear value statement in header
- 2 How soon can I Launch section matches
- 2 user intent
- 3 Uses inline form
- 3 Page content is in-depth

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production faster.	
	Estimate cost and timeline for your
	custom app
each time?	
Crowdbotics identifies the best software packages for a given feature set	Full confidentiality with NDA available.
based on what has historically been used to build similar apps.	Brst same*
Our own network of expert developers and product managers then work with you every step of the way to get your application into production.	PISC BARRY
wich you every step of the way to get your approaches into production.	Last name*
Watch your application develop in real-time with daily releases.	
Compare the cost of new features before you build.	Company name*
Connect with modern product development tools such as Slack, Trello, JIRA, and	
Github.	Deal*
You own the intellectual property and code.	inductry*
 Crowsbotics works with your in-house development team, or independently. Whatever makes the most sense for you. 	Heato Select V
	Country/Region*
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"Crowdbotics constantly delights the end user,	Tell us a little bit about the app you would like to build.*
whether it's myself, my customers, or my	
clients. It's amazing, every time."	A Target Start Data
Agency Director, Firedove	Hease Select.
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We are your trusted partners for custom app	Here Did Yau First Heer About Crowditodics?
development.	Which best describes your current situation?
Managed app development with Crowdbotics isn't the typical outsourced development experience you would get with any other app building	Rease Select.
agency. It's a hands-on collaboration between you and our dedicated team of experts to plan, design, build, and release your app at the highest	
possible quality and on your preferred timeline.	Scart Bulling
Here's what to expect:	

· Once you approve our proposal, we will assign a product manager and team of

3 Managed AppDev Page Negatives

- 1 Scroll is too long
- 1 Mingled testimonials
- 1 Form could be a single button CTA
- 1 Features and benefits should be first
- 1 Page title is confusing and misleading
- 1 Step-by-step should be much higher up on page
- 2 How much does it cost should be CTA crosslinked to Pricing

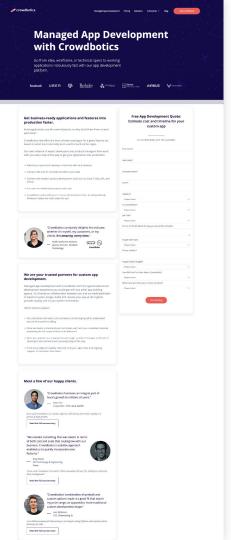
- 2 There are two separate sections about what people build
- 2 Title block design is oversimplified
- 2 Very few CTAs
- **3** Some sections seem superfluous

crowdbotics -	Company name*
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Managed App Development wit	h
Crowdbotics	Place Scient .
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Go from idea, wireframe, or technical specs to working applications ridiculously fast with our	Finan Senat.
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Guaranteed, fixed cast timelines.	How Old You Disk Hear About Crevellordes?
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Last name*	Plane Select .
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	Get business-ready applications and features into production faster.
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Country/Report	
Rest Stret.	Gut own network of expert dowingers and product managers then work with you every step o the way to get your application into production.
pertain Provident	a state of the sta
Tell us a little int about the app you recald like to build."	Watch your application develop in real-time with daily releases.
	Compare the cost of new features before you build.

3 Managed AppDev Page Suggestions

- 1 Consider 1+1+1 column layout
- 1 Unify story w/ common content
- 2 Break content into multiple pages
- 2 Redesign title block
- 2 Consider "What's Crowdbotics" parent item in nav
- 2 Consider mix of tiles, blades, and body text content

- Use CTA w/ modal instead of overly long form
- 3 Change page title in navigation
- 3 Add CTAs to crosslink content
- **3** Add back to top for long pages
- 3 Use consistent style for icons from page to page
- 3 Remove duplicate content
- **3** Group similar content types



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The next big thing is the one that makes the last one usable.

Blake Ross



- 1 Validates solutions by use case
- 1 Validates solutions by role
- 1 Validates solutions by vertical

Deve Whether you'r development,	e looking for faster product enterprise-grade security, or npliance, Crowdbotics can ion you need.		
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Go From Design to Development	Hire Developers on Demand	White Label Apps	Digital Transformation Development
Web-to-Mobile Conversion	Secure Sensitive Data	Business Intelligence & Analytics	Regulatory Compliance Development
Citizen Developer	Remote Work Tools	Google Cloud Platform	



- 1 Lacks originality or focal point
- 1 Layout performs poorly on mobile
- 1 Presentation of tiles is not engaging
- 1 Needs icons to support tile content
- 1 Lack of blades to break up the
- 1 overwhelming number of similar tiles
- 1 Design is repetitive
- 1 Too few CTAs
- Page title repeats "Managed app" copy used on other parent pages

- 2 Details require hover on desktop
- 2 Solutions by role seems better suited to enterprise page
- 2 Page hyperlinks are not obvious
- 2 Not linked to pricing or estimate request
- 3 Larger infographic format absent

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Citizen Developer	Remote Work Tools	Google Cloud Platform				
	Solution	s by role				
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Agency Director	Design Director	Project Manager	Product Owner			
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- 1 Create larger infographic to explain core concept
- 2 Use icons to clarify tiles and communicate interest
- 2 Use blades to break out different sections and contain CTAs
- 3 Use a more distinctive page title
- 3 Add clear hyperlink indicators to tiles
- 3 Create tile format that does not depend on hover
- 3 Move roles section to enterprise page
- 3 Include links to pricing and estimate request

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Solutions by use case	Solutions by use case	
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Regulatory Citizen Compliance Developer Development	Compliance	Business Intelligence & Analytics
Google Cloud Platform	Google Cloud Platform	Remote Work Tools
Solutions by role	Solutions by rele	
CTO Engineering VP	сто	Product Manager
Agency Design Director Director	Agency Director	Engineering Manager
Product Owner	Product Owner	Project Manager
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Technology Education	Technology	Health Care
Legal Logistics	Legal	Finance
Non-Profit	Non-Profit	Government

crowdbotics

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To find ideas, find problems. To find problems, talk to people.

Julie Zhou



- 1 Plenty of graphics to explain concepts
- Video content is useful
- 1 Does a good job of explaining benefits
- 1 Appropriate page length
- 1 Header height and content are good
- 1 Works well on mobile
- 3 Background artwork





- 1 Quality of artwork and icons
- 1 Navigation vanishes
- 1 Few CTAs and no crosslinks
- 2 Video content seems unanchored
- 2 Header CTA feels generic
- 2 Forms used are generic
- 3 Needs more blades for sections



A no-compromise solution to speed up app development

Fed up with the high cast and claw progress of converticient and development, builties taken are turing to take and to-case platforms to take the appt they need themaskes, tensere it is characterisfier for simulatability and a cast of d-the doc constraints, comparise is take access to the underlying colorase, along with code subliability, extensibility, and portability. There is a batter way format. Ciscultotics accessings development by improving accessibility for non-developer and afforms for originary programs.



Crowdbotics provides required AI and code reuse capabilities

To enable systemic code reuse, Crowdbotics fills in the capabilities gap in the app development tookhain between PRD and code repositori letting you centrally manage a repository of reusable app specifications and modules of code. We call this process "CodeDps."







- 1 Rework second infographic for icon quality
- 2 Video section with background motion loop
- 2 Create blades to break out sections
- 3 Add more CTAs and crosslinks
- 3 Consider destination of header CTA
- 3 Rework first infographic to include imagery



A no-compromise solution to speed up app development

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Crowdbotics provides required AI and code reuse capabilities To make systemic role more, Drawbotis Bis I: the capability par white advantagement landara between PBE and cade regulators, billing par and by reading inputs by interactive page performance and readers of cade with a forces.





Efficient development means fast app delivery Fastient integra efficient, but efficient is always fast. So es tatas was efficience, lange on considered after to topological and the second second and the second application codes the topological and the second second and the second application codes to topological and the second second and the second application codes to topological and the second second and the second application codes to topological and the second second and the second application codes to topological and the second second and the second application code second and the second second second and the second second application code second and the second second second second second application code second second second second second second second application code second application code second second second second second second second second application code second se







A no-compromise solution to speed up ap

Fed up with the high cost and slive progress of conventional app development, business teams are t the app men hed themakwar. However, in exchange for visual businers and cat-of-ba-basic co upper structure of the structure of There is a better way forward. Disordencing accelerates app development by improving accelerate developer, while ministration geromators with in our structure of the s



Crowdbotics provides required AI and code

To enable systemic code reuse, Crowdbotics fills in the capabilities gap in the app development to letting you centrally manage a repository of reusable app specifications and modules of co









- Content well packaged
- Video content is useful
- Does a good job of explaining benefits
- Appropriate page length
- Header height and content are good
- Works well on mobile
- 3 Background artwork

crowdbotics Managed App Development Pricing Solutions Enterprise V Blog Get an Estimate **Turn Your Code** Into a ----Competitive Advantage Q Accelerate the pace of development and unlock hyper innovation with the Crowdbotics platform.

A Better Way to Build Software

Learn how Crowdbotics reduces your team's time to market by up to 50%.

Plan for Success

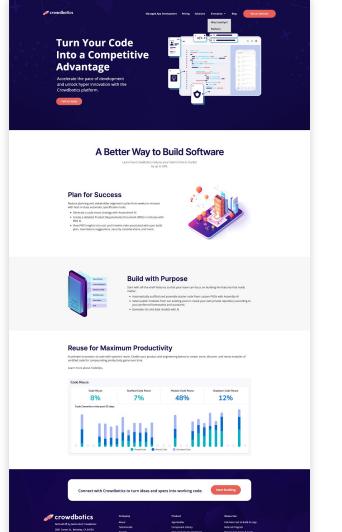
Reduce planning and stakeholder alignment cycles from weeks to minutes with best-in-class automatic specification tools.

- Generate a code reuse strategy with Assessment AI
- · Create a detailed Product Requirements Document (PRD) in minutes with PRD AI
- View PRD Insights into cost and timeline risks associated with your build plan, new feature suggestions, security considerations, and more





- 1 Quality of artwork and icons
- 1 Navigation vanishes
- 1 Few CTAs and no crosslinks
- 2 Video content seems unanchored
- 2 Header CTA feels generic
- 2 Forms used are generic
- 3 Needs more blades for sections





- 1 Rework second infographic for icon quality
- 2 Video section with background motion loop
- 2 Create blades to break out sections
- 3 Add more CTAs and crosslinks
- 3 Consider destination of header CTA
- 3 Rework first infographic to include imagery



Build with Purpose

Start viro of the-shelf features so that your team can focus on building the features that really notice: • Automatically addical and assemble starter code from custom PRDs with Assembly AF • Select public modules from our existing pool or create year own private responsionly according to you preferred framework and standards • Generate Use and addie models way. All



Reuse for Maximum Productivity

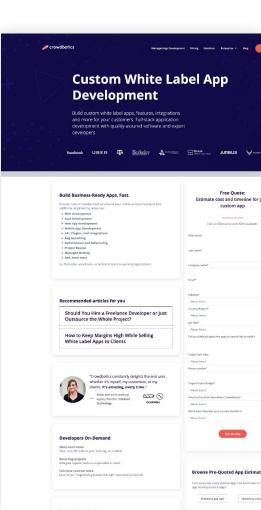
Accelerate innovation at scale with systemic reuse. Enable your product and engineering teams to create, store, discover, and reuse modules of certified code for compounding productivity gains over time.

Learn more about CodeOps.





- 1 Recycles same page template and content used frequently elsewhere
- 1 Excessive length; should be edited
- 1 Mingled testimonials muddle page content
- Features and benefits should be first
- 1 Page title is confusing and misleading
- 1 Relevant roles should be higher on page to address target
- 1 Some sections do not seem target specific
- 1 Form could be better handled as modal or takeover
- 1 There are two separate sections about what people build
- 1 Some sections seem superfluous
- 2 Lacks CTAs and crosslinks
- 2 No distinction between various testimonials for relevancy (ex: Job Title)
- 2 Title block design is oversimplified





- 1 Highlight pre-quoted app estimates
- 2 Use more graphic representations of core concepts
- 2 Prioritize content to better focus USP
- 2 Add graphic distinction between various solution detail pages
- 2 Consider mix of tiles, blades, and body text content
- 3 Remove generic content and place elsewhere
- 3 Group similar content types
- 3 Redesign title block
- 3 Use consistent style for icons from page to page
- 3 Change page title in navigation to be target specific
- 3 Add back to top for long pages
- 3 Add CTAs to crosslink content

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Custom White Label Ap Development	•
Build custom white label apps, features, integrations and more for your customers. Ful- stack application development with quality- assured software and expert developers.	
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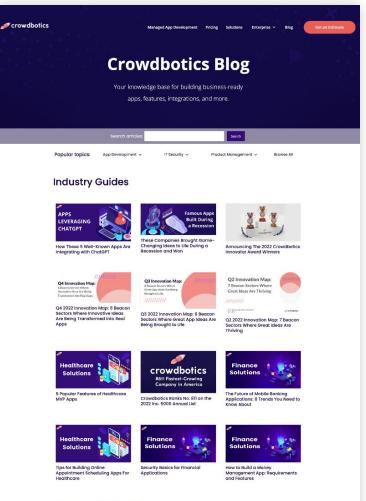
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Usability is like love. You have to care, you have to listen, and you have to be willing to change.

Jeffrey Zeldman



- 1 Categorizes blog content
- 1 Article titles are specific
- 1 Keyword search functionality
- 2 Each post has unique thumbnail
- 2 Topics seem detailed and clearly sorted

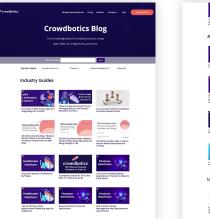


App Development



- 1 Sameness of thumbnails feels uninspired
- 1 Keyword search returns separate,
- 1 unfocused results page
- 1 Not able to sort by interest group e.g.;
- 1 technology managers
- 1 Not linked to pricing or estimate request
- 1 Lack of clear dating or author crediting
- 1 system makes content feel generic
- 1 Current sort options use dropdowns inefficiently
- 1 Sorted content is presented differently than other cards

- 2 Lack of sort function with more diverse categories
- 2 Lack of diversity / depth in subject matter
- 2 Header block is oversimplified
- 2 No read time for entries
- 3 Grid seems overly tight and unattractive

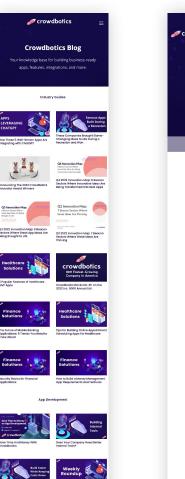


App Developmen

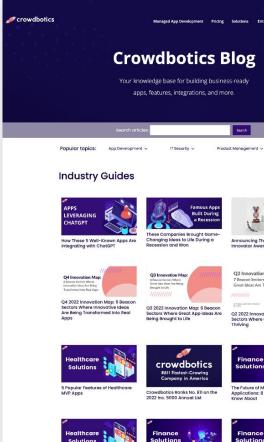




- Add better sorting system/UI
- Use sidebar for better drilldowns
- Make blog thumbnails more diverse
- Add ability to sort by role 2
- Add capability to sort by use case 2
- 2 Add content abstract to each blog card
- Add date sort 2
- 3 Add clear hyperlink indicators to tiles
- 3 Include links to pricing and estimate request
- 3 Add read time for entries



Weekly Roundup: Getting Your







How to Build a Management / and Features

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Security Basics for Financial Applications

Solution

Tips for Building Online

App Development



- Unique header image
- Related content cards
- Uses in-line crosslinks
- 2 Content written relatively well

How These 5 Well-Known Apps Are Integrating with ChatGPT

Al Industry Guides

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ARTIGUID integrating (b) (sub-othering the way we inverge and more at with recentage) as supply part for other the rener remarkable developments in as the net of conversional agains, such as OMDEF1, when persents the soliday to expegin themes loss conversations. With its scalars alrayage recessing capabilities and alway having againtims. ClassIF1 for market the transmission are applied on the scalar alrayage recessing capabilities and alway having againtims. ClassIF1 for market the transmission are applied on the scalar alrayage recessing capabilities and always having againtims. ClassIF1 for market the transmission are averaged as a scalar and always and scalar alraya and are alrayable to the scalar the transmission are averaged as a scalar and and a scalar and always are averaged as a scalar and are always and always are averaged as a scalar and always are always and always and always are averaged as a scalar and always are always and always are always and always are always and always and always are averaged as a scalar and always are always and always are always and always are always and always are always are averaged as a scalar and always are always and always are always and always are always are always and always are always are always are always and always are always and always are always and always are always are always and always are always are

In this attick, were exploring how five weak nearing page takes hornessed the power (CharGMF. These applications, searching diverse donaering, have adopted this cutting engle technology to enhance the functionality, provide personalised adoptance, and debuter immersive user experimons like news before.

1. Expedia

crowdbotics

In April 2022, Expendia unwriter da mew smael Jakrinsteg ar persinnon white their spip, powered by ChatCPT. The feature allows users to some ste with AI when planning a hip. Based on the controlst given by the tupe. Expedia can now offer instant recommendations on places to go, where to stag, here to get around, and here to see and oo.

The beta relates also incorporates intelligent propping, a feature that automatically saves any hosels that were recommended or mentioned in conversation in a this section in the Execute app. By saving hotels in the app, Dependers can oblive a none effective toxicing prependention in its section.

In addition to offering this new Al-powered conversation tool in their app, Expedia also balk a plage that lets wars access the same travel planning experience from the ChatGPT website.

It's a smart move by the company and sets a clear example for other brands in the travel space hoping to grab the attention and loyally of eager, such forward travelets with <u>bester travel apps.</u>

2. Instacart

in Narch 2023, instruction introduced their CharGPT plugin to customers in a company, undate posted by 37huang, the currypary's Chief Architect.

The prign allows uses to interact with instances from the Charlie's website. When evabled, users can have conversations with instanct about main planning, for example, a user ingitized, making an angle range range range of the main for my family?" Instances and Charlie's will then water together to provide suggestions for the user. The plagm will provide an ingrediest (12 and data) by dap instructions on how to prepare the reval.

As if this watch heipful enough, users can take it one step further and use the plagm to convert the ingredient list into an instacart order that can be placed and cellvered in as fast as an hour.

The instaurit plugin is an exciting use case and one that will undoubtedly motivate other recipe sites, delivery apps, and floid startings to build similar A-powered features for their own users.

3. Speak

In late March 2023, the A-powered bataning app Speak and owneed it was releasing a plagin that would collaborate seemierody with scores on the ChalGPT website.

The plugin offers an interactive, conversitional luttering experience for users interested in learning another language or communicating with someone who speaks a language they do not yet know.

In the example they provide in their statement, a user is seen asking the quest on, "How do I say "congrets on the learch" in Spanish?"

The proget their responds in ChatteP1 and offers a simple answer, plus a short lesson on alternate phrases that could be used depending on how formal the user when to be when they offer congruptulations.

It's a great example of how businesses could be incorporating AI into their apps to create a better learning experience forusers.

4 Shon



5 Ways to Build Apps Faster While Keeping Costs Down

App Development App Builder



If you're like most developers, you don't have the freedom to spend as much as you want or take as long as you want to bring an app to market. Whether you work for a startup or a large enterpole, you're likely committed to figuring out how to move flat while keeping costs down.

from adopting an MVP mentality to leveraging pre-built components, these five best practices will help you speed up the development process and save you money in the process.

1. Set Your Budget & Timeline

Setting a budget and timeline before you start the process of developing your app is crucial. To build efficiently, you need to know exactly how much money you'll spend and how much time it will take to bring your idea to life.

When setting a simeline, thrink about the scope of your project, the complexity of the feature year want to include, and the availability of your development soam. A relatively simple appr can be developed in as listle as two marchs of work before you can bring at a market. A most more complex and custom app can take in the market or emore to build.

AEAD: See how one Crowdbotics customer was able to build their app an what they called "<u>on impossible timelion</u>."

When setting a budget, think about the complexity of your app, the core features you want to include, and the development resources you have on hand. You should do take their too touristand how much morely your new application will make or save you once its live. A simple application can cost as libb as \$5,000 to build. A complex application will many costom features or complexive enzyments can cost still 2000 or errore to reate.

Want to get a better idea of how much your app will cost to build? Use our free Cost Estimator Tool.

2. Interview End Users

Before deciding which freatures to include in your application, you should consider spending time talking to customers or prospects first. Your goal with these conversations is to better understand the biggest pain points and needs found among your ideal users.

The information you gather in these interviews can help you validate your ideas determine the feasibility of your project, and decide which features should be prioritized in the first release of your application.

The worst mistake you can make is to develop an application that no one actually worst or needs. Interviewing coatcreas or potential uses can help you beel more confirmer table your exacting time and memory building features that no one really cares about. It can also help ensure that you're marching towed building an app that has product market fit.

AEAD: 12 Things About Product-Market Fit from a 16z

3. Adopt an MVP Mentality

It can be tempting to want to build an app that includes every idea you can think of and solves every pain point your customer has mentioned, but doing can take a lot of time, money, and effort.

If you want to cut costs and bring your app to market socner, you need to build a Minimum Viable Product, otherwise innews as an MPP. An MVP includes only the core features of your app and is designed to solve the most pressing problems of your target audience.

An MVP also helps you gain insights about your app and users sooner. By getting a working product in the hands of users as quickly as possible, you can widdate your assumptions and make any necessary changes before committing to a full-fledged app.

READ: See how Crowdbotics helped one customer take a wireframe to a working cap in just 5 weeks.

4. Design Wireframes in Figma

Most designers don't develop apps, and most developers don't design them. These two toams use different tools, follow different workflow, and report to different management. To turn design proc into a functioning UL, a designer mast hard stoaid design files to a developer and provide constant guidance as the developer converts thas designs into code.

This is typically where the process tends to break down during the development process, which can have a big impact on everyone's ability to meet the timeline you set.



- 1 Header design is oversimplified
- 1 Header image is not compellingly presented
- Lacks read time
- 1 Lacks target audience group flag
- 1 No pull text or pull quotes
- 1 No "back to" results
- 1 Lack of clear visual focal point
- 1 Content cards broken into two pieces
- 2 Lacks content abstract or pull quote

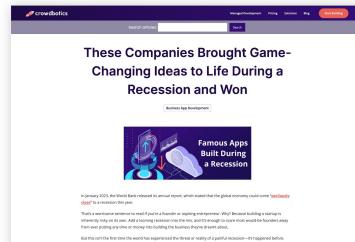
- Lack of primary tags for article
- Lacks in-line images

2

3

3

- Lacks any relevant infographics or visuals
- 3 Lacks "back to top" button





- 2 Add inline images
- 2 Add more unique and compelling header image
- 2 Present header in a more consistent manner
- 2 Investigate efficacy of visual tag cluster
- 3 Add content abstract
- 3 Add pull text or pull quote
- 3 Better distinguished hyperlinks
- 3 Additional CTAs
- 3 Add tags to cue audience
- 3 Add date to entry
- 3 Add read time
- 3 Add "back to top" button

These Companies Brought Game-Changing Ideas to Life During a Recession and Won

Business App Development

Managed Development Pricing Solutions Blog



In January 2023, the World Bank released its annual report, which stated that the global economy could come "perilous); close" to a recession this year.

That's a worrisome sentence to read if you're a founder or aspiring entrepreneur. Why? Because building a startup is inherently risky on its own. Add a looming recession into the mix, and it's enough to scare most would-be founders away from ever putting any time or money into building the builess they've dreamt about.

But this isn't the first time the world has experienced the threat or reality of a painful recession-it's happened before.

And it's not the first time would-be entrepreneurs have had to decide whether or not to take the risk and move forward with their ideas answay.

In this article, we'll make the case for why you should still innovate during a recession, share four case studies of companies that made the decision to move forward anyway, and give you the motivation and inspiration you need to start building your app this month.

The Case for Innovating During a Recession

Recession is a dirty word. It scares people into thinking the worst is yet to come. It makes them think and act with extreme caution, especially when it comes to spending money on a business.

The prevailing narrative of a recession is this: batten down the hatches. Be careful. Don't make any sudden movements.

But there's a case to be made for innovating and launching businesses during a recession. Perform a quick Google search, and you'll find hundreds of articles from reputable sources that all explain why building a business during a recession might be the best decision you ever make as an entreprenerv.

Here are three reasons why:

crowdbotics

First, big, established businesses are much more likely to be tightening their belts and slowing down during a recession. It's unavoidable for many of them due to massive overhead, high headcounts, and pressure from band members. As an earlystage founder or soloppreneur, you don't have those same pressures. You can act quickly to build an app that either competes with the big doop or brings forward an innovative lied at but makes them obsolete.

Second, less competition may enter the market during a recession. Nait every founder or entrepreners will have the courage to launch a business in the midst of a recession. They may believe that it's better to wait until the outdoak improves. Or they may not be in a financial position to take ther the risk. This or cates an apportunity for you to be the first to market a new ideal. It also gives you lime to acquire outdomers and build (oyaly with them before other companies start competing for attention.

Third, you'll be forced to build a leaner, more agile company than others that already exist, and it will be relatively easy to do it. Other more established companies will have to take time multing over budgets, reducing headcounts, and figuring out how to become more efficient during a downturn. But you'll be starting from the beginning and can build efficiency into your buintess from day 1.

Smart innovators and entrepreneurs recognized these advantages during previous recessions and took action. As a result, they built companies that introduced new ideas and changed the way the world works and operates forever.

Four Society-Changing Companies Born During a Recession

Not everyone who is brave enough to build a society-changing app in the midst of a potential recession wins. But there are plenty of examples of people who did.

Here are six well-known companies that were founded and able to survive during the Great Recession of 2008:

1. NerdWallet



- 1 Presented as modal; keeps page design clean
- 2 Fields give the impression a distinct action will be taken on each user request

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First name*		
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	- 1	
Last name*		
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Sampany name*	_	
inal"	_	
Industry*		
Please Select	~	
Country/Region*		
Please Select	× 1	
Job Title*		
Please Select	× .	
Tell us a little bit about the app you would like to build."		
Target Start Date		
Ptesse Select	~	
Phone number*		
Target Project Budget*		
Please Select	~	
How Did You First Hear About Crewebotics?		
Please Select	~	
Which best describes your current situation?	_	
Please Select	~	
Start Building		
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	ribes your ci	urrent situation?
Please Select		

A Better way to Bi

by up to 50%.

Plan for Success

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Reduce planning and stakeholder alignment cycles from weeks to minutes with best-in-class automatic specification tools.

- Generate a code reuse strategy with Assessment
- Create a detailed Product Requirements Document (PRD) in minutes with PRD AI

View PRO insights into cost and timeline risks associated with your build plan, new feature suggestions, security considerations, and more



- 1 Same form repeated everywhere
- 1 Too many fields
- 1 Too many required fields
- 1 Language does not feel compelling or inspired
- 2 Lacks sensitivity to specifics of target audience
- 3 Presentation is not segmented enough
- 3 Looks generic and inauthentic

First name*

Please Select -Job Title*

Target Start Date

Tell us a little bit about the app you would like to build.*

Turn

Into a

Adva

Please Select
Phone number*
Target Project Budget*
Please Select
Please Select
How Did You First Hear About Crowdbotice?

Please Select Which best describes your current situation?

Please Select Start Building

A Better Way to Build Software

Learn how Crowdbotics reduces your team's time to marke by up to 50%.

Plan for Success

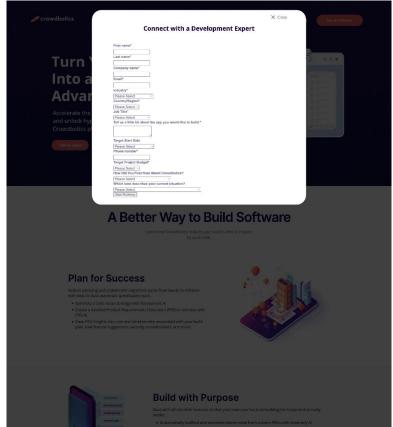
Reduce planning and stakeholder alignment cycles from weeks to minutes with best-in-class automatic specification tools.

- · Generate a code reuse strategy with Assessment Al
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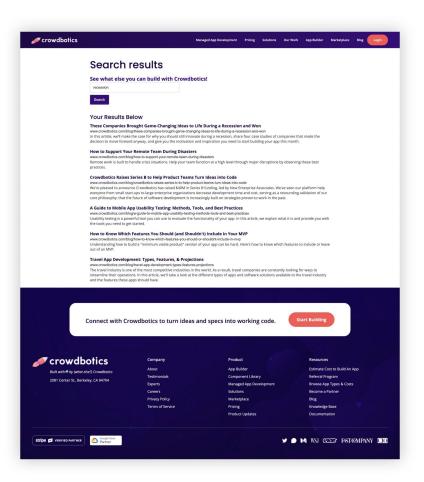


- 1 Offer "light" form alongside detailed quote request
- 1 Reduce number of required fields
- 1 Reduce number of total fields
- 1 Align form w/ context in which it appears on the site
- 1 Add role / industry self-selection w/ branching logic
- 2 Add phone number to form as fallback
- 2 Keep CTAs / related language more inspiring and
- 2 action oriented
- 2 Cleaner, more polished design with clear focal start





- Results match functions
- 1 Show solutions by vertical
- 2 Results contain content abstracts



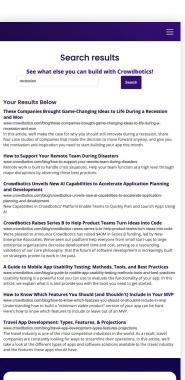


- 1 Presentation of results is cramped and not engaging
- 1 Needs thumbnails to provide visual point of rest
- 1 Header does not match the majority of pages
- 1 No results count
- 1 Content abstracts seem overly long
- 1 No link to pricing or estimate request in body
- 1 Lack of separation between entries
- 2 Search box UI does not match previous page
- 2 No read time for results
- 3 Lack of secondary sort functionality

🟉 crowdbotics	Managed App Development Pricing Solutions Our Work App Builder Mar
	Search results
	See what else you can build with Crowdbotics!
	recession
	Search
	Your Results Below
	These Companies Brought Game-Changing Ideas to Life During a Recession and Won www.crowtbotics.com/blog/these-companies-brought-game-changing-ideas-to-life-during-a-recession-and-won in this article, well make the case for why you should still innovate during a recession, share four case studies of companies that made the decision to move forward anyway, and give you the motivation and inspiration you need to start building your app this month. How to Support Your Remote Team During Disasters www.crowtbotics.com/blog/how/to-support-your-mode-leam-during-disasters Remote work is built to handle crisis situations. Thelp your team function at a high level through major disruptions by observing these best
	practices.
	Crowdbotics Raises Series B to Help Product Teams Turn Ideas into Code www.crowtbotics.ombiogrownobicis-naises-aneise-bi-help-growdu-teams-turn-dase-into-code We're pleased to announce Crowdbotics has raised \$40M in Series B funding, led by New Enterprise Associates. We've seen our platform help everyone from small star-ups to large enterprise organizations decrease development time and cost, serving as a resounding validation of our core philosophy that the future of software development is increasingly built on stategies proven to work in the past.
	A Guide to Mobile App Usability Testing: Methods, Tools, and Best Practices www.crowtbolics.com/blog/a-guide-to-mobile-app-usability-testing-methods-tools-and-best-practices Usability testing is a powerful tool you can use to evaluate the functionality of your app. In this article, we explain what it is and provide you with the tools you need to get started.
	How to Know Which Features You Should (and Shouldn't) Include in Your MVP www.crowtbotics.com/blog/how-to-know-which-features-you-should-or-shouldn-include-in-myp Understanding how to build a "minimum viable product" version of your app can be hard. Here's how to know which features to include or leave out of an NVP.
	Travel App Development: Types, Features, & Projections www.crowdbolics.com/blog/travel-app-development-types-features-projections The travel industry is one of the most competitive industries in the world. As a result, travel companies are constantly looking for ways to streamline their operations. In this article, we'll take a look at the different types of apps and software solutions available to the travel industry and the features these apps should have.



- 1 Shorten content abstracts
- 1 Add results count
- 1 Add ability to sort by role or industry
- Add read time to results
- 1 Add more negative space between entries
- 2 Use thumbnails to better separate the individual results
- 2 Add date to results
- 2 Consider type-ahead results





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Pay attention to what users do, not what they say.

Jakob Nielson

UX Audit Key Findings

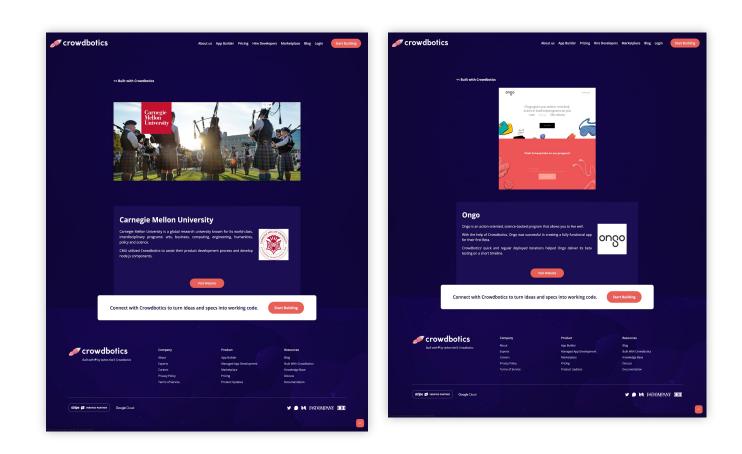
Focus on pattern-based easy wins

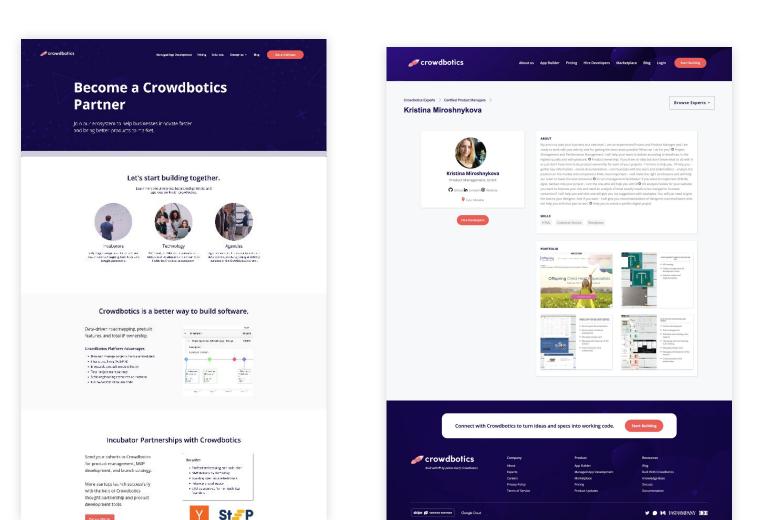
- Artwork quality
- Form length and presentation
- Main navigation
- More CTAs and crosslinks
- Page titles
- Fix mobile issues
- Load times for uncached pages
- Better separation of content
- Homepage covers everything in brief using blades
- Icon quality
- Improvements to Solutions page
- Improvements to homepage
- More "What it is" content
- More screenshots of the product
- Separate testimonials page

Next steps

What's on the horizon

For now, we've focused on low-hanging fruit. But there are lots of different pages that can be addressed when we start thinking holistically.





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An the end of this calculator, you will be provided with a ballpark extinate at the approximate control build your application and the option to specy with a Crawdotrice lispert about the specifics of your build in greater detail for free. This is the best way to further fine tune your total, whether you choose to build with Urowdbat ics or not.

What It's Like to Build An App with Crowdbotics Pro Services

Manages alond evelopment with Crizial both sites to a spatial nutrioursed development experience. It's a bandsion collaboration between you and our dedicated team at exercisito plan, design, build, and microse your auplat the nightest possible quality and on your preferred timeline.

As soon as we receive your estimate results, our so esiteam will reach out to schedule a prief scoping call. This call will dig a little deeper into the information you've submitted and ensure that we have a clear sense of what you'd like to build.

Once we clearly understance your built plan, well word you a data of propose, explaining the full scape at work to an delivered, from there, we will assign a product manager and team of developers who will non-creating as every stop of the way. You'll enjoy daily and week y check ins until your applis live, and oneoing support and iteration from there.

What Makes Crowdbotics Different?

Our process leverages a simple truth about software cleve opment, most new applications look like applications that have been built before.

That's not to say that there are no new applicase. Rather, it means that no matter how unique or revolutionary your idea s, there are fundamental best practices that are used by developers scress the globe to build leading application.

Bather than reinvent the wheel for each new app, our platform offers a growing cassing of prebuilt app features and product specificity you to pull right off the sholt.

This enables us to assemble the basic structure of your application rapidly, leaving more time for sustainization and finejuring.

(Some of the) Variables In The Cost Estimate Equation

· Platform Build hybrid dasktop/mobile, GS, Antro d. or progressive web caps through Drowdaetics.

 Language and Frameworks React Native and Django are our default frameworks, but you can request others.

Features

Chaose from onens of commany requested context management. eCommerce, finance, gamilication, inwomey management, media, ander ng. anopia management, productivity, A., privary, and occiai media traduces.

 Design Needs Request a beautiful comprehensive visual story from our expert designers.

· Integrations Integrations available for Docusign: Presidenk, Sahreets. HubSpot, Intercont, ZenDesc, MalChing, Minpanel Controls, Quicktonis, Static Nermae, Tallin, YosTuoe, and more

Overall Complexity

Add oustom logic, complex algorithms, and other assurces data manipulation.

 Data Storage Options for light, moderate, or heavy storage options.

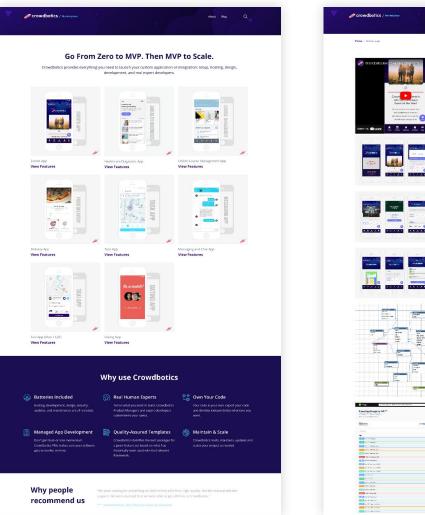
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· Security



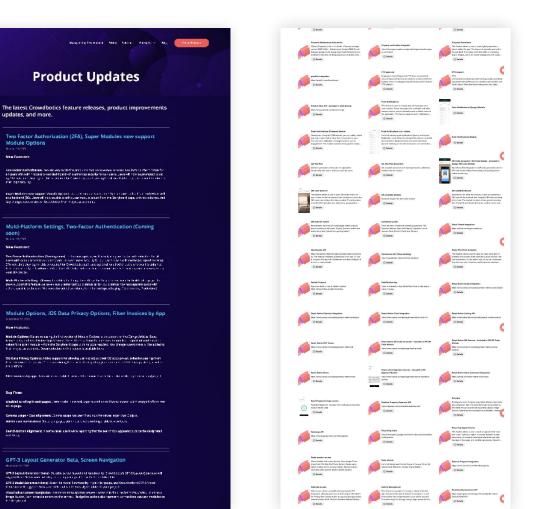
Get started If you're looking to explore the capabilities of our Dashboard and begin your project, this category provides the essential resources.	Billing and Plans If you have any questions about Crowelbotics billing, such as our plans, pricing, and management, we have some helpful resources for you to check out.	Troubleshooting & Support All the necessary resources to assis you if you face any challenges with Crowdbotics
See all articles 🔸	See all articles \rightarrow	See all articles →
Crowdbotics What Is?	Crowdbotics How to?	Crowdbotics Builder
Crowdbotics What Is? We have put together a collection of	The "How to" collection of resources	This category includes technical
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We have put together a collection of helpful resources that can assist you in understanding our Dashboard	The "How to" collection of resources with step-by-step instructions. Start exploring our guides today and	This category includes technical documentation that provides guidance to engineers who use the

Sign in Crowdbotics Knowledge Base Y f in Co to Deshboard & Contact Support Sign in



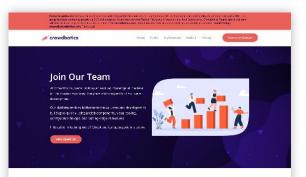


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OUR MISSION

In change the world through any mechanism of the been.

THAT'S WHERE YOU COME IN

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What We Offer ۲ Unimited

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