



Crowdbotics UX Audit Findings

October 19, 2023

Maximize ROI
Minimize Lift

- 1 Models
- 2 Heuristics
- 3 Audit
- 4 Suggestions

Agenda.

Matching Mental Models

Objectives



**Target Current Pain
Points**



**Leverage Critical
Moments**



**Identify the Easiest
Wins**



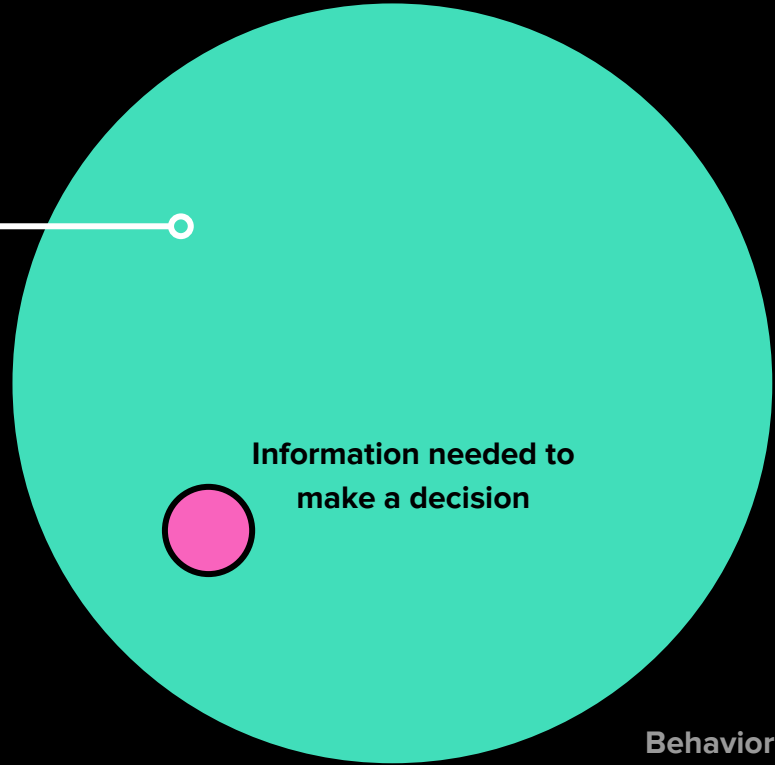
**Establish backlog for
future execution**

It'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.

All the information



Information needed to
make a decision

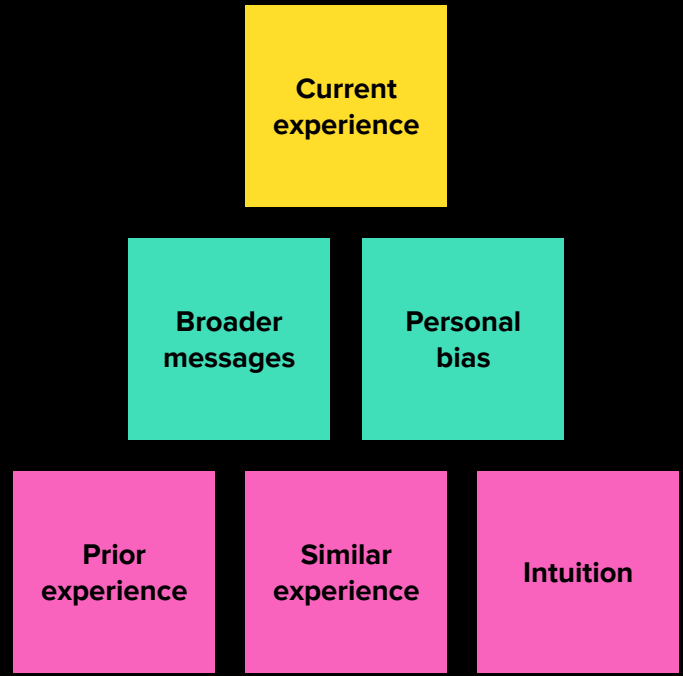
Discovery.

Behavior

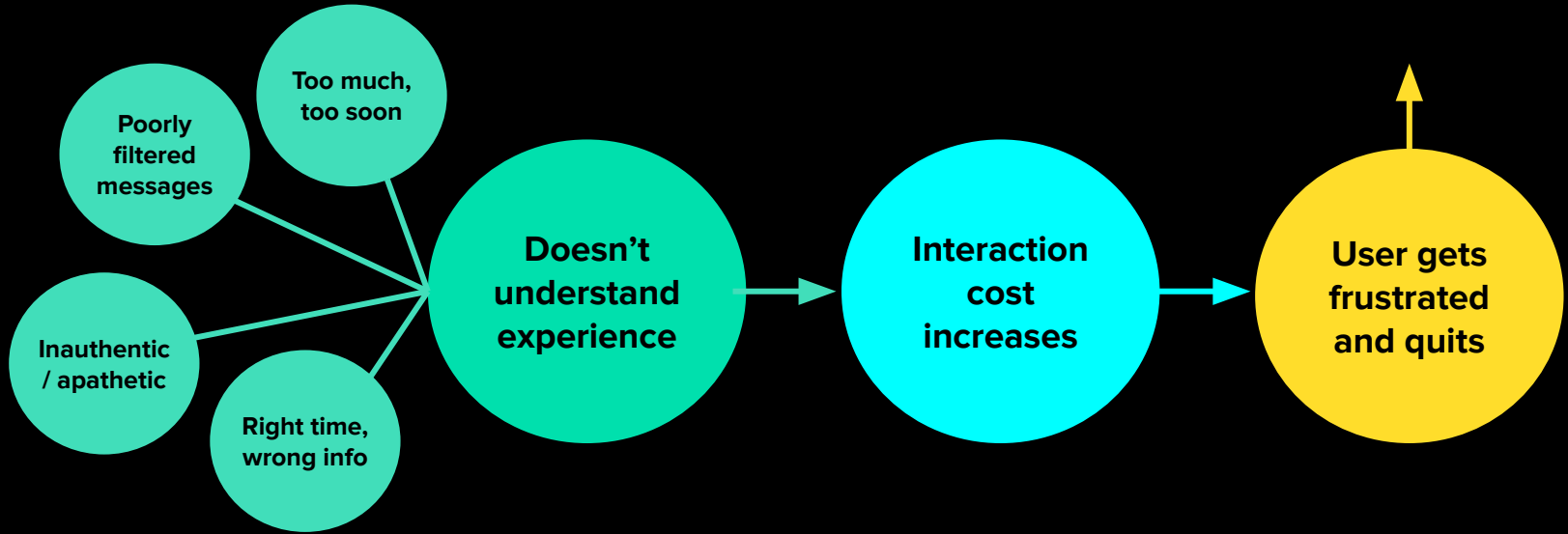
Making the Models Match

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

How mental models are built

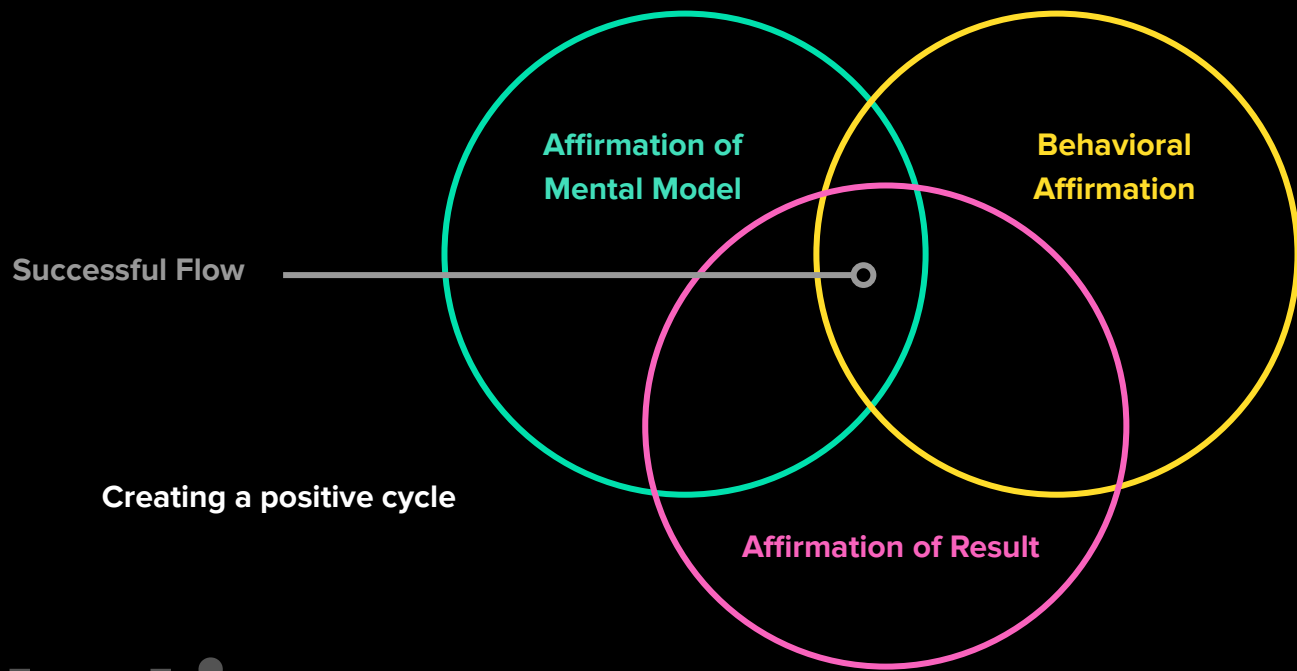


Construction.



Disorientation.

Mental model mismatch



Orientation.

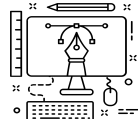
Focusing the Narrative Toolset

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.



Recognition



Minimalism



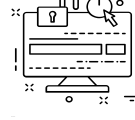
Consistency



Mapping



User Control

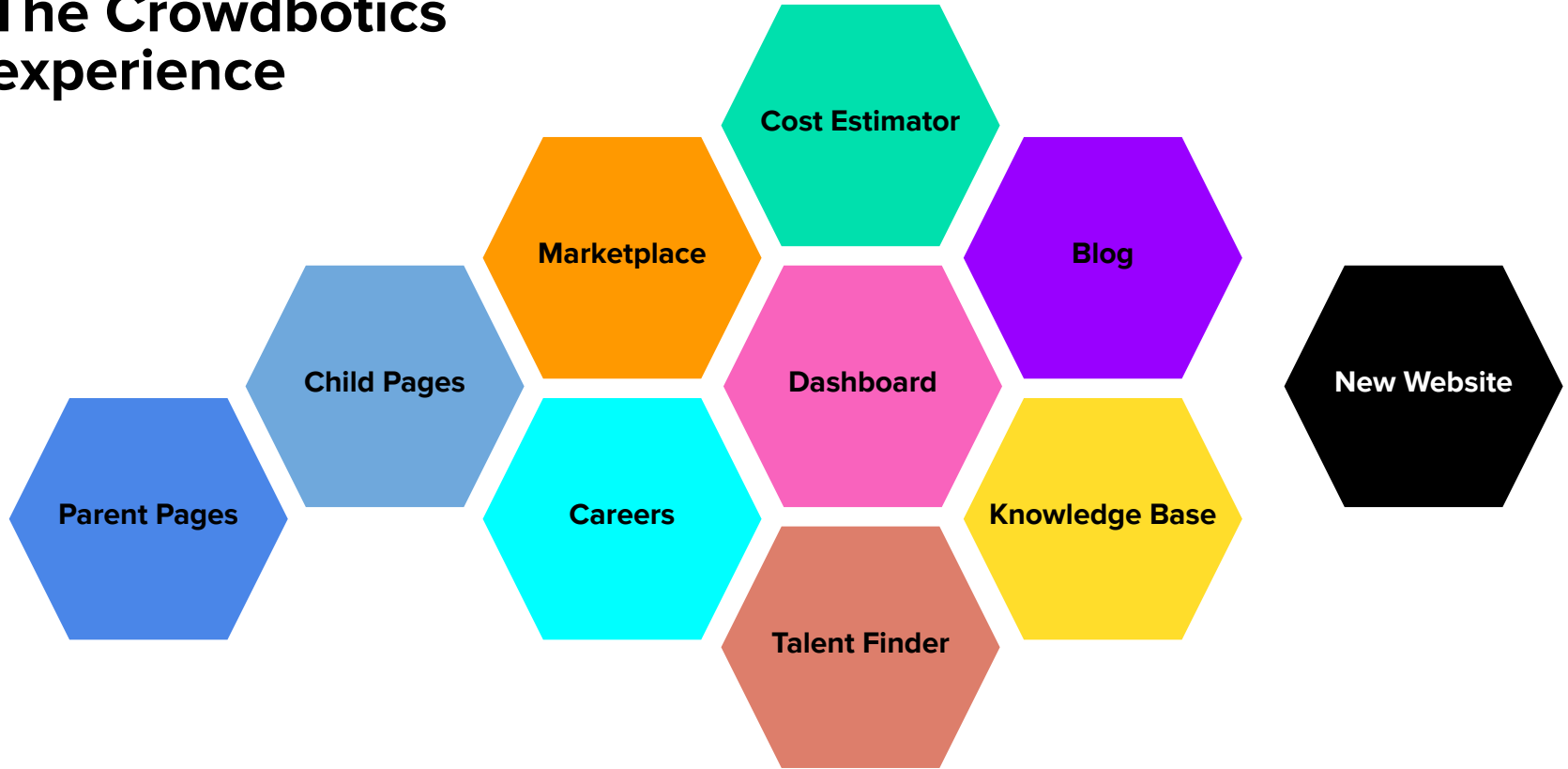


Flexibility

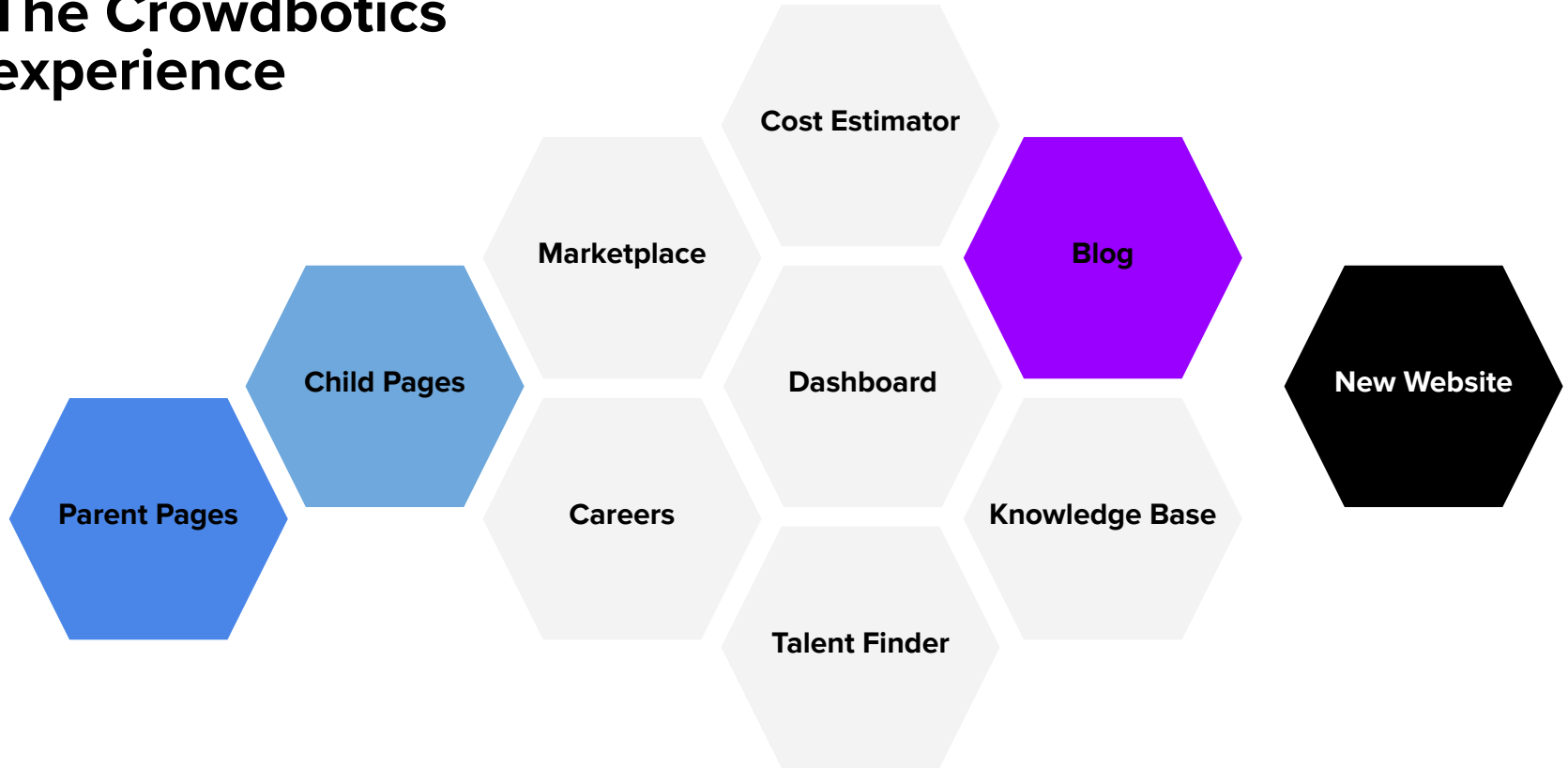
UX Audit Findings

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

The Crowdbotics experience



The Crowdbotics experience



Scores tell the story.

Positives

- 1 is **highest** value
- 2 is **moderate** value
- 3 is **lowest** value

Negatives

- 1 is **highest** priority
- 2 is **medium** priority
- 3 is **lowest** priority

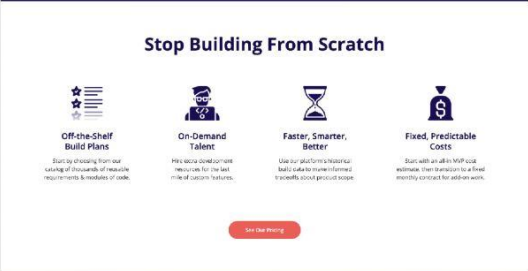
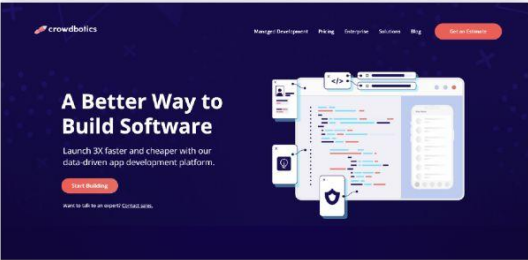
Suggestions

- 1 is **highest** effort
- 2 is **moderate** effort
- 3 is **lowest** effort

1

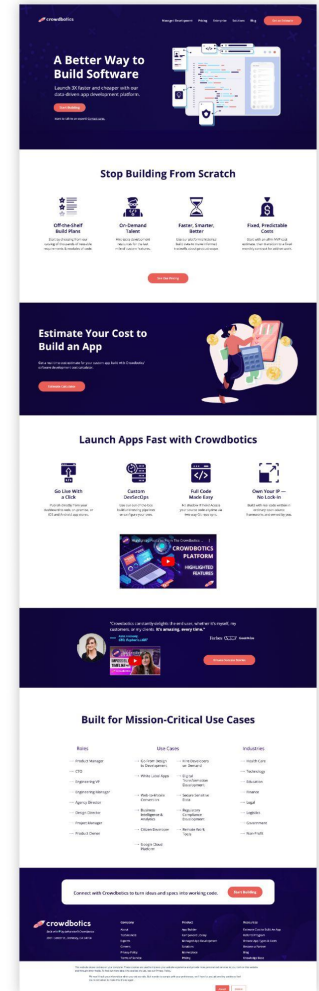
Homepage Positives

- 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 Homepage Negatives

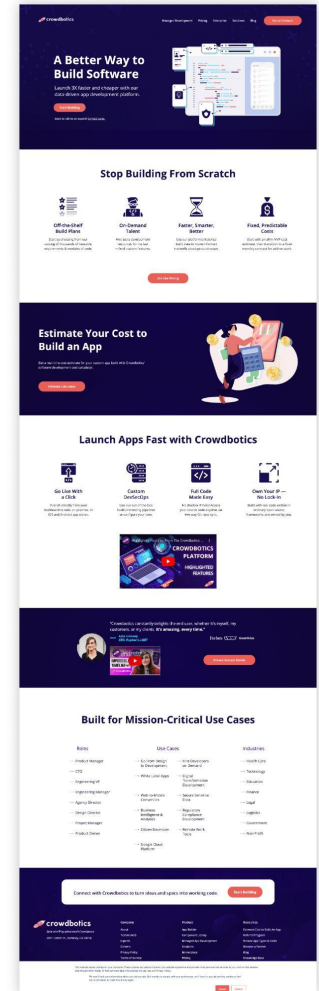
- | | | | |
|---|--------------------------------|---|---------------------------------------|
| 1 | Oversimplified design | 2 | How It Works not clearly presented |
| 1 | Lack of content crosslinks | 2 | Pricing CTA not prominently displayed |
| 1 | Funnel narrows too quickly | 2 | Video quality doesn't match product |
| 1 | Low number of CTAs | 3 | Privacy notice convoluted |
| 1 | Main nav broken on mobile | 3 | Chatbot hard to notice |
| 1 | Navigation is confusing | 3 | L/R UP/DOWN scan is poor |
| 1 | Complex "blind" forms repeated | 3 | Artwork quality |
| 2 | Roles poorly presented | | |
| 2 | Use Cases poorly presented | | |
| 2 | Industries poorly presented | | |



1

Homepage Suggestions

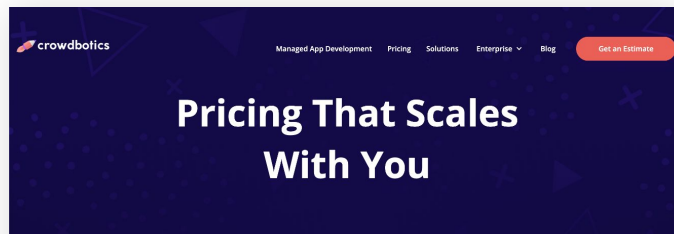
- 1 Develop 4-5 pieces of new artwork
- 2 Add Pricing CTA to navigation
- 2 Improve quality of iconography
- 2 Motion loop to highlight video
- 2 Motion loop for video
- 3 More crosslinks
- 3 More CTAs
- 3 Tie on page content to pricing
- 3 Fix main nav for mobile
- 3 Vary colors in content blades
-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



2

Pricing Page Positives

- 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



Plan For Free, Build When Ready



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. View technical specs | We'll work with you to finalize your build plan and deliver a custom-quoted MVP in 90 days. View technical specs | Same as the Pro plan, but with support for advanced hosting and compliance needs. View technical specs | White-glove creation of your own private catalog and a two-year strategic code reuse roadmap. View technical specs |
| 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?

[Estimate with an Expert](#)

2

Pricing Page Negatives

- 1 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

crowdbotics

Pricing That Scales With You

Plan For Free, Build When Ready

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

↓

90-Day MVP
Get a custom quote to turn your build plan into a live MVP within 90 days.

↓

Crowdbotics Care
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

| Community | Pro | Advanced |
|--|---|---|
| \$0 | \$189 | \$459 |
| Use our prefab catalog and scoping tools to quickly convert your app idea into a build plan. | We'll work with you to finalize your build plan and deliver a custom-quoted MVP in 90 days. | Same as the Pro plan, but with support for advanced hosting and compliance. |

[View technical specs](#)

2

Pricing Page Suggestions

- 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 section used elsewhere
- 3

Plan For Free, Build When Ready



Subscription Plans & Pricing

| | Build With Us | | | Build Like Us |
|------------------------|---|---|---|---|
| | Community | Pro | Advanced | Enterprise |
| Price Per Month | \$0 | \$200 | \$400 | Custom |
| Includes | <ul style="list-style-type: none"> Use our guide to plan and scope your app. Build your MVP in 90 days. We'll support you through launch and beyond. | <ul style="list-style-type: none"> We'll work with you to create your MVP. We'll support you through launch and beyond. We'll help you scale your app. | <ul style="list-style-type: none"> Same as the Pro plan, but with support for your app's unique needs. We'll support you through launch and beyond. We'll help you scale your app. | <ul style="list-style-type: none"> We'll work with you to create your MVP. We'll support you through launch and beyond. We'll help you scale your app. |
| Support | No SLA General Support: 24/7 Email Support | Optional add-on: 24/7 SLA Support Live Support: 24/7 | Optional add-on: 24/7 SLA Support Live Support: 24/7 | Custom SLA Live Support: 24/7 |

Ready to start building?
[Get started with an Expert](#)

Estimate Your Cost to Build an App

Get a real-time cost estimate for your custom app. Build with Crowdbotics and have development cost calculated.

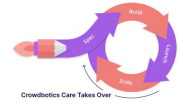
[Learn More](#)



Keep Growing With Crowdbotics Care

App development isn't a one-and-done engagement. It's an ongoing process. Crowdbotics Care is a subscription-based service that provides ongoing support, maintenance, and performance optimization for your app.

- Crowdbotics Care Benefits**
- Keep a team in place once your MVP has launched.
 - Fixed monthly resource allocation for predictable budgeting.
 - 24/7 SLA for high-priority or downtime issues.
 - On-call support for faster issue resolution.
 - Regular updates to features and design improvements.



Frequently Asked Questions

| | |
|---------------------------------------|--|
| What is an MVP? | What is Crowdbotics Care? |
| Can I really build my MVP in 90 days? | What is Crowdbotics Care (Support-Only)? |
| What is project scope? | What is a bug? |

“

**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 user intent
- 2 Uses inline form
- 3 Page content is in-depth

Managed App Development with Crowdbotics

Go from idea, wireframe, or technical specs to working applications ridiculously fast with our app development platform.

facebook UBER IBM Berkeley Microsoft Slack AIRBUS

Get business-ready applications and features into production faster.

Most applications use the same features, so why build them from scratch each time?

Crowdbotics identifies the best software packages for a given feature set, based on what has historically been used to build similar apps.

Our own network of expert developers and product managers then work with you every step of the way to get your application into production.

- Watch your application develop in real-time with daily releases.
- Compare the cost of new features before you build
- Connect with modern product development tools such as Slack, Trello, JIRA, and GitHub.
- You own the intellectual property and code.
- Crowdbotics works with your in-house development team, or independently. Whatever makes the most sense for you.

Free App Development Quote: Estimate cost and timeline for your custom app

Full confidentiality with link available.

First Name*

Last Name*

Company Name*

Email*

Industry*

Country/Region*

Phone Select*

Job Title*

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

Target Start Date

Phone Select*

Phone number*

Target Project Budget*

How did you first hear about Crowdbotics?

Which best describes your current situation?

Start Building

We are your trusted partners for custom app development.

Managed app development with Crowdbotics isn't the typical outsourced development experience you would get with any other app building 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.

Here's what to expect:

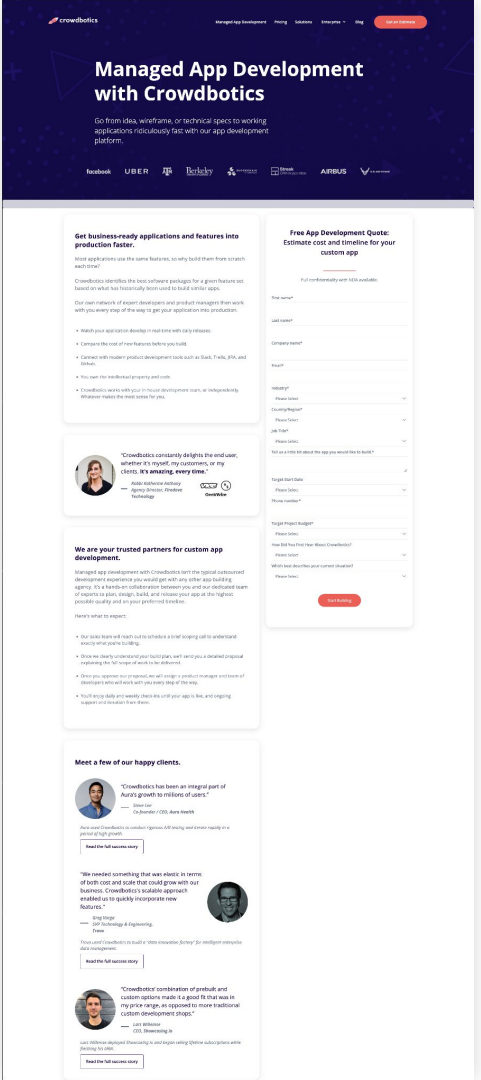
- Our sales team will reach out to schedule a brief scoping call to understand exactly what you're building.
- Once we clearly understand your build plan, we'll send you a detailed proposal explaining the full scope of work to be delivered.
- Once you approve our proposal, we will assign a product manager and team of

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

- 3 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



“

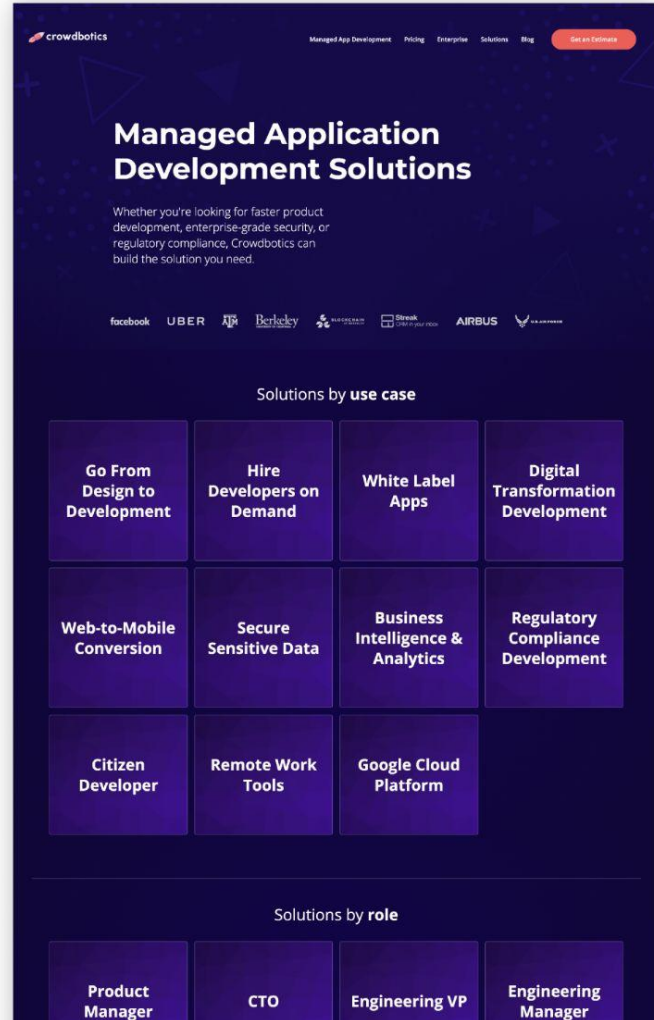
**The next big thing is
the one that makes
the last one usable.**

Blake Ross

4

Solutions Page Positives

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

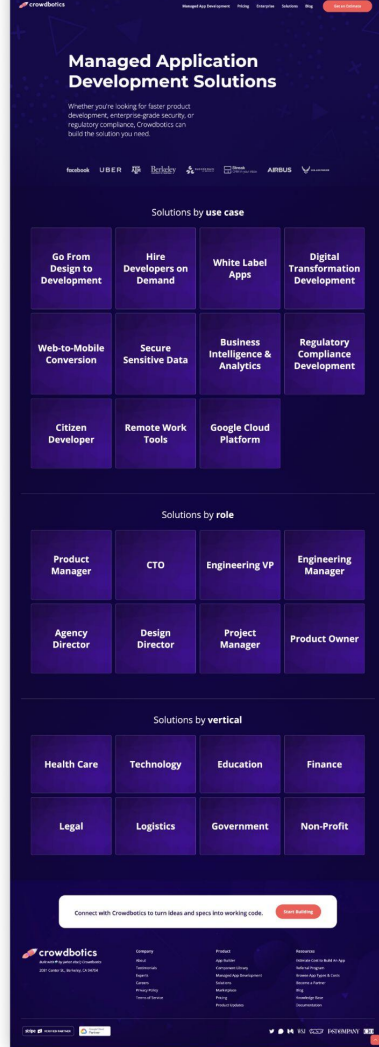


4

Solutions Page

Negatives

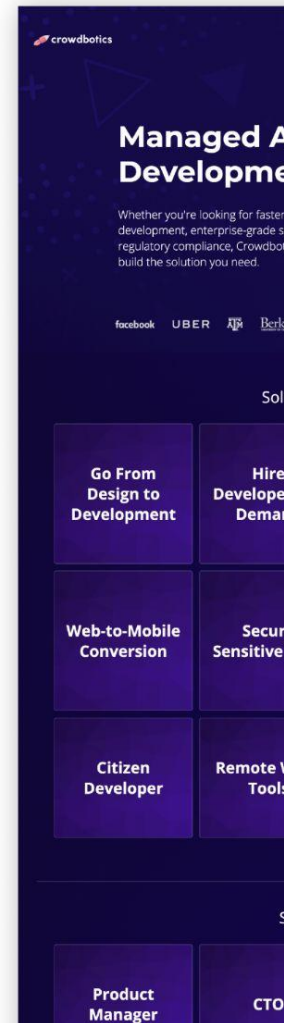
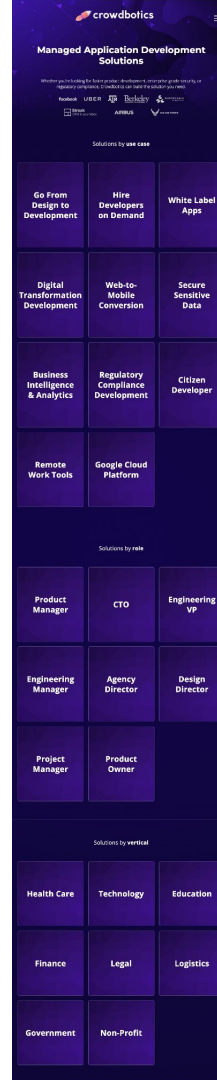
- 1 Lacks originality or focal point
- 1 Layout performs poorly on mobile
- 1 Presentation of tiles is not engaging
- 1 Needs icons to support tile content
- 1 Lack of blades to break up the overwhelming number of similar tiles
- 1 Design is repetitive
- 1 Too few CTAs
- 1 Page title repeats “Managed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



4

Solutions Page Suggestions

- 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



“

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

Julie Zhou

5

Why CodeOps Page Positives

- 1 Plenty of graphics to explain concepts
- 1 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

crowdbotics

Boost organizational efficiency with systemic code reuse

A no-compromise solution to speed up app development

Who is Crowdbot?

Crowdbotics provides required AI and code reuse capabilities

Innovators Choosing Crowdbotics

U.S. AIR FORCE

Efficient development means fast app delivery

Safe Generate AI

Code-Reuse

Compliance Capabilities

Create & Test App Development

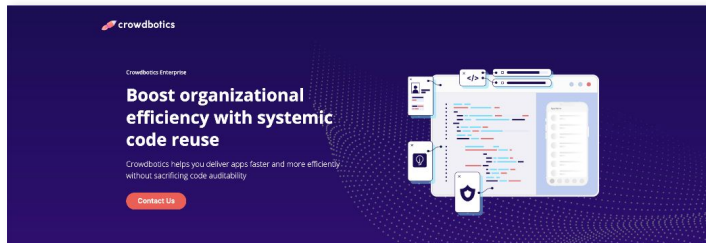
crowdbotics

Contact Us To Learn More

5

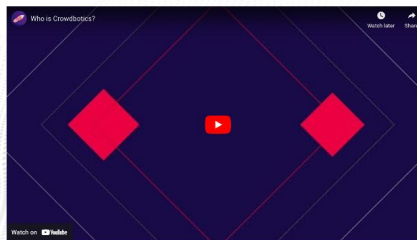
Why CodeOps Page Negatives

- 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 cost and slow progress of conventional app development, business teams are turning to low- and no-code platforms to build the apps they need themselves. However, in exchange for visual builders and out-of-the-box components, companies lose access to the underlying codebase, along with code auditability, extensibility, and portability. There is a better way forward. Crowdbotics accelerates app development by improving accessibility for non-developers and efficiency for developers, while maintaining governance for IT.



Crowdbotics provides required AI and code reuse capabilities

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



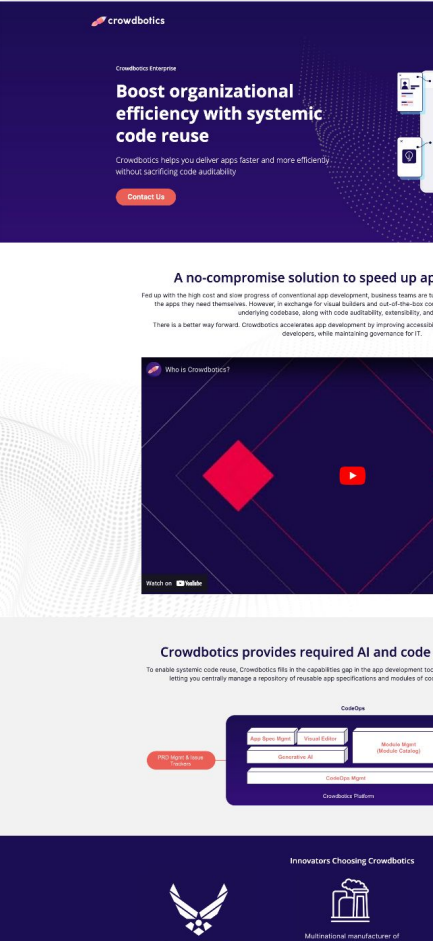
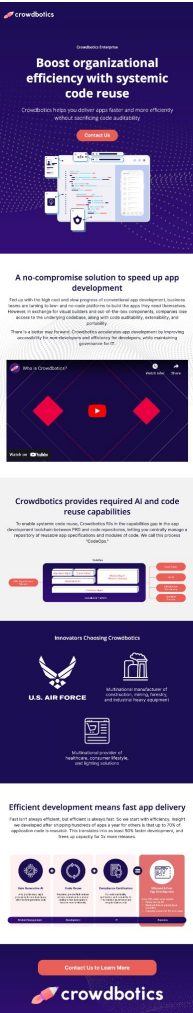
Innovators Choosing Crowdbotics



5

Why CodeOps Page Suggestions

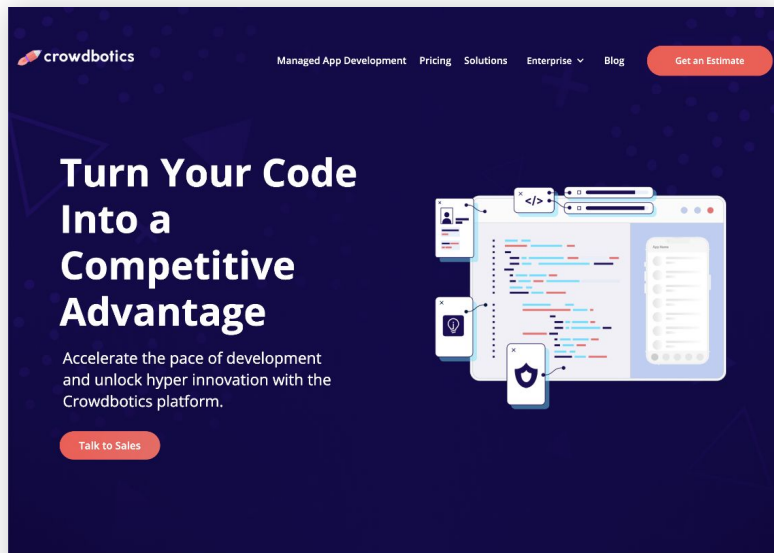
- 1 Rework second infographic for icon quality
- 2 Video section with background motion loop
- 2 Create blades to break out sections
- 3 Add more CTAs and crosslinks
- 3 Consider destination of header CTA
- 3 Rework first infographic to include imagery



6

Platform Page Positives

- 1 Content well packaged
- 1 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



The screenshot shows the top portion of the Crowdbotics website. The header includes the Crowdbotics logo, navigation links for 'Managed App Development', 'Pricing', 'Solutions', 'Enterprise', and 'Blog', and a 'Get an Estimate' button. The main content area features a dark blue background with the headline 'Turn Your Code Into a Competitive Advantage'. Below the headline is a sub-headline: 'Accelerate the pace of development and unlock hyper innovation with the Crowdbotics platform.' and a 'Talk to Sales' button. To the right of the text is an illustration of a code editor interface with various icons representing different development tools and services.

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



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QUALIFIED

crowdbotics

Managed App Development Pricing Solutions Enterprise Blog Get an Estimate

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Get an Estimate

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Build with Purpose

Start with off-the-shelf features so that your team can focus on building the features that really matter.

- Automatically scaffold and assemble starter code from custom PRDs with Assembly AI.
- Select public modules from our existing pool or create your own private repository according to your preferred frameworks and standards.
- Generate UIs and data models with AI.

Reuse for Maximum Productivity

Automate innovation at code 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.

Code Reuse

| Code Reuse | Scaffold Code Reuse | Module Code Reuse | Endpoint Code Reuse |
|------------|---------------------|-------------------|---------------------|
| 8% | 7% | 48% | 12% |

Code Credits in the past 30 days

Connect with Crowdbotics to turn ideas and specs into working code. [Start Building](#)

crowdbotics

2021 Center St., Berkeley, CA 94704

Company: About, Feedback, Careers, Contact

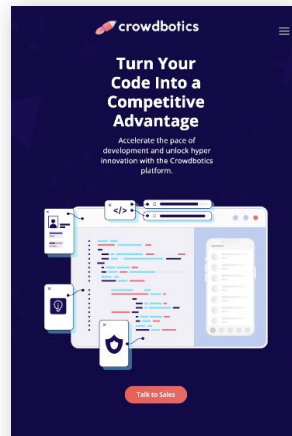
Product: App Builder, Component Library, Managed App Development, Solutions, Pricing & Partner

Resources: Estimate Cost to Build An App, Referral Program, Download App Store & Google Play, Building a Partner

6

Platform Page Suggestions

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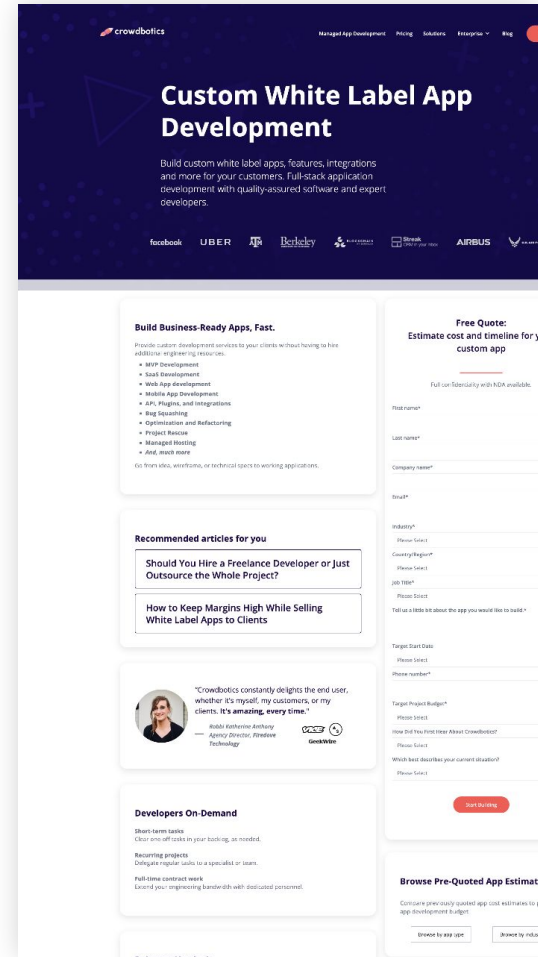
crowdbotics

7

Solutions Detail Page

Negatives

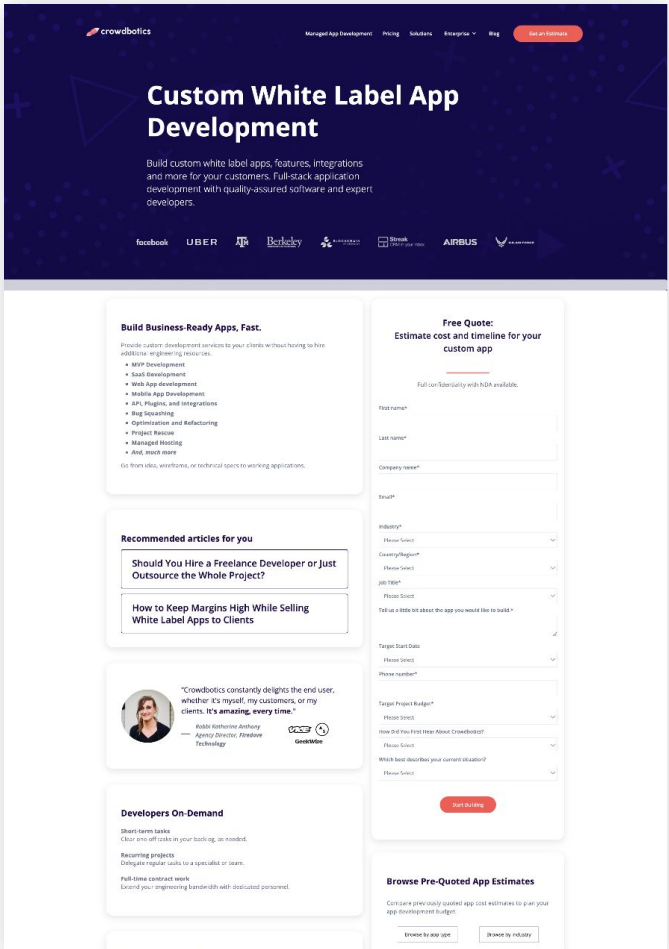
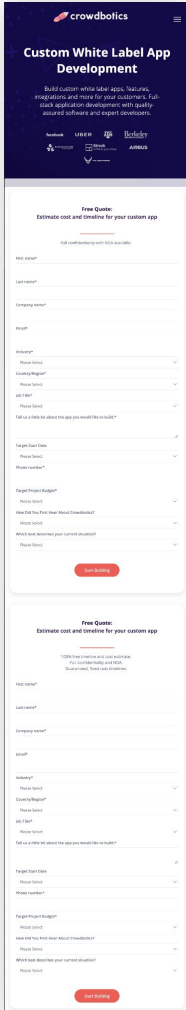
- 1 Recycles same page template and content used frequently elsewhere
- 1 Excessive length; should be edited
- 1 Mingled testimonials muddle page content
- 1 Features and benefits should be first
- 1 Page title is confusing and misleading
- 1 Relevant roles should be higher on page to address target
- 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



7

Solutions Detail Page Suggestions

- 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



“

**Usability is like love.
You have to care, you
have to listen, and
you have to be
willing to change.**

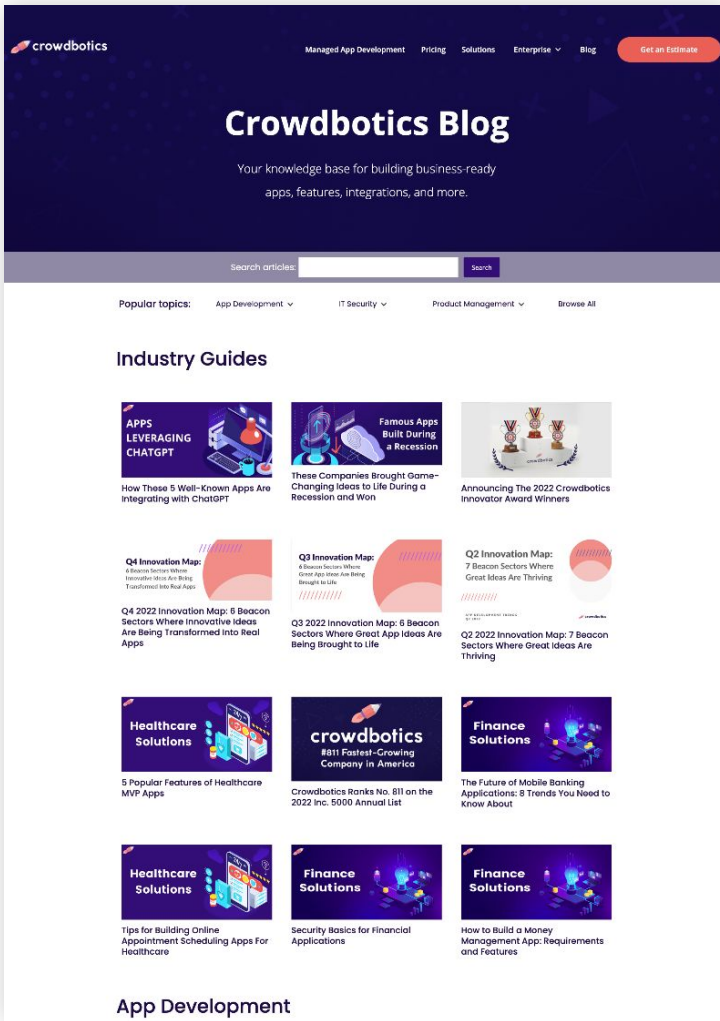
Jeffrey Zeldman

8

Blog Archive Page Positives

- 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

QUALIFIED



App Development

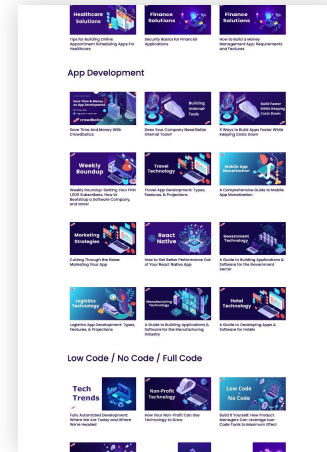
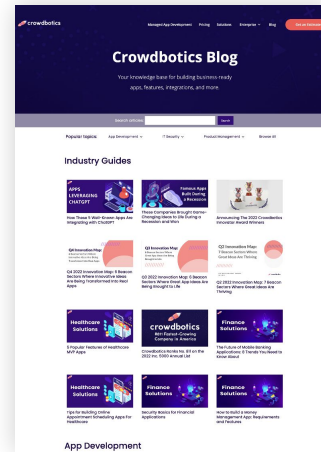
8

Blog Archive Page

Negatives

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

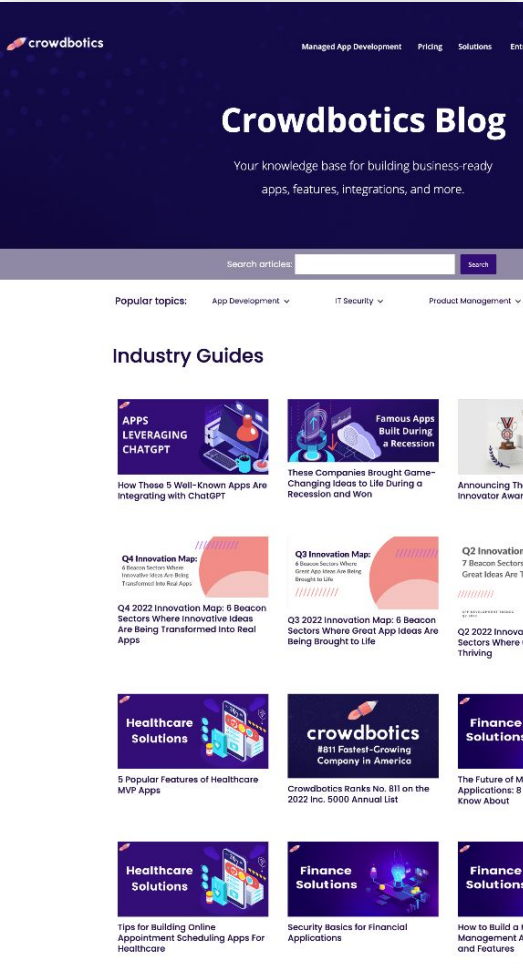
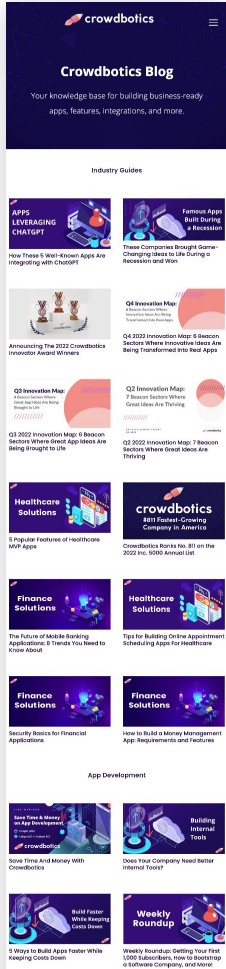
- 2 Lack of sort function with more diverse categories
- 2 Lack of diversity / depth in subject matter
- 2 Header block is oversimplified
- 2 No read time for entries
- 3 Grid seems overly tight and unattractive



8

Blog Archive Page Suggestions

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



9

Blog Detail Page Positives

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

The screenshot shows a blog post on the Crowdbotics website. The title is "How These 5 Well-Known Apps Are Integrating with ChatGPT". The article discusses how five well-known apps (Expedia, Instacart, Speak, etc.) are integrating with ChatGPT. The text is well-structured with clear headings and sub-sections.

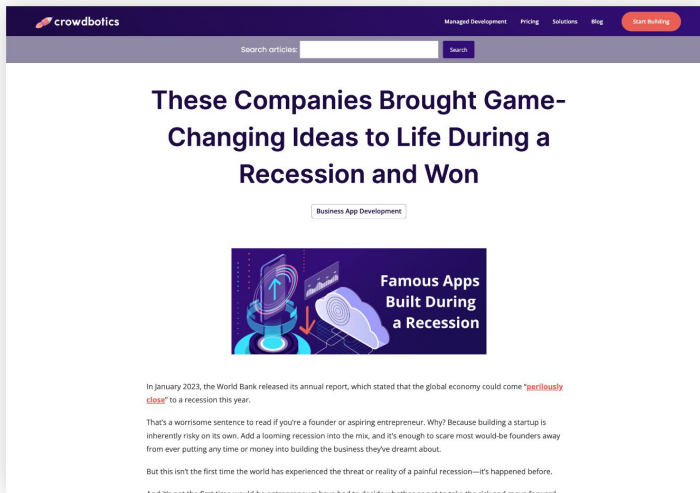
The screenshot shows a blog post on the Crowdbotics website. The title is "5 Ways to Build Apps Faster While Keeping Costs Down". The article lists five ways to build apps faster and cheaper: Set Your Budget & Timeline, Interview End Users, Adopt an MVP Mentality, Design Wireframes in Figma, and Build a Strong Foundation. The text is well-structured with clear headings and sub-sections.

9

Blog Detail Page

Negatives

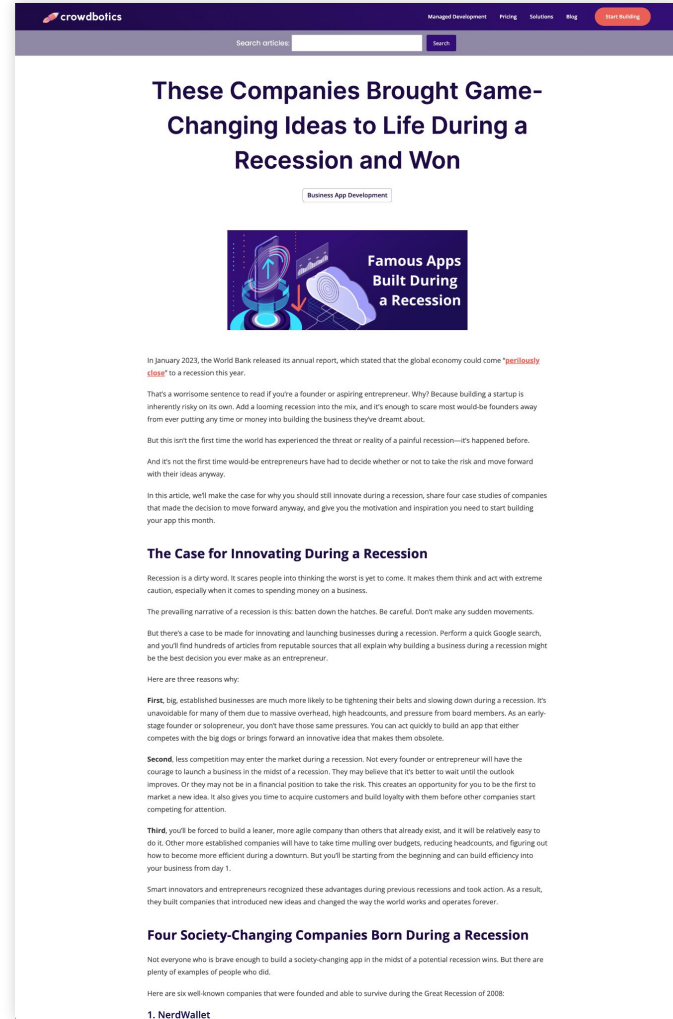
- 1 Header design is oversimplified
- 1 Header image is not compellingly presented
- 1 Lacks read time
- 1 Lacks target audience group flag
- 1 No pull text or pull quotes
- 1 No “back to” results
- 1 Lack of clear visual focal point
- 1 Content cards broken into two pieces
- 2 Lacks content abstract or pull quote
- 2 Lack of primary tags for article
- 3 Lacks in-line images
- 3 Lacks any relevant infographics or visuals
- 3 Lacks “back to top” button





Blog Detail Page Suggestions

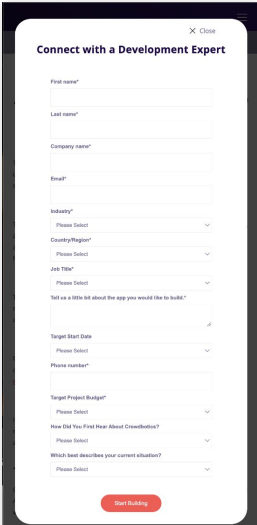
- 2 Add inline images
- 2 Add more unique and compelling header image
- 2 Present header in a more consistent manner
- 2 Investigate efficacy of visual tag cluster
- 3 Add content abstract
- 3 Add pull text or pull quote
- 3 Better distinguished hyperlinks
- 3 Additional CTAs
- 3 Add tags to cue audience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



10

Forms Modal Positives

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



Cardless ATM's verify identities by sending customers a SMS text message with a confirmation pin number, or by using other biometric methods like fingerprint scans, voice detection, or facial recognition. Some cardless ATMs also verify through the use of QR codes and Near-Field communication (NFC).

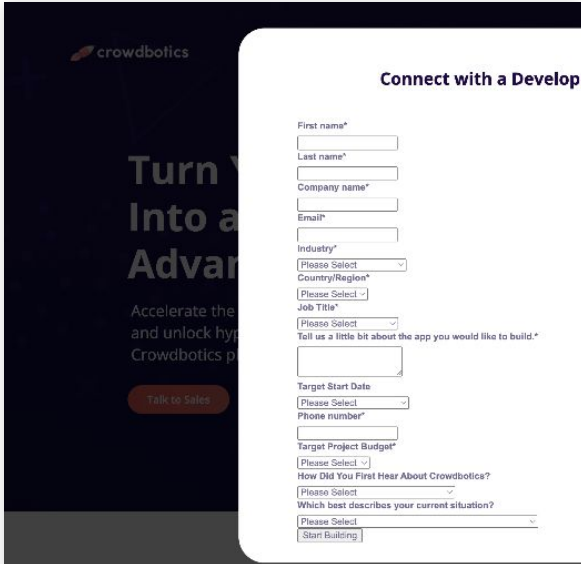
These methods are meant to help reduce fraud attempts and lower the need for physical notes at banks.

One source expects the cardless ATM market to grow by \$2.11 billion over the next four years.

Chase, Mastercard, Bank of America, and Wells Fargo all offer cardless ATMs at banking locations in the U.S.

2. Budgeting & Spending Tools

Budgeting and spending tools are also popular features that developers are including in new mobile banking applications.



A Better Way to Build

Learn how Crowdbotics reduces your time 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.

10

Forms Modal Negatives

- 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

Turn Your Into a Advanced

Accelerate the
and unlock hyp
Crowdbotics p

Talk to Sales

Connect with a Development Expert

First name*

Last name*

Company name*

Email*

Industry*

Country/Region*

Job Title*

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

Target Start Date

Phone number*

Target Project Budget*

How Did You First Hear About Crowdbotics?

Which best describes your current situation?

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



10

Forms Modal Suggestions

- 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 action oriented
- 2 Cleaner, more polished design with clear focal start

The image shows a screenshot of a website for Crowdbotics. A modal window is open, titled "Connect with a Development Expert". The modal contains a form with the following fields:

- First name*
- Last name*
- Company name*
- Email*
- Industry*
- (Please Select) Country/Region*
- (Please Select) Job Title*
- (Please Select) Tell us a little bit about the app you would like to build.*
- Target Start Date
- (Please Select) Phone number*
- Target Project Budget*
- (Please Select) How did you first hear about Crowdbotics?
- (Please Select) Which best describes your current situation?
- (Please Select) Start Building

Below the modal, the website content includes:

- A Better Way to Build Software**: Learn how Crowdbotics reduces your team's time to market. By up to 20%.
- Plan for Success**: Reduce planning and stakeholder alignment cycles from weeks to minutes with best-in-class automatic specification tools.
 - Generate a color house 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
- Build with Purpose**: Start with off-the-shelf features so that your team can focus on building the features that really matter.
 - Automatically scaffold and assemble starter code from custom PRDs with Assembly AI
 - Select public modules from our existing pool or create your own private repository according to your preferred frameworks and standards
 - Generate UI and data models with AI

12

Search Results Positives

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

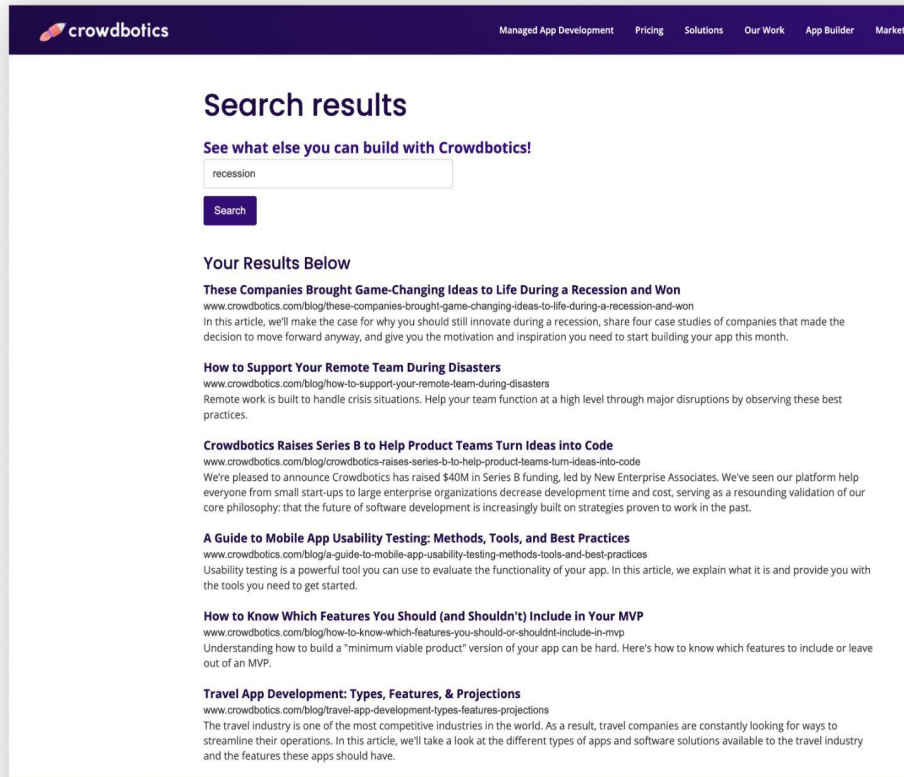
The screenshot shows the Crowdbotics website's search results page. At the top, there's a navigation bar with the Crowdbotics logo and links for Managed App Development, Pricing, Solutions, Our Work, App Builder, Marketplace, Blog, and Login. The main heading is "Search results" with the sub-heading "See what else you can build with Crowdbotics!". Below this is a search input field containing the word "recession" and a "Search" button. The results section is titled "Your Results Below" and lists several articles with their titles and brief abstracts:

- These Companies Brought Game-Changing Ideas to Life During a Recession and Won**
www.crowdbotics.com/blog/these-companies-brought-game-changing-ideas-to-life-during-a-recession-and-won
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.
- How to Support Your Remote Team During Disasters**
www.crowdbotics.com/blog/how-to-support-your-remote-team-during-disasters
Remote work is built to handle crisis situations. Help 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.crowdbotics.com/blog/crowdbotics-raises-series-b-to-help-product-teams-turn-ideas-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 start-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 strategies proven to work in the past.
- A Guide to Mobile App Usability Testing: Methods, Tools, and Best Practices**
www.crowdbotics.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.crowdbotics.com/blog/how-to-know-which-features-you-should-or-shouldnt-include-in-mvp
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 MVP.
- Travel App Development: Types, Features, & Projections**
www.crowdbotics.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.

At the bottom of the page, there's a call-to-action: "Connect with Crowdbotics to turn ideas and specs into working code." with a "Start Building" button. Below this is a footer with the Crowdbotics logo, address, and a grid of navigation links for Company, Product, and Resources.

Search Results Negatives

- 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 Market

Search results

See what else you can build with Crowdbotics!

Search

Your Results Below

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A Guide to Mobile App Usability Testing: Methods, Tools, and Best Practices
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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.

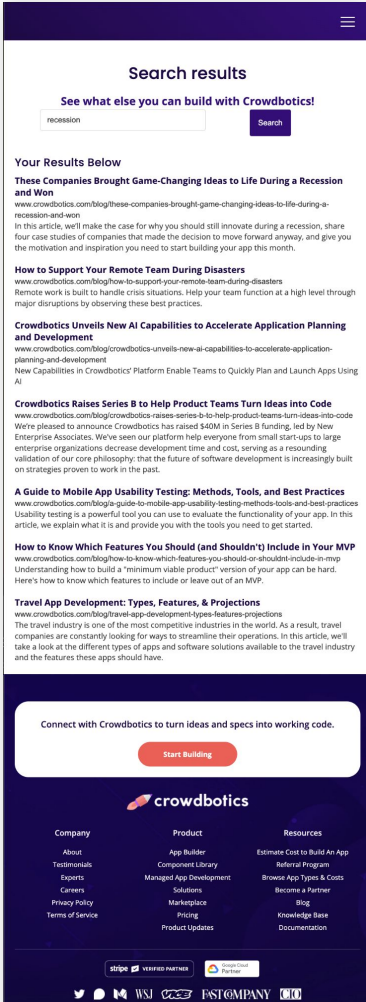
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11

Search Results Suggestions

- 1 Shorten content abstracts
- 1 Add results count
- 1 Add ability to sort by role or industry
- 1 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



“

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

Jakob Nielsen

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.

crowdbotics

About us App Builder Pricing Hire Developers Marketplace Blog Login [Start Building](#)


<< Built with Crowdbotics



Carnegie Mellon University

Carnegie Mellon University is a global research university known for its world-class, interdisciplinary programs in arts, business, computing, engineering, humanities, policy and science.

CMU utilized Crowdbotics to assist their product development process and develop mobile components.



[Visit Website](#)

Connect with Crowdbotics to turn ideas and specs into working code. [Start Building](#)

crowdbotics
Built with #1 by (aher esst) Crowdbotics

Company




































































































- About
- Experts
- Careers
- Privacy Policy
- Terms of Service

Product

- App Builder
- Managed App Development
- Marketplace
- Pricing
- Product Updates

Resources

- Blog
- Built With Crowdbotics
- Knowledge Base
- Discus
- Documentation

stripe                                                                                                   

crowdbotics

Managed App Development Pricing Solutions Company Blog [Get an Estimate](#)

Become a Crowdbotics Partner

Join our ecosystem to help businesses innovate faster and bring better products to market.

Let's start building together.

Learn more about how we build, test, launch, and scale your mobile applications.



Incubators

Helping startups launch and scale their mobile applications with our platform.



Technology

Providing the latest mobile development tools and frameworks to our partners.



Agencies

Offering our platform as a service to agencies and their clients.

Crowdbotics is a better way to build software.

Data-driven roadmapping, pre-built features, and total IP ownership.

Crowdbotics Platform Advantages

- Platform managed projects from start to end
- 8 weeks to build MVP
- IP shared, total IP owned by client
- Total product ownership
- Scalable engineering resources
- Full ownership of the code



Incubator Partnerships with Crowdbotics

Send your cohorts to Crowdbotics for product management, MVP development, and launch strategy.

More startups launch successfully with the help of Crowdbotics through our partnership and product development tools.

- Benefits
- Refreshment to existing tech stack
 - Support for the client's business
 - Scalable and flexible development
 - Instant product launch
 - 24/7 support for the client's business

Partnerships



crowdbotics

About us App Builder Pricing Hire Developers Marketplace Blog Login [Start Building](#)

Crowdbotics Experts > Certified Product Managers >

Kristina Miroshnykova



Kristina Miroshnykova

Product Management, UX/UX

GitHub LinkedIn Website

Location: Ukraine

[Hire Developers](#)

ABOUT

My aim is to take your business to a new level. I am an experienced Project and Product Manager and I am ready to work with you side by side for getting the best result possible! What can I do for you? **Project Management and Performance Management:** I will help you learn to deliver according to deadlines, in the highest quality and with pleasure. **Product ownership:** If you have an idea but don't know what to do with it or just don't have time to do product ownership for each of your projects. I'm here to help you. I'll help you gather key information, create documentation, communicate with the team and stakeholders, analyze the position on the market and competitors AND, most important - I will make the right conclusions and will help you learn to make the best decisions. **UX/UI management facilitation:** If you want to implement UX/UI, Agile, Kanban into your project - I am the one who will help you with it. **UI analysis/review:** for your website, you want to improve your site and need an analysis of what exactly needs to be changed to increase conversion - I will help you with the audit and will give you my suggestions with examples. You will just need to give the task to your designer. And if you want - I will give you recommendations of designers and developers who will help you with that part as well. **QA:** Help you to create a perfect digital product.

SKILLS

HTML Customer Service Wordpress

PORTFOLIO

Connect with Crowdbotics to turn ideas and specs into working code.

[Start Building](#)



Company

- About
- Experts
- Careers
- Privacy Policy
- Terms of Service

Product

- App Builder
- Managed App Development
- Marketplace
- Pricing
- Product Updates

Resources

- Blog
- Book with Crowdbotics
- Knowledge Base
- Discuss
- Documentation

Slipcase Verified Partner Google Cloud

Instagram Facebook Twitter

QUALIFIED

crowdbotics

Get an instant price quote for your custom application.

[Try Our Cost Calculator](#)

Estimate the Cost to Build An App

The Crowdbotics Software Calculator helps you estimate your development cost for building a web or mobile application. The software figures provide you with a reasonable range, most often, as a starting point for evaluating former cost and budget proposals. Every app can be a different and the ultimate cost of development with Crowdbotics ultimately depends on a variety of factors.

Consider all of the calculator takes about 9 minutes

At the end of this calculator, you will be provided with a ballpark estimate of the approximate cost to build your application and the option to price with a Crowdbotics expert about the specifics of your building project details for free. This is the best way to further fine tune your goal, whether you choose to build with Crowdbotics or not.

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

Managing app development with Crowdbotics isn't a typical non-technical development experience. 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.

As soon as we receive your estimate results, our on-site team will reach out to schedule a brief on-call. This call will give a little deeper look at the information you've submitted and ensure that we have a clear sense of what you'd like to do.

Once we clearly understand your build plan, we'll send you a draft of progress explaining the full scope of work to be delivered. From there, we'll assign a product manager and team of developers who will work with you every step of the way. You'll enjoy daily and weekly check-ins with your app live, and ongoing support and iteration from there.

What Makes Crowdbotics Different?

Our process leverages a unique strategy about software development: most new applications look like applications that have been built before.

Experts note that there are no new app ideas. Rather, it means that no matter how unique or revolutionary your idea is, there are fundamental best practices that are used by developers across the globe for all leading applications.

Better than reinventing the wheel for each new app, our platform offers a growing catalog of prebuilt app features and product options for you to pick right out the box.

This enables us to assemble the basic structure of your application rapidly, leaving more time for customization and fine tuning.

(Some of the) Variables in The Cost Estimate Equation

- Platform: Build systems desktop/mobile, iOS/Android or progressive web apps through Crowdbotics.
- Language and Frameworks: ReactJS and VueJS are our default frameworks, but you can request others.
- Features: This cost factor involves an inventory requested content management, eCommerce, travel, geolocation, inventory management, email, chatting, social management, productivity, AI, groups, and some new features.
- Design Needs: Requires a beautiful comprehensive visual story from our expert designers.
- Integrations: Custom integrations available for Facebook, TripAdvisor, Google, Instagram, LinkedIn, Zendesk, MailChimp, Mixpanel, Outlook, QuickBooks, Slack, Amazon, Mail, YouTube, and more.
- Overall Complexity: Add custom logic, complex algorithms, and other advanced data manipulations.
- Data Storage: Options for light, moderate, or heavy storage options.
- Security

QUALIFIED

crowdbotics Knowledge Base [Go to Dashboard](#) [Contact Support](#) [Sign In](#)

How can we help you?

Get started

If you're looking to explore the capabilities of our Dashboard and begin your project, this category provides the essential resources.

[See all articles](#)

Billing and Plans

If you have any questions about Crowdbotics billing, such as our plans, pricing, and management, we have some helpful resources for you to check out.

[See all articles](#)

Troubleshooting & Support

All the necessary resources to assist you if you face any challenge with Crowdbotics.

[See all articles](#)

Crowdbotics | What Is?

We have put together a collection of helpful resources that can assist you in understanding our Dashboard and software development terminology.

[See all articles](#)

Crowdbotics | How to?

The "How to" collection of resources with step-by-step instructions. Start exploring our guides today and unlock the full potential of Crowdbotics!

[See all articles](#)

Crowdbotics | Builder

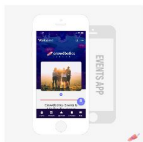
This category includes technical documentation that provides guidance to engineers who use the Crowdbotics Dashboard for app development.

[See all articles](#)

crowdbotics Knowledge Base [Go to Dashboard](#) [Contact Support](#) [Sign In](#)

Go From Zero to MVP. Then MVP to Scale.

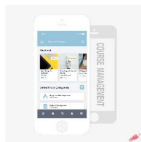
Crowdbotics provides everything you need to launch your custom application or integrations: setup, hosting, design, development, and real expert developers.



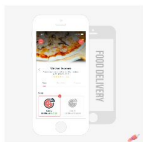
Events App
View Features



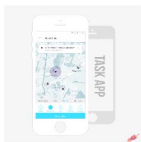
Healthcare Diagnostic App
View Features



Drifted Course Management App
View Features



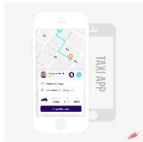
Delivery App
View Features



Task App
View Features



Messaging and Chat App
View Features



Taxi App (Uber / Lyft)
View Features



Dating App
View Features

Why use Crowdbotics

Batteries Included

Hosting, development, design, security, updates, and maintenance are all included.

Real Human Experts

Tell us what you want to build. Crowdbotics Product Managers and expert developers customize to your specs.

Own Your Code

Your code is your own. Support your code and develop a second client whenever you want.

Managed App Development

Don't get stuck on time, momentum. Crowdbotics PMs make sure your software gets to market on time.

Quality-Assured Templates

Crowdbotics identifies the best packages for a given feature set based on what has historically been used with great customer feedback.

Maintain & Scale

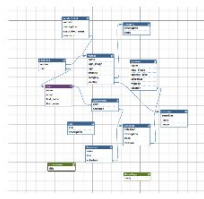
Crowdbotics hosts, maintains, updates and scales your project as needed.

Why people recommend us

"We were looking for something we didn't think we'd find: high quality, flexible and scalable dev support. We were stunned that we were able to get all this in Crowdbotics."

— [David Szymon, CEO, Whiteboard-Design.com](#)

Home Events App



```

classDiagram
    class Event {
        title
        description
        location
        start_time
        end_time
    }
    class User {
        name
        email
        password
    }
    class Location {
        name
        address
    }
    Event "1" -- "1" User
    Event "1" -- "1" Location
  
```

Events App

Build a fully functional event app to promote events and sponsors. Built to scale and ready to be deployed on various devices and industries.

Technology Stack: React Native, Firebase, AWS, and Stripe.

Compare to: Eventbrite, Eventful, Eventful.com

Free Quote: Estimate cost and timeline for your custom app

Let us know more about your project.

Project Name:

Business:

Company Name:

Phone:

Country/Region:

City/State:

Zip Code:

What are you looking for in an app you could build for us?

Project Details:

Phone Number:

Target Platform(s):

What are the main goals of your app?

Which type of payment system do you want?

Other:

Screen:

Home

Event

Event

Event

Event

Event

Event

Event

Event

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Event

Event


At Crowdbotics, we're looking for an individual who will be a part of the team at the most exciting, fast-paced and challenging of our work environments.

Join Our Team

At Crowdbotics, we're looking for an individual who will be a part of the team at the most exciting, fast-paced and challenging of our work environments.

Our solutions enable both mobile and desktop development to be done in a single, unified environment, with a single, comprehensive design and development workflow.

If you're interested in joining our team, please apply to the position you're interested in.



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OUR MISSION

At Crowdbotics, we're looking for an individual who will be a part of the team at the most exciting, fast-paced and challenging of our work environments.

To change the way that people use mobile devices is our mission.

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THAT'S WHERE YOU COME IN

At Crowdbotics, we're looking for an individual who will be a part of the team at the most exciting, fast-paced and challenging of our work environments.

If you're interested in joining our team, please apply to the position you're interested in.

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What We Offer

- Competitive salaries
- Unlimited vacation days
- Fully remote always

QUALIFIED

All Crowdbotics App Cost Estimates

Full-time iOS or Android app development, including design, development, testing, and deployment.

| App Category | Estimated Cost | Timeline |
|----------------|------------------------|-------------|
| Simple App | \$10,000 - \$20,000 | 4-6 weeks |
| Medium App | \$20,000 - \$50,000 | 8-12 weeks |
| Complex App | \$50,000 - \$100,000+ | 12-18 weeks |
| Enterprise App | \$100,000 - \$500,000+ | 6-12 months |

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Thank You.