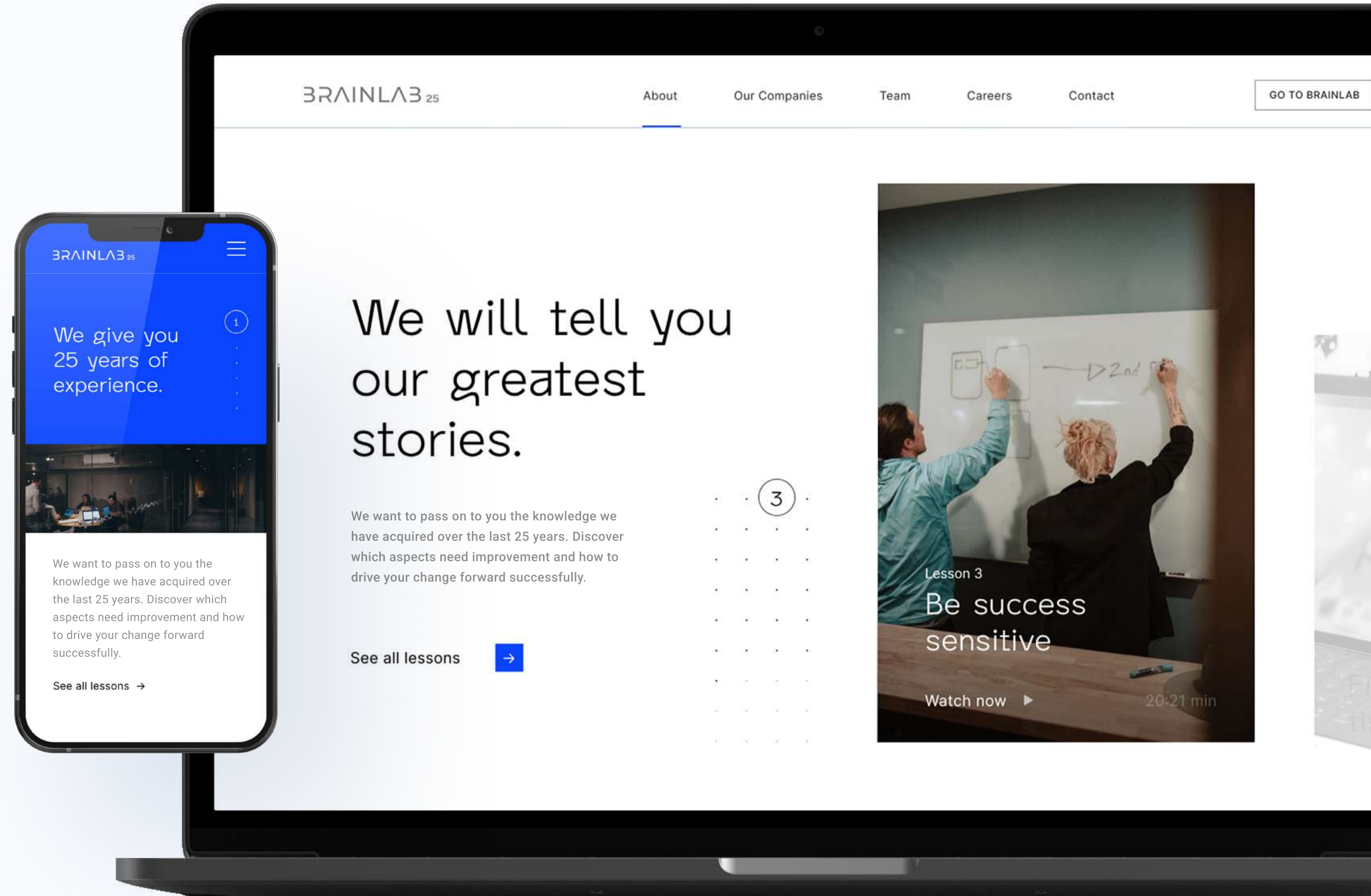


## Case Study

# BRAINLAB

## Microsite - 25 lessons for a startup incubator.

A startup incubator from San Francisco reached out to us and asked to design a custom landing page to celebrate the 25th anniversary of its operations.

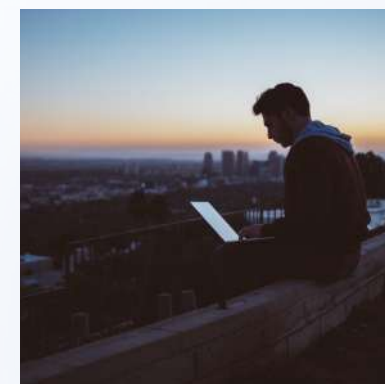


# Project Overview

## The conception

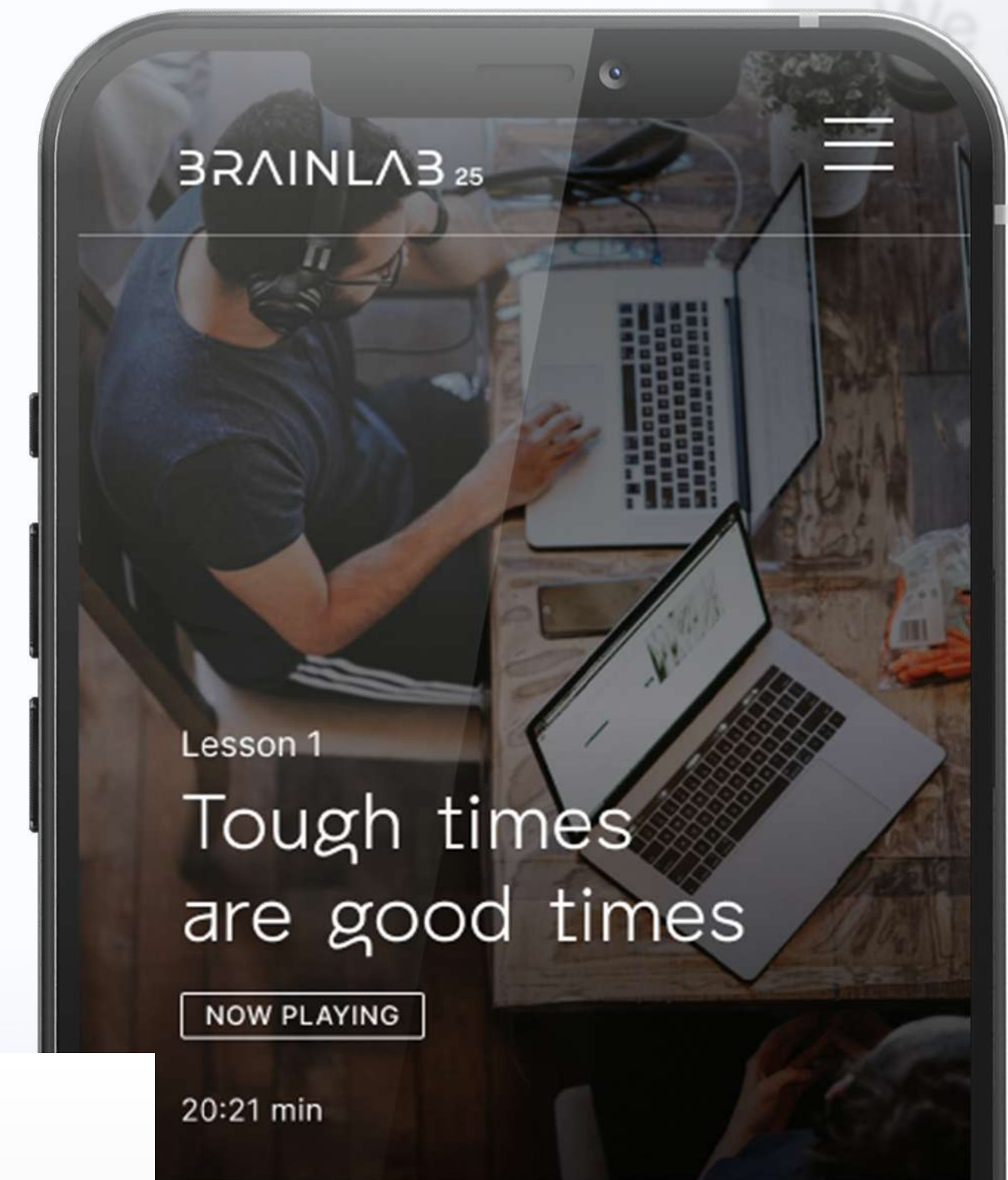
The project needed to meet the company's branding, be eye-catching, contemporary and overall refreshing. Furthermore, the client demanded that **we deliver the website within one week**. In addition, everything had to be manageable, adjustable, and understandable from a non-technical user viewpoint.

Furthermore, this landing page incorporated many dynamic elements such as **content activating on a given day only, videos, commenting section, and newsletter sign-up options**.



Lesson 2  
Find great timing

Watch now ▶



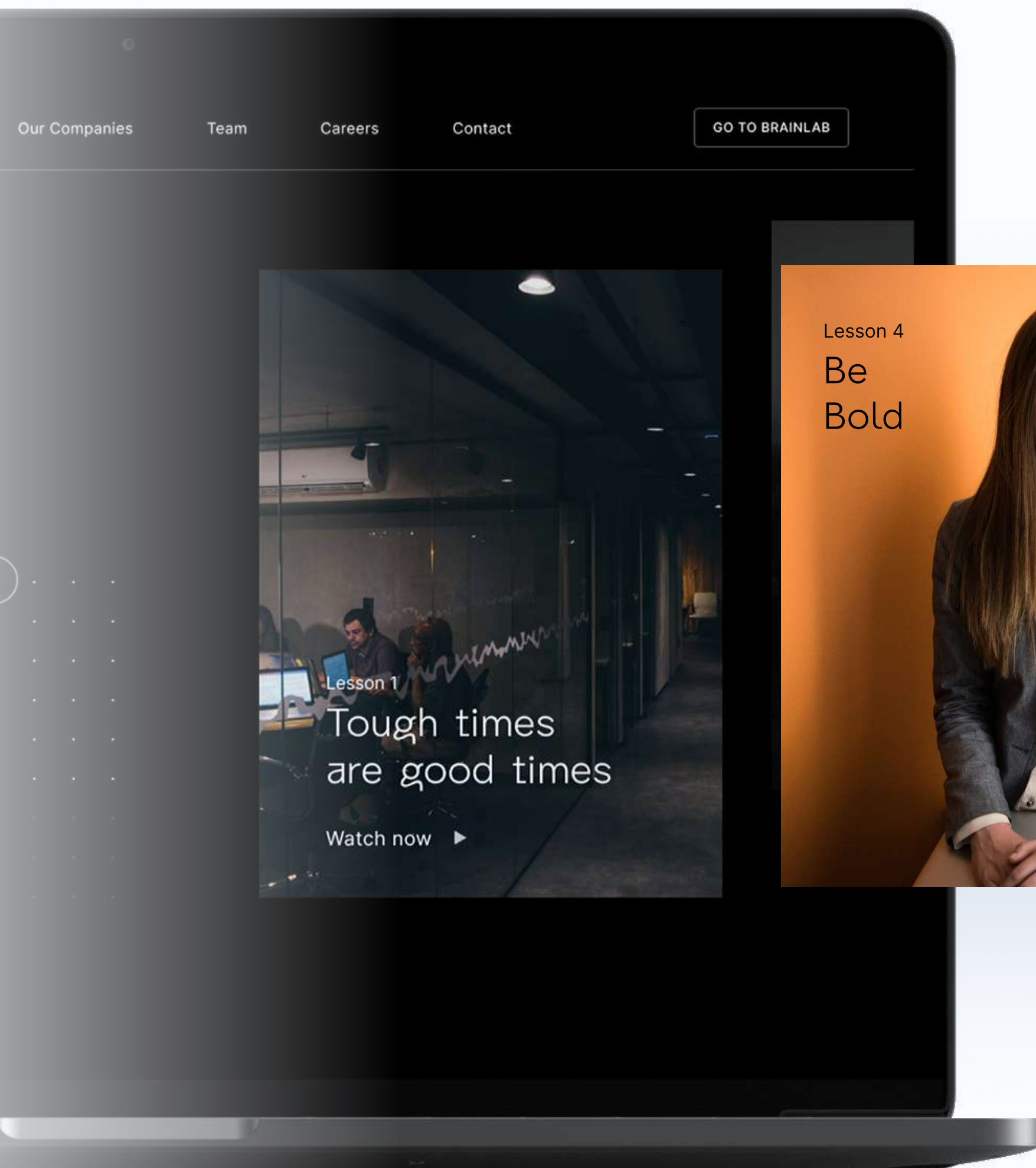
Lesson 2 Find great timing

Lesson 3 Be success sensitive

Lesson 4 Be Bold

Lesson 5 Get Complementary Skills

Lesson 6 Tell Great Stories



Playing now ▶



Lesson 2 Find great timing

Lesson 3 Be success sensitive

Lesson 4 Be Bold

# The Challenge

The website had to be developed so that the client could **easily modify it in a selected CMS**. Consequently, we wanted to consider while building the page and writing the code. Everything had to be manageable, adaptable, and understandable from a non-technical user viewpoint.

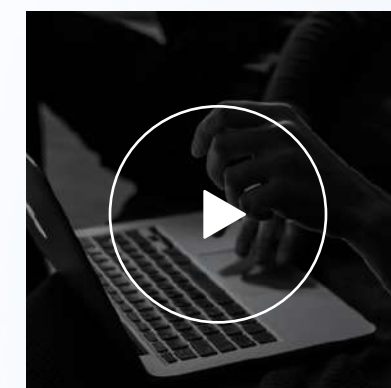
Another challenge was an exceptionally tight deadline. The client demanded that we deliver the website within one week as he desired to celebrate his 25th anniversary the following week. This meant **we only had five working days to provide a fully functional and responsive website**.

# The solution

Once our customer got in touch with us and asked to build the landing page, **we immediately assembled a team of the most skilled Front-end developers** to achieve the desired results within the remarkably tight timeline.

In addition, to make this vision into reality, **we involved our numerous talented graphic designers** in creating the most beautiful UX/ UI experience and brand-new page's look. While making the designs, we have been in constant contact with the client, who gave us ongoing feedback on the direction he would like to go with the website's look. Continuous client involvement in this process has been hugely constructive and allowed us to make quick iterations and changes to the designs.

**We built a fully functional and elegant landing page** with features such as newsletter sign-up or video commenting within just five working days. We have achieved all this, keeping in mind that the code must be manageable for a non-technical user in the CMS.

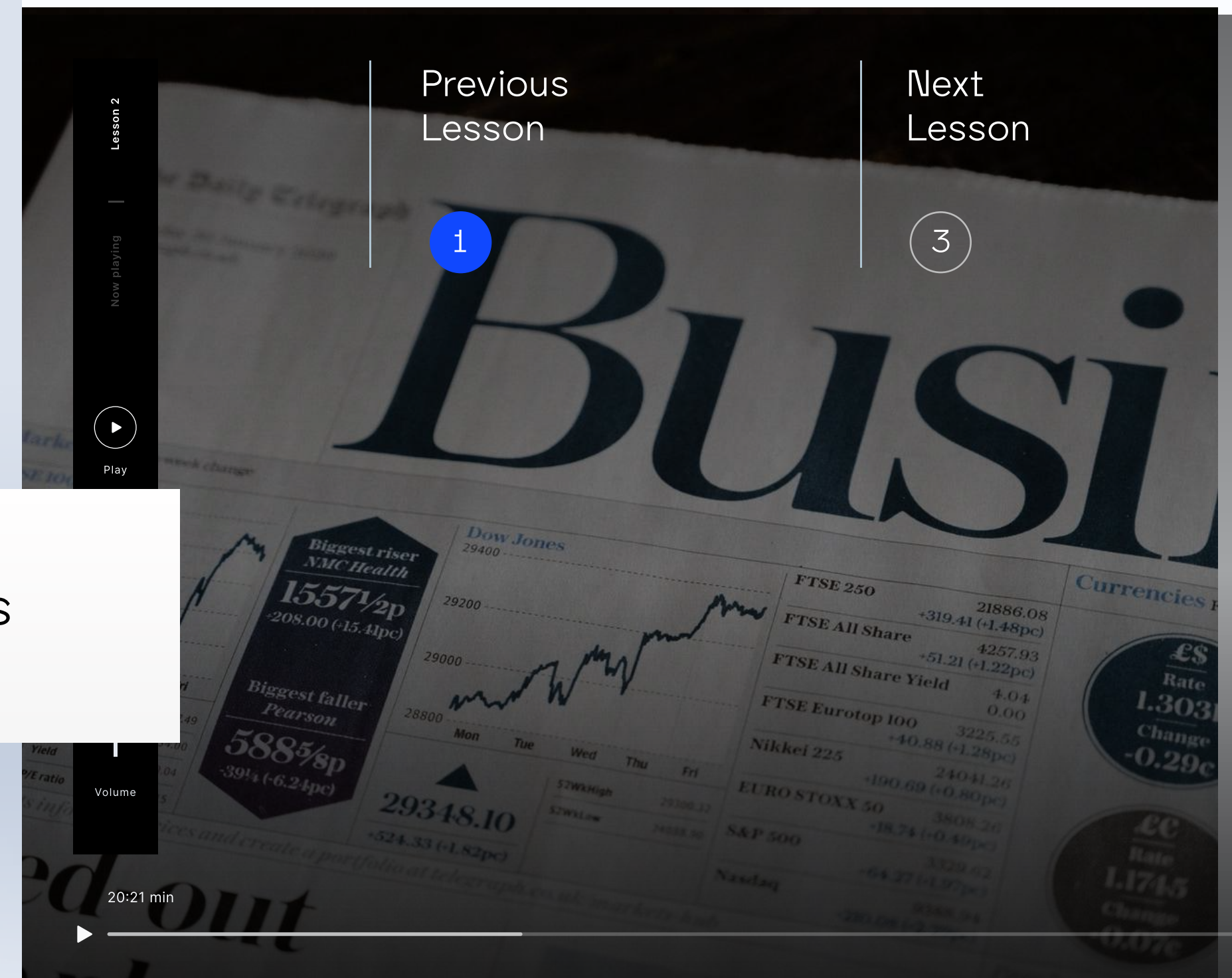
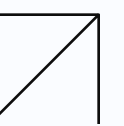


Lesson 2  
Tell Great Stories

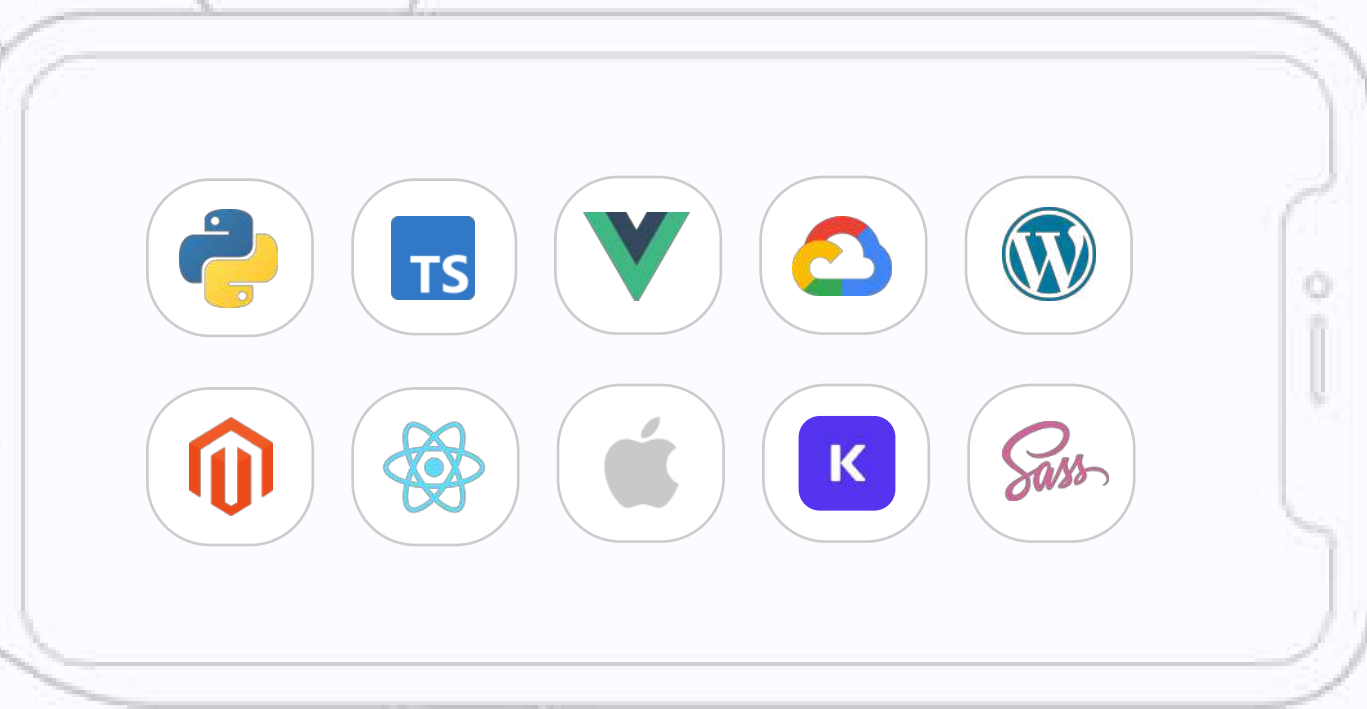
Add to playlist +

Lesson 2

Tough times  
are good times



# Technology and integrations



For the Front-end, we have utilized HTML, CSS, and JavaScript. HTML is simply the code used to structure a web page and its content, while CSS is the language for describing the presentation of Web pages, including colors, layout, and fonts. It allows the presentation to be adapted to various devices, such as large screens, small screens, or printers. CSS is independent of HTML and can be used with many XML-based markup languages.

The backend has been created using **WordPress** to facilitate the customer experience. It is a website builder and content management system (CMS) which allows users to build and maintain a website without technical knowledge. Moreover, this software provides the opportunity to customise the very aspect of the website.

Additionally, on the backend, **we have implemented PHP, a server-side scripting language embedded in HTML.** It is related to managing dynamic content, databases, and session tracking.

When it comes to integrations, **we have used Mailchimp in order to give website visitors** the possibility to sign up for a newsletter.



# DevsData LLC - a premium technology partner

- ✔ Worked with **premium & extremely demanding clients** before (hedge funds, fast-moving VC-backed startups).
- ✔ **100% client satisfaction**, 5.0/5.0 score on clutch.co.
- ✔ Strong **business & marketing** focus in addition to high engineering skills.
- ✔ **Extensive experience** in very recent technology tools, frameworks and languages for innovative software development.
- ✔ Ultra **transparent** way of work.

TRUSTED BY

**VARNER**

**Cubus**

 **SKYCATCH**

 **NOVARTIS**

REVIEWED ON

**Clutch**



5/5 | 31 REVIEWS



STRONG WORK EXPERIENCE FOR THE US STARTUP ECOSYSTEM

**techstars\_**

**idealab**

[/] Devs\_Data

# Let's talk!

general@devsdata.com  
(917) 300 1752

[calendly.com/devsdata/hello](https://calendly.com/devsdata/hello)

REVIEWED ON  **Clutch** 5/5 | 31 REVIEWS

TRUSTED BY

**VARNER**

**Cubus**

 **SKYCATCH**

 **NOVARTIS**

DevsData LLC  
1820 Avenue M, Suite 481  
Brooklyn, NY 11230, USA

(917) 300 1752  
general@devsdata.com

You can find us here:  
[devsdata.com](https://devsdata.com)

