



# Custom Software Dev & UX/UI Design for Advertising & Mktg Co

## PROJECT DETAILS

📁 UX/UI Design, Custom Software Development

📅 Apr. 2024 - Jun. 2024

💰 \$10,000 to \$49,999

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"The team was professional, responsive, and consistently delivered high-quality work on time."  
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## PROJECT SUMMARY

Facile Technolab developed a custom invoicing application for an advertising and marketing company. The team designed the UX/UI, built the system using ASP.NET MVC, and deployed it on AWS.

## PROJECT FEEDBACK

Facile Technolab delivered a user-friendly, robust custom application that improved the client's efficiency. The team was organized, adhered to timelines, quickly addressed feedback, and demonstrated attention to detail. Their communication skills and technical knowledge impressed the client.



## The Client

Please describe your company and position.

I am the Founder and CEO of DATAWEST

Describe what your company does in a single sentence.

Marketing and advertising services

## The Challenge

What specific goals or objectives did you hire Facile Technolab to accomplish?

- Development of invoicing application
- Advising in developing an invoicing application



**Irena Nováková**  
Founder & CEO, DATAWEST



**Advertising & marketing**



**Prague, Czech Republic**

### CLIENT RATING

**5.0**

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0





## The Approach

How did you find Facile Technolab?

Clutch Site

Why did you select Facile Technolab over others?

- High ratings
- Pricing fit our budget
- Good value for cost

How many teammates from Facile Technolab were assigned to this project?

6-10 Employees

Describe the scope of work in detail. Please include a summary of key deliverables.

We hired Facile Technolab to design and develop a custom invoice management system tailored to our business needs. The goal was to create a reliable and intuitive tool to streamline invoicing, contact management, and account settings with options for customization and integration.

Scope of Work:

The project covered everything from UX design to deployment and live support. The team worked in structured sprints, delivering updates every two weeks on a demo server so we could track progress, test features, and give feedback regularly. This approach helped us stay aligned and involved throughout the development cycle.

The system was built using ASP.NET MVC, with database flexibility (SQL Server, MySQL, or PostgreSQL depending on deployment needs). For email functionality, they recommended integrating SendGrid, though they also provided the option to use our own SMTP server. Final deployment was done on AWS, with hosting costs transparently communicated (around \$20–\$50/month).

Key Deliverables Included:





Complete UX/UI design for the full application  
Secure user authentication and account management (sign-up, login, password recovery)  
Detailed Settings Module for billing info, bank details, invoice templates, email and accounting preferences  
Fully functional Contacts Module to manage our client database  
Comprehensive Invoice Module with PDF generation and email distribution  
Custom dashboard with reporting and system-wide search  
Email integration with SendGrid or SMTP  
Demo deployments every two weeks and one final production deployment  
Post-launch support for any required fixes or improvements

#### Outcome:

The final product met all our expectations. It's user-friendly, robust, and perfectly aligned with how we manage our invoicing. The team was professional, communicative, and flexible in accommodating our feedback. Their development process was clear and collaborative, and the delivery timeline was followed closely.

Communication with Prashant was very helpful—he provided professional advice throughout the entire project, guided us through technical decisions, and made sure we always understood the next steps. His support added a lot of value to the collaboration and made the process smooth and effective.

## The Outcome

**What were the measurable outcomes from the project that demonstrate progress or success?**

The most significant measurable outcome is that we now have our own custom-built accounting and invoice management software that fully meets our internal requirements. The system has made our daily operations significantly more efficient, reducing manual work, minimizing errors, and providing a clear overview of our invoicing and financial data.





We've already integrated the platform into our internal workflows, and it has helped us streamline billing, client communication, and reporting. The intuitive interface and tailored features have enabled our team to work faster and with greater accuracy.

As a further measure of the project's success, we are now preparing to offer the application as a subscription-based service to a wider audience. This next step will allow other companies to benefit from the same functionality and efficiency gains, turning our internal tool into a new business opportunity.

## **Describe their project management. Did they deliver items on time? How did they respond to your needs?**

The project was managed very well from start to finish. The team was highly organized and kept the development process transparent and easy to follow. What we really appreciated was their attention to detail and how they planned everything around our convenience, even taking into account holidays and vacation periods on our side to avoid any disruptions.

All deliverables were provided on time, and we always had clarity on what was coming next. Communication was consistent, and any feedback or questions we had were addressed quickly and thoroughly. They truly listened to our needs and ensured every aspect of the system matched our expectations. Overall, it was a very smooth and well-coordinated experience.

## **What was your primary form of communication with Facile Technolab?**

- Virtual Meeting
- Email or Messaging App

## **What did you find most impressive or unique about this company?**

One of the most impressive and valuable aspects of this project was the communication with Prashant. Even if you don't have any prior experience with software development, Prashant has a unique ability to explain complex technical topics in a clear and understandable way. He always took the time to guide us through





each step of the process, offering professional advice backed by deep technical knowledge.

His support made the entire experience feel approachable and well-managed. It gave us a lot of confidence knowing that we had someone on the other side who not only understood our business needs but could also translate them into a reliable technical solution. That level of communication and care is something you don't come across often, and it truly set this company apart.

## Are there any areas for improvement or something Facile Technolab could have done differently?

Honestly, we can't think of anything we would have wanted to change. The entire collaboration with Facile Technolab went smoothly from start to finish. The team was professional, responsive, and consistently delivered high-quality work on time. They fully understood our needs and adapted to our timelines, and communication—especially with Prashant—was excellent throughout. We're extremely satisfied with the outcome and the overall experience.

