Motionify

Video Production for Web Design Company

PROJECT DETAILS

🏷 **Video production**

📅 **Jun. - Aug. 2021**

💵 **Less than $10,000**

❝ *"They understood the process and asked the right questions."*

PROJECT SUMMARY

Motionify provided video production support for a web design company. Their responsibilities included producing product demo, feature explainer, and product explainer videos for end clients.

PROJECT FEEDBACK

The videos that Motionify delivered boosted the end clients' online presence and lead volume. The team excelled at project management, remaining receptive to feedback and communicating well throughout. They leveraged their experience to ask the right questions and flawlessly execute their tasks.

Motionify

The Client

Please describe your company and your position there.

I'm the founder and creative director. We're a design and development company based in Bangalore.

The Challenge

For what projects/services did your company hire Motionify, and what were your goals?

We hired Motionify for multiple projects, mainly to help us with video production of SaaS product demo videos, product explainer videos, motion graphics animation and product feature explainer videos.

Prasanna Jeyasankar
Founder & Cretive Director, Web Design Company

Design

11-50 Employees

Bengaluru, India

CLIENT RATING

5.0
Overall Score

Quality:	5.0

Schedule:	5.0

Cost:	5.0

Would Refer:	5.0

The Approach

How did you select this vendor and what were the deciding factors?

We wanted to work with a company that had prior experience working on SaaS products and who can interact with the client directly. We looked into their portfolio and their clientele. We selected Motionify because they matched to all our expectations. They understood the requirements and took the project to its completion smoothly.

Describe the video(s) and the process in detail, including the project steps and all stages of production.

The project involved Motionify to understand the client's design language, their product and their audience. The first step was to understand our creative direction, because we worked with the client for sometime. The second step was to storyboard the visuals. Then the voiceover script writing. Then the voiceover recording and finally the post-production of putting all things together.

Who did you work with and what was the feedback process like?

We worked with Saravanan, who's the founder of Motionify. The feedback process was smooth and Saravanan and his team were receptive to our inputs, contributed with their own ideas and took the project forward diligently.

The Outcome

Can you share any outcomes from the project that demonstrate progress or success?

The videos Motionify did for our clients helped solidify their presence online and with lead generation. The client is using the videos Motionify did for us on their website's homepage and use it as their demo for their customers.

Describe their project management style, including communication tools and timeliness.

Motionify was agile in their project management. They assigned a resource who'd be available for us and the client all the time. Take our inputs and shared progress update. For communication, we used Google chat and email. For file transaction we used Google drive.

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

They came with a lot of experience working on video production projects. They understood the process and asked the right questions.

Are there any areas for improvement or something they could have done differently?

Motionify doesn't own a studio. It'd be great if they did. Because it'd help clients to get the voiceover and music recording with them.