

Animation Services for FinTech Company

PROJECT DETAILS

 Branding, Product Design, Video Production

 Aug. 2023 - Oct. 2023

 Confidential

“*Optious was very prompt and communicative.*”

PROJECT SUMMARY

A financial technology company hired Optious to create a set of animations for their app icons. This also involved producing a looping animation of all app icons in a sequential manner.

PROJECT FEEDBACK

To the client's delight, all deliverables aligned with their expectations. Optious was very professional with their work — they delivered high-quality outputs in a timely manner. Moreover, the team took the time to fully understand the requirements, enabling them to deliver exactly what was needed.



The Client

Please describe your company and position.

I am the Senior Brand Director of a software company


Describe what your company does in a single sentence.

We're a point of sale, payments and payroll solution of choice for entrepreneurs that need human-centered technology to sell more, keep customers coming back and spend less time in the back office.

The Challenge

What specific goals or objectives did you hire Optious to accomplish?

- Animate a set of software product application icons
- Create a simple animation style for our icon family

 Senior Brand Director, FinTech Company

 Software

 Oklahoma City, Oklahoma

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 Optious?

Referral

Why did you select Optious over others?

- High ratings
- Quality

How many teammates from Optious were assigned to this project?

2-5 Employees

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

Optious created a set of software application icon animations for use across our software load screens as well as a looping animation of all of our app icons in sequence showcasing the animations for brand continuity.

The Outcome

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

They delivered and iterated on the vision of the need.

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

Optious was very prompt and communicative. They were diligent to align on expectations and clarify when needed.

What was your primary form of communication with Optious?



- Virtual Meeting
- Email or Messaging App

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

The Optious team was professional, sought to understand and delivered with excellence.

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

none

