



# Create & Evolve



# We are selling the path to the final product.

# Success

Designing and building top notch, custom digital products is challenging. Getting it just right is no easy feat. So finding the right partner to work with is very important.

At Indigo Kids we have great team with the right set of skills gained from working on hundreds of digital projects in fields related to everything from e-commerce and corporate website to advertisement and branding.

We are passionate about creating products and services that delight and positively impact the people who use them.

We put the needs of your business ahead of our own. Trust is important in a relationship, that's exactly why Menu123.com (New York based startup) have hired us over the last 3 years to help them develop their food ordering platform.

**We believe if you do good work, you get good work.**



# Agile team that creates great online products and services.

When you need a results driven team with 24 hour assistance, we're there. We hire and assemble a dedicated product team for your long-term project needs.

Think of us as an extension of your team, ready at a moments notice to fuel your software development efforts.

## **Danielius**

*Developer  
5+ years*

## **Zbigneu**

*UX/UI Designer  
12+ years*

## **Valdas**

*Lead Developer  
12+ years*

## **Kęstas**

*Sr. Developer  
7+ years*

## **Laurynas**

*UI/UX designer  
3+ years*

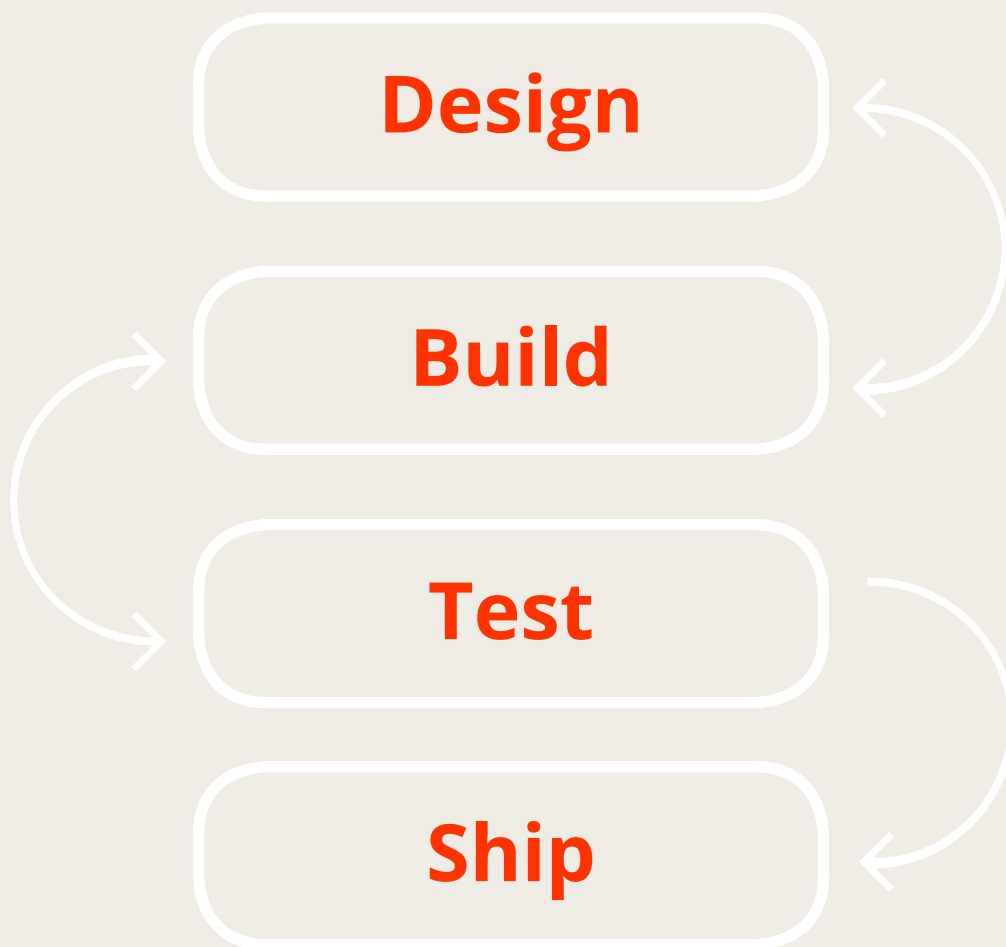




# No one can predict the future.

# Process

Scoping projects before understanding the problem is working backwards. Fixed projects create overhead and waste that slow you down. It's far better to create and test a hypothesis and quickly iterate to find success





**It's not how you see or talk about your business, it's all about how people experience it.**

# Research

We work on your business, not just your website or app. At Indigo kids we look beyond your project and join forces with your product or marketing team to set measurable goals and find creative solutions to your most pressing problems.

Our software consulting services kick off with a Research and Discovery phase. In this phase, **we learn about your business, define your requirements and establish the roadmap we'll follow.** We observe and analyze patterns, review your competitors, research user profiles and conduct usability tests. We realize that websites and web applications will serve two masters – End users and the stakeholders.

We help your organization develop a clearer picture of the needs and goals of the people at the heart of your product or service.



**A successful project is never done. It is never perfect.**

# Develop

We believe in **Goal-Driven Software Development Process**. We use Scrum, a form of Agile methodology, to ensure successful on-time and on-budget delivery of your software. We work in two-week sprints, allowing you access to a staging environment where you will perform acceptance of your continuously evolving application.

We challenge innovation while using the latest web technologies such as **Symfony2, AngularJS**. We use behavior driven development and continuous integration.

Additionally, all source code developed by our team is accessible to your internal technology team throughout the project. Once the project is complete, ownership is fully transferred to your team.



Case studie

# Menu123.com

*Huge multistore system that supports more than 1500 vendors with ability to run almost without people input.*



We've built a huge system with a lot of great features: sophisticated menu data entry tools, complex solutions to reflect restaurant's work hours & delivery zones, order confirmation & notification processes, promotion & coupon engine, user accounts, refund processes, finance system that covers accounting & vendor reimbursement processes.

After a long development journey, we settled on Symfony framework, Twitter Bootstrap, Jquery, schema.org, behat & PhpSpec. System is using a bunch of external services to send a fax, make automatic calls, calculate taxes, process credit cards and etc.

## Adaptive website

In computer science, the term "adaptive system" refers to a process in which an interactive system adapts its behavior to individual users based on information acquired about its user.

In the context of Menu123 - website adapts to whatever device user is using (mobile, laptop, desktop, ipad) and his location. We show different features, different page layouts and in some cases we change user flow in order to meet his expectations.



# What we have learned while working with Menu123:

## 1. Working remotely means being organised & focused

7000 km, Atlantic ocean & 7 time zones — those are few things that separates us from our client. Developing a startup is deceptively hard when everyone isn't in the same building. You need to communicate in short & clear manner, be focused & plan carefully every meeting/ screencast.

Few tools that helped us a lot:

- Join.me for screencasts & team status reports
- Google Groups, although it's old school in spades, it works plenty well for us. You can get the emails as they arrive, or view the archived list via the web interface.
- Jira Agile for time & work management, release control
- Confluence for documentation, meeting minutes reports & decision logs.

## 2. You need to be Agile

When making digital products and services, it can be tempting to spend a lot of time up-front trying to formulate a flawless strategy. But what we really need to do is get to a simple, actionable statement about what problem we are



going to solve for the user as soon as possible & test it. These approach allowed us to see things in one of two ways: Things that don't work, and things that need work.

## 3. Learn to prioritize

Everything can't be a priority. Build a big vision, then zoom in to a narrow focus to only one small step that you can do next and do it.



**We have partnered  
with great companies,  
startups & individuals.**

# Clients

This isn't just a collection of logos — they represent countless hours and dedication to the partnerships that we cherish. These partnerships have given us design experience and working knowledge in almost every major industry.





**We're ready to chat and  
would love to hear from  
you.**

# Hire Us

[hello@indigokids.lt](mailto:hello@indigokids.lt)

**+370 672 36 976**

Mailing Address:

Konstitucijos avenue 15-73, Vilnius  
09319, Lithuania

### **What is your minimum project budget?**

Great projects just don't happen, they are the result of the execution of a methodology that arrives at a successful result. Therefore, we look for clients that want to work with us for extended periods of time and budget bigger than 10,000 euro. Our base rate is 45 euro/hour. We can agree upon a long-term partnership with a fixed price for a month (~3000~3500 euro/month for one developer/designer).

### **What's the minimum up front payment that you require?**

We are asking 30% to be paid up front, in case of big projects  
- 2 sprints ahead (we have 2 weeks sprints).