

CASE STUDY

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# FRONT-END DEVELOPMENT

# OVERVIEW

13 PROJECTS

9 CLIENTS

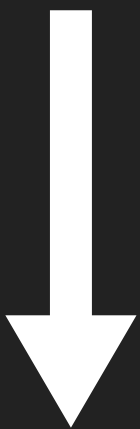
301 PAGES

145 COMPONENTS

5 FRAMEWORKS

# INTERACTION MODELS

Push



Data Stream or Events



Pull



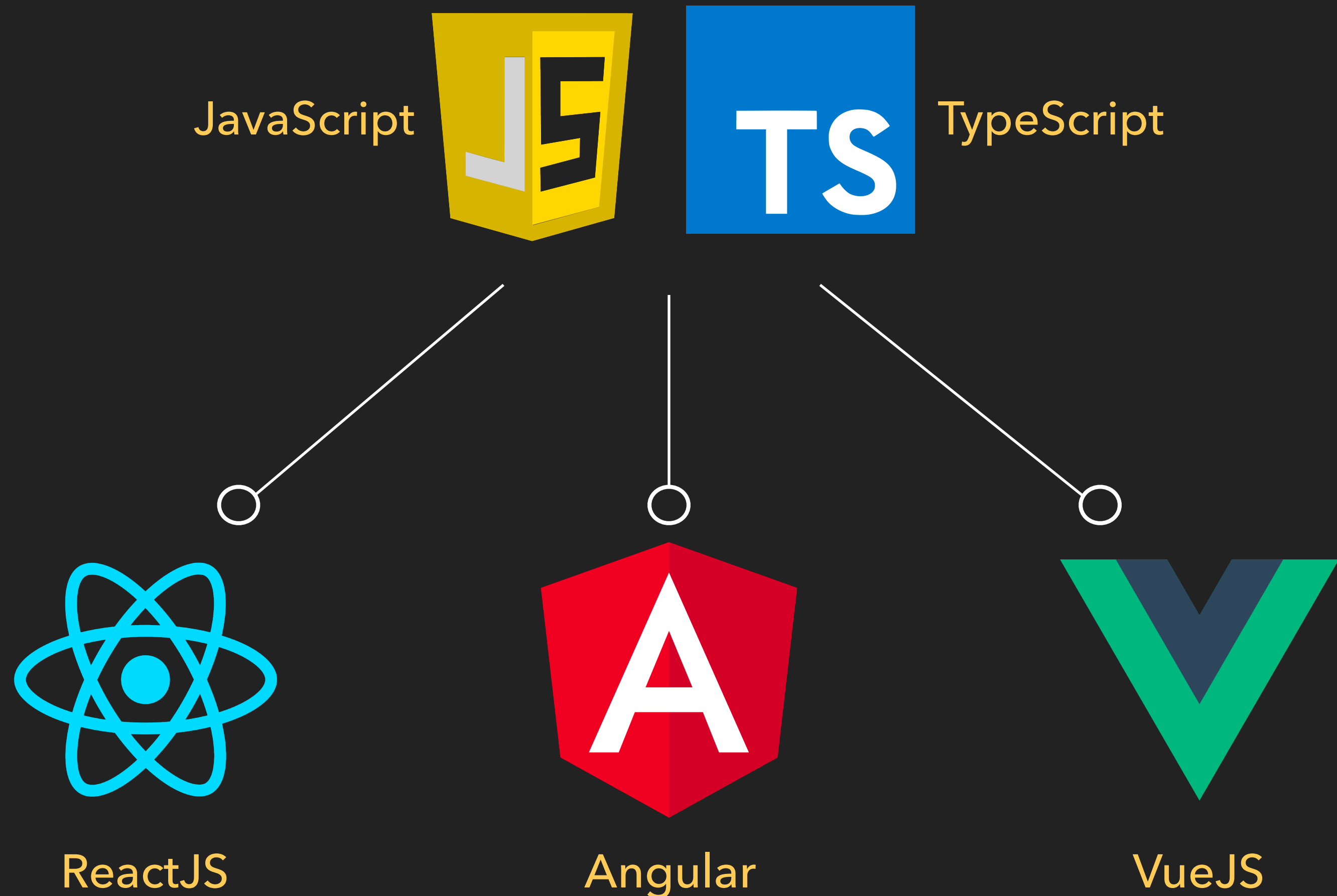
Request



Response



# TECHNOLOGIES



And many others

## Design

- ✓ Build mockups
- ✓ Create custom guidelines
- ✓ Build brand books
- ✓ Implement custom components
- ✓ Work on website storytelling
- ✓ Graphic materials and content
- ✓ Colour schemes and style guides
- ✓ 3D, Parallax, Active graphic

## UI/UX

- ✓ **Golden Ratio approach**
- ✓ Collaboration with customers
- ✓ Learning and continued monitoring
- ✓ Free Space and Non-Standard blocks
- ✓ Best practices and top technologies

# CHALLENGES

- ➔ Reactive architecture (Push Data Model)
- ➔ Flexible and responsive design implementation (Single Implementation - Multiple platforms)
- ➔ Custom components (charts, widgets, action items, etc.)
- ➔ Dynamic forms and completion flows (Final results depends on user actions)
- ➔ Adoptive client functionalities based on the server response (HATEOAS)
- ➔ Ad Hoc re-implementation of the entire system
- ➔ Handling of multiple MQTT connections per user session
- ➔ Collaborative data management
- ➔ ABAC and SSO auth implementation

- Use reactive connection clients (RxJS)
- Implementation of the own metrics functionalities as well as integration with 3rd party vendors
- Complex UI prototyping per several screen resolutions to reach maximal flexibility and the best UX
- Automated testing & content protection approaches (Protection from XSS attacks, etc.)
- Lightweight component implementation to significantly improve UI performance
- UI/UX prototyping, mockups, and wireframes implementation
- Dynamic and complex data structure management and rendering
- Delayed tasks execution (Correct asynchronous model)
- Robust UI deployment (No Downtime) and straight forward release process

# RESULTS

- ✓ No UI delays, users don't need to wait without a clear understanding of what's happening
- ✓ Guide mode for all new users, animated hints and feedback collecting
- ✓ 1:1 design implementation, continuous UX improvement
- ✓ Complex logic made in a lightweight approach to reach max performance
- ✓ Efficient model of the server-side communication based on requests-response policy
- ✓ String data & payload validation
- ✓ Robust response handling to prevent unexpected situations in the middle of the process
- ✓ Powerful CI/CD, monitoring and logging approaches
- ✓ Continuous provisioning and infrastructure security
- ✓ Throughput management and request load balancing



# EXAMPLES

# EXAMPLE 1

**Top Rated Unbiased Mortgage Advisers**

1000's of deals & exclusive that some other broker can't access

[START NOW](#) or [Speak to us now](#)

100% Obligation Free

We are proud to be shortlisted as the "Mortgage Adviser of the Year" by MoneyAge in 2016 & 2017

[Speak to us now and see why](#)

### WHAT WE DO FOR YOU

Making the entire process as simple and smooth as possible is the reason we exist as a company

- We compare the "whole of market" including mortgage deals you can't get direct.**
- Give you expert, unbiased advice to help you find the right deal.
- Clearly explain the different features, options, fees and charges.

[START NOW](#)

**Support & Advice**  
Expert advice and support throughout the whole process

**Hassle- Free**  
We do all the paperwork, chasing and running around

### WHY CHOOSE US

Whether you are buying a new home, investment property or remortgaging

- Save Time**  
We guarantee to give you information that will help you find the best mortgage.
- Personal**  
Everyone is different. Our service is designed around you and what you want to achieve.
- Improve your chances**  
We have access to lenders and mortgages which can dramatically increase your chances of getting approved.
- Save Money**  
We have exclusive mortgage deals that you can't get by going direct... potentially saving you £1000's over the life of the loan.
- A no-obligation quote at No Cost**  
There is no credit check and absolutely no pressure or obligation for you to continue to work with us.
- Safe & Secure**  
You're fully protected as we come under the Financial Services Compensation Scheme and we are regulated by the Financial Conduct Authority.

[START NOW](#)

### ABOUT US

Mortgage Thoughts is an unbiased and whole of market mortgage advisory company that provides best to best and exclusive deals to our customers across the UK.

As "Whole of Market" advisers, we aren't tied to any particular products or providers so are free to select mortgages from all the different providers without bias.

This means you can rest assured knowing that whatever we suggest, we have your best interests at heart.

[START NOW](#)

Simple. Quick. Online.

### WE COMPARE THE WHOLE OF THE MARKET FOR YOU

NatWest, Virgin money, COVENTRY, GODIVA mortgages

Registered Office:   
Mortgage Thoughts Limited, 100, The Quadrant, London, E1 1RN

Conduct Authority:   
Financial Conduct Authority, 20, Abchurch Lane, London, EC4A 3DF

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**WILLKOMMEN AUF BETA.BAUDATENONLINE.DE**

Ihre Nr. 1 Marktforschung in der Baubranche

Marktuntersuchungen auswählen

- Behagen von Planern, Verarbeitern, Handwerkern und Konsumenten
- Baustatistiken & Prognosen

### ARCHITECTS DARLING

Im Jahr 2019 haben über 2.100 Architekten und Planer im Rahmen der größten Branchenbefragung des Jahres ihre Wahl aus verschiedenen Kategorien getroffen. Unter mehr als 200 Herstellern und Marken der Baubranche wählten sie ihre Favoriten. Insgesamt wurden 25 Produkt-Awards und 12 Jury-Awards vergeben.

### Baudatenonline Spielwiese

Produkt	Preis	Leistungen
Produkt A	1200	Leistungen A
Produkt B	1500	Leistungen B
Produkt C	1800	Leistungen C
Produkt D	2100	Leistungen D
Produkt E	2400	Leistungen E
Produkt F	2700	Leistungen F
Produkt G	3000	Leistungen G
Produkt H	3300	Leistungen H
Produkt I	3600	Leistungen I
Produkt J	3900	Leistungen J
Produkt K	4200	Leistungen K
Produkt L	4500	Leistungen L
Produkt M	4800	Leistungen M
Produkt N	5100	Leistungen N
Produkt O	5400	Leistungen O
Produkt P	5700	Leistungen P
Produkt Q	6000	Leistungen Q
Produkt R	6300	Leistungen R
Produkt S	6600	Leistungen S
Produkt T	6900	Leistungen T
Produkt U	7200	Leistungen U
Produkt V	7500	Leistungen V
Produkt W	7800	Leistungen W
Produkt X	8100	Leistungen X
Produkt Y	8400	Leistungen Y
Produkt Z	8700	Leistungen Z

### Neuveröffentliche Studie XY GRATIS

E-Mail-Adresse eingeben [Jetzt erhalten](#)

- Sendungen 97,5% Zustellungsquote
- Eventservice bis zu 5% Anmeldequote
- LQS 0-15% Terminquote

Promat, HUBMANN, siniat, grünbeck

Unternehmen:   
Kontakt:   
Service:   
Über uns:   
Presse:   
Datenschutz:   
AGB

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[Speak to us now and see why](#)

### WHAT WE DO FOR YOU

- We compare the "whole of market"** - including mortgage deals you can't get direct.
- Give you expert, unbiased advice** to help you find the right deal.
- Clearly explain the different features, options, fees and charges.**
- Get your mortgage approved** and take care of all the paperwork and chasing around.
- Provide expert advice** and ongoing support throughout the whole process.

100% Obligation Free [GET STARTED](#)

- We guide you through the whole process**  
We'll remove the stress, friction and hassle you'd normally face when making a mortgage decision.
- We do all the paperwork, chasing and running around**  
Making the entire process as simple and smooth as possible is the reason we exist as a company.

### WHY CHOOSE US

- A guarantee it will be worth your time**  
We guarantee to give you information that will help you find the best mortgage.
- Save Money**  
We have exclusive mortgage deals that you can't get by going direct... potentially saving you £1000's over the life of the loan.
- Personal**  
Everyone is different. Our service is designed around you and what you want to achieve.
- A no-obligation quote at No Cost**  
After our initial chat, you can choose if you want to proceed with our quote. There is no credit check and absolutely no pressure or obligation for you to continue to work with us.
- Improve your chances**  
We have access to lenders and mortgages which can dramatically increase your chances of getting approved.
- Safe & Secure**  
You're fully protected as we come under the Financial Services Compensation Scheme and we are regulated by the Financial Conduct Authority.

[START NOW](#)

### ABOUT US

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As "Whole of Market" advisers, we aren't tied to any particular products or providers so are free to select mortgages from all the different providers without bias. This means you can rest assured knowing that whatever we suggest, we have your best interests at heart.

[TRY NOW](#)

### We compare the whole of the market for you

NatWest, Virgin money, GODIVA mortgages, COVENTRY

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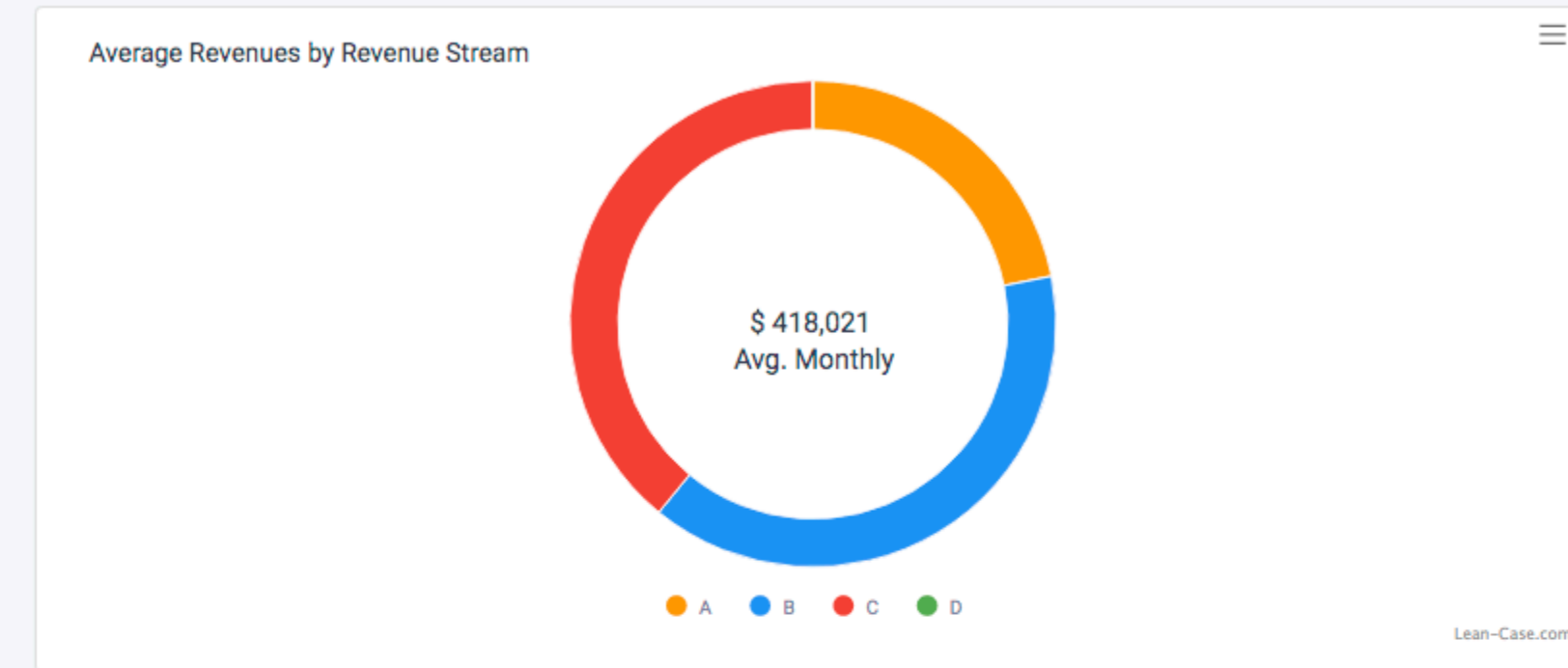
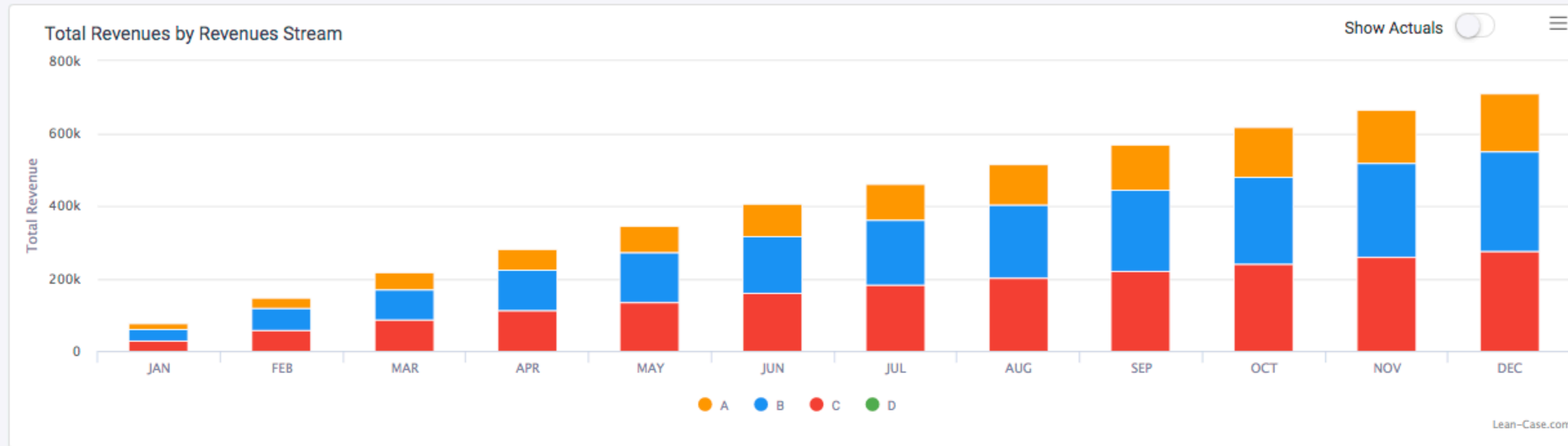
# EXAMPLE 2

Plan Check Manage Track

FOR YEAR 2019

Monthly Quarterly Yearly Actions

- \$ 5.02 M  
Revenue Projection
- \$ 635.34 K  
Cost Of Good Sold
- \$ 4.38 M  
Gross Profit
- \$ 422.40 K  
Cost Of Customer Acquisition
- \$ 3.96 M  
Net Profit



## Revenue Streams

+ Add Revenue Stream

Stream	Revenue	Cost of Goods Sold	CAC
A	\$ 1,096,042	\$ 112,643	\$ 38,400
B	\$ 1,960,105	\$ 196,011	\$ 72,000
C	\$ 1,960,105	\$ 196,011	\$ 72,000
D	\$ 0	\$ 130,674	\$ 240,000

# EXAMPLE 3

Plan Check **Manage** Track

FOR YEAR 2019

Monthly Quarterly Yearly **Actions**

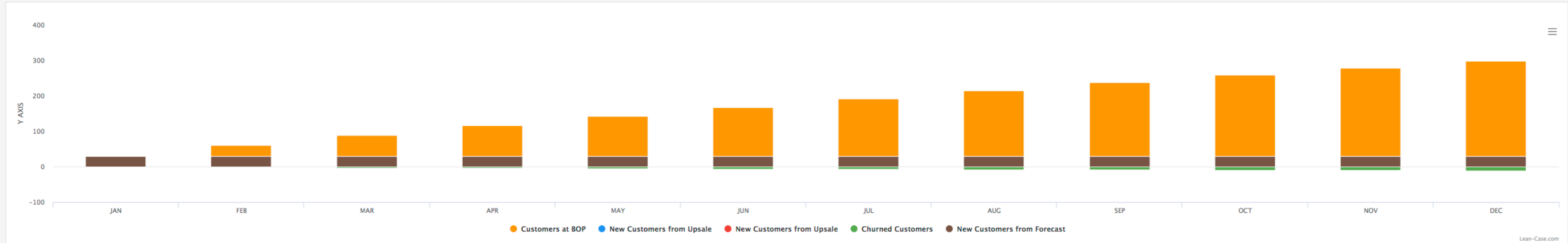
Key Metrics **Customer Lifetime Metrics** Movement Tables

Select Revenue Streams

A1 x A2 x B1 x C1 x D x

**Customer movements** Revenue movements Unit movements

<b>143.65</b> Avg. Beginning Customers	<b>30</b> Avg. New Customers	<b>143.65</b> Avg. Renewable Customers	<b>-6.08</b> Avg. Churned Customers	<b>23.92</b> Avg. Net New Customers	<b>167.56</b> Avg. Ending Customers
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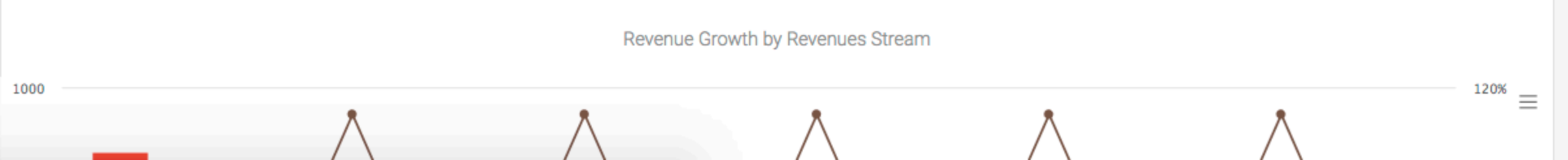
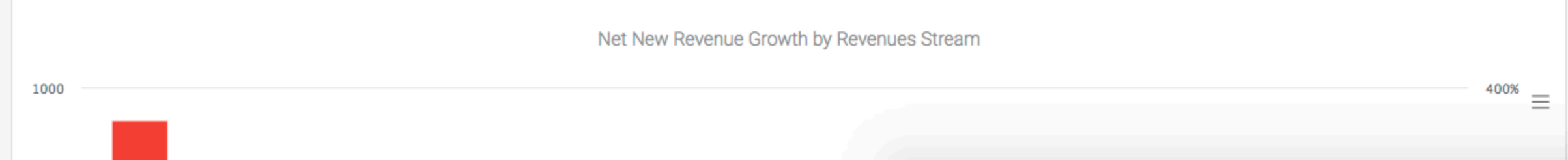
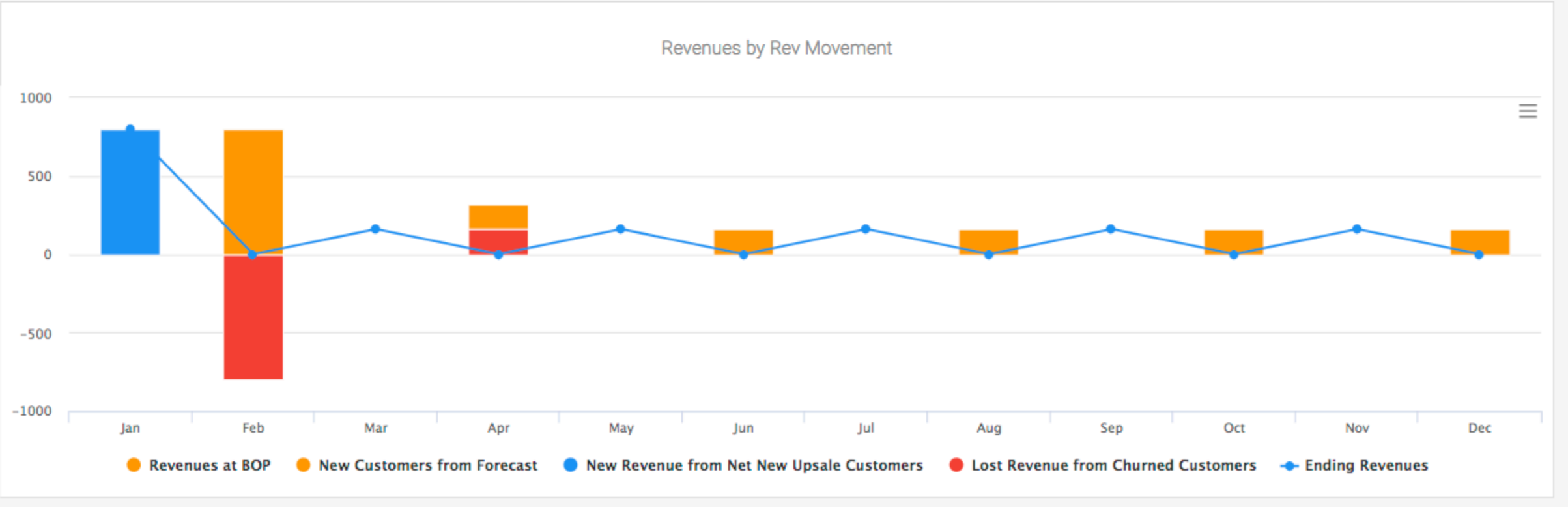
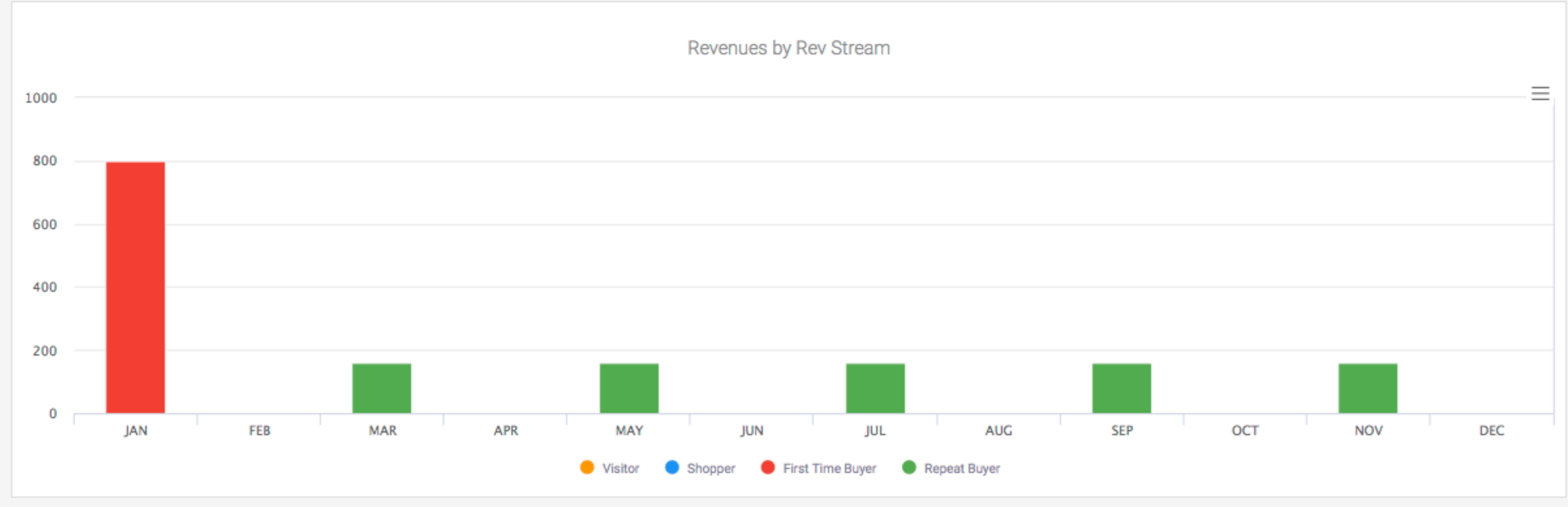
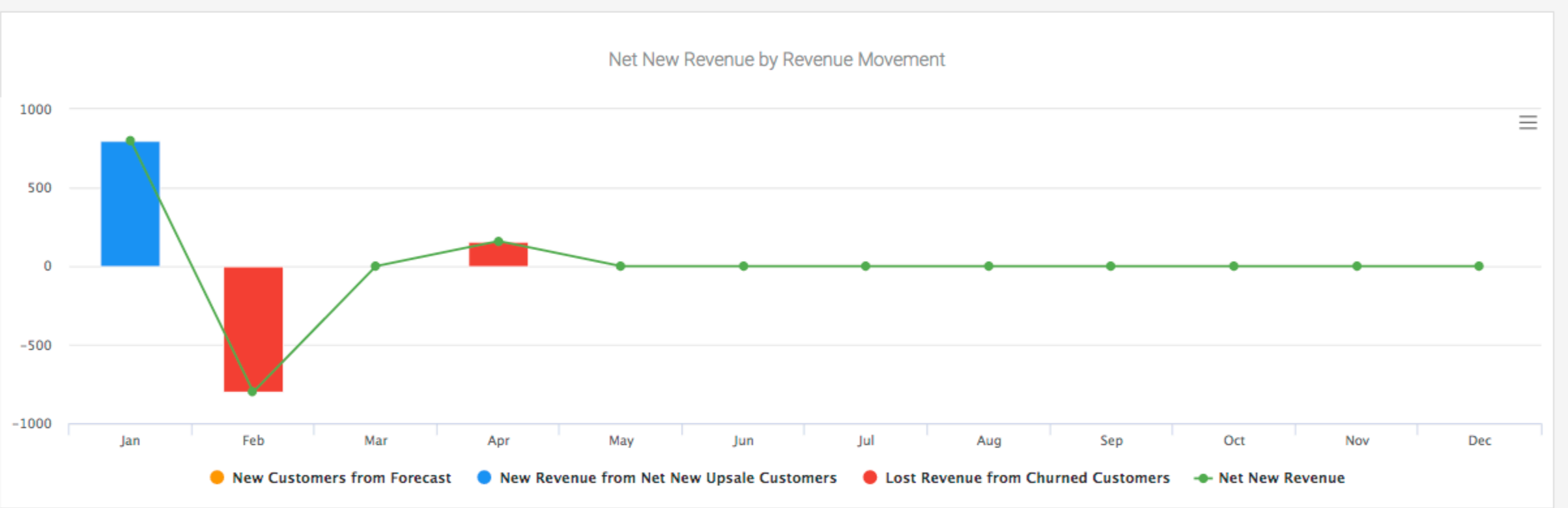
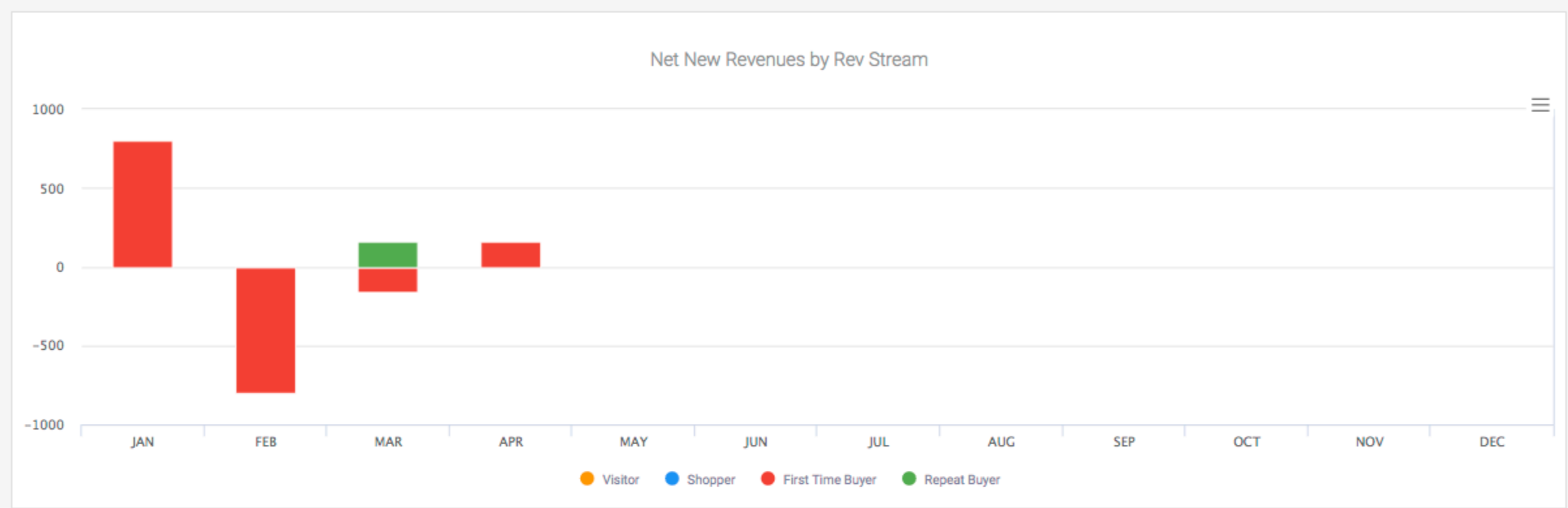


Movements Tables	Jan 2019	Feb 2019	Mar 2019	Apr 2019	May 2019	Jun 2019	Jul 2019	Aug 2019	Sep 2019	Oct 2019	Nov 2019	Dec 2019
Customers at BOP	0	30	58.70	86.16	112.46	137.63	161.75	184.86	207.02	228.27	248.66	268.22
New Customers from Upsale	0	0	0	0	0	0	0	0	0	0	0	0
Renewable Customers	0	30	58.70	86.16	112.46	137.63	161.75	184.86	207.02	228.27	248.66	268.22
Churned Customers	0	-1.30	-2.54	-3.71	-4.82	-5.88	-6.89	-7.84	-8.75	-9.61	-10.43	-11.21
New Customers from Forecast	30	30	30	30	30	30	30	30	30	30	30	30
Net New Customers	30	28.70	27.46	26.29	25.18	24.12	23.11	22.16	21.25	20.39	19.57	18.79
Customers at EOP	30	58.70	86.16	112.46	137.63	161.75	184.86	207.02	228.27	248.66	268.22	287.01

# EXAMPLE 4

Select Revenue Streams

- Visitor
- Shopper
- First Time Buyer
- Repeat Buyer



# EXAMPLE 5

Plan Check **Manage** Track

FOR YEAR 2019

Monthly Quarterly Yearly **Actions**

Key Metrics **Customer Lifetime Metrics** Movement Tables

Select Revenue Streams with Revenues

A1 x A2 x B1 x C1 x

Add Revenue Streams with additional cost

D x

<b>47.3</b> LTV/CAC Ratio	<b>0.5</b> Months-to-Recover CAC	<b>\$ 1,760</b> Customer Acquisition Cost (CAC)	<b>\$ 83,229</b> Customer Lifetime Value (CLTV)	<b>\$ 39,950</b> Annualized CLTV	<b>25</b> Customer Lifetime (CLT) in Months
------------------------------	-------------------------------------	--	--	-------------------------------------	--

Lifetime Metrics	Plan	CY vs LY	Trend	Benchmark	Comments
Monthly Customer Churn Rate	4 %	0 %			
Average Contract Duration in Months	1	0 %			

Key Monthly Metrics	Plan	CY vs LY	Trend	Benchmark	Comments
Monthly Customer Revenue	3.80 K	0 %			
Monthly CoGS (Allocated)	470.86	0 %			
Monthly Gross Profit	3.33 K	0 %			
Monthly Gross Margin	88 %	0 %			
Monthly Selling Cost (Allocated)	482.16	0 %			
Cost per Paid Deal	0	0 %			
Lead Conversion Rate	0 %	0 %			
Monthly Marketing Cost (Allocated)	0	0 %			
Monthly Cust Acq. Cost (Allocated)	482.16	0 %			

# EXAMPLE 6

Reporting Forecasting Settings

December 10, 2019

## Daily Snapshot

Today vs. [May 1](#) ▾

Total Forecast  
(for next sales cycle)

**\$1,995,301**

↓ -94% (was  
\$30,921,441)

Avg Sales Cycle

**59 days**

↓ -14% (was 69 days)

Open Pipeline

**\$1,050,308**

New Pipeline  
(3 months avg)

**\$564,943**

↓ -82% (was  
\$3,105,838)

Close Rate

**43%**

↑ 4% (was 41%)

Sales Reps

**91**

↑ 2% (was 89)

Average Open Deal  
Size

**\$19,817**

↓ -12% (was \$22,610)

Number of Open Deals

**53**

↓ -85 (was 364)

Number of Reps

**80**

↑ 5 (was 76)

AI Attributes

**93**

## Open Pipeline ?

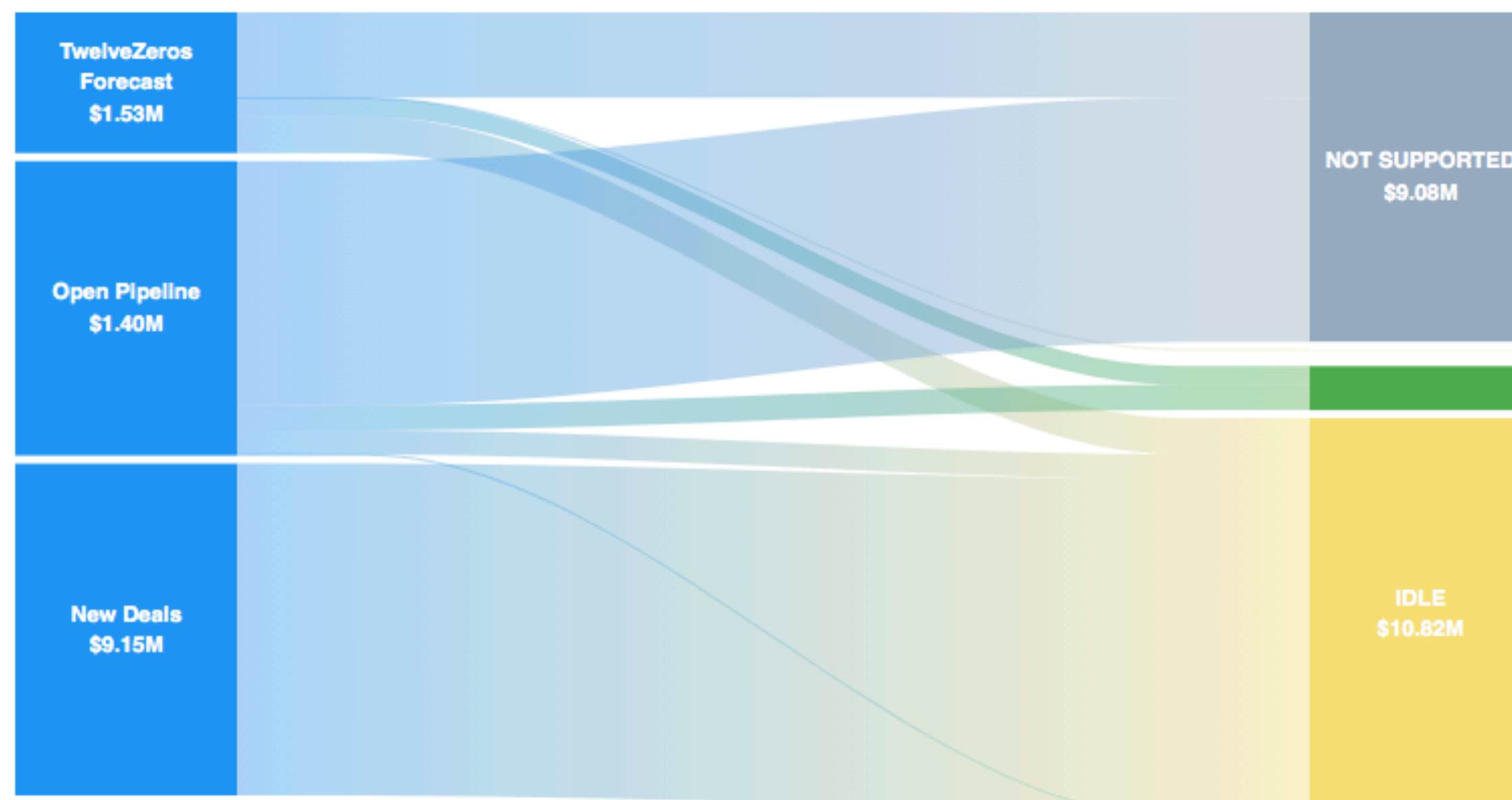
+ Filter

How did opportunities forecasted to close between Dec - Jan move through the pipeline between Dec 3rd - Dec 10th

Or Select Bridge [Test 2](#) ▾

Start 12/01/2019  
\$11.9M

End 01/31/2020  
\$12.5M



# EXAMPLE 7

Reporting Forecasting Settings

December 10, 2019

## Daily Snapshot

Today vs. May 1

Total Forecast  
(for next sales cycle)

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Avg Sales Cycle

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Number of Reps

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AI Attributes

**93**

## New Pipeline (3 months avg) ?

+ Filter

Last 90 Days

\$608,189  
Sales Developme...

\$404,165  
Account Executive

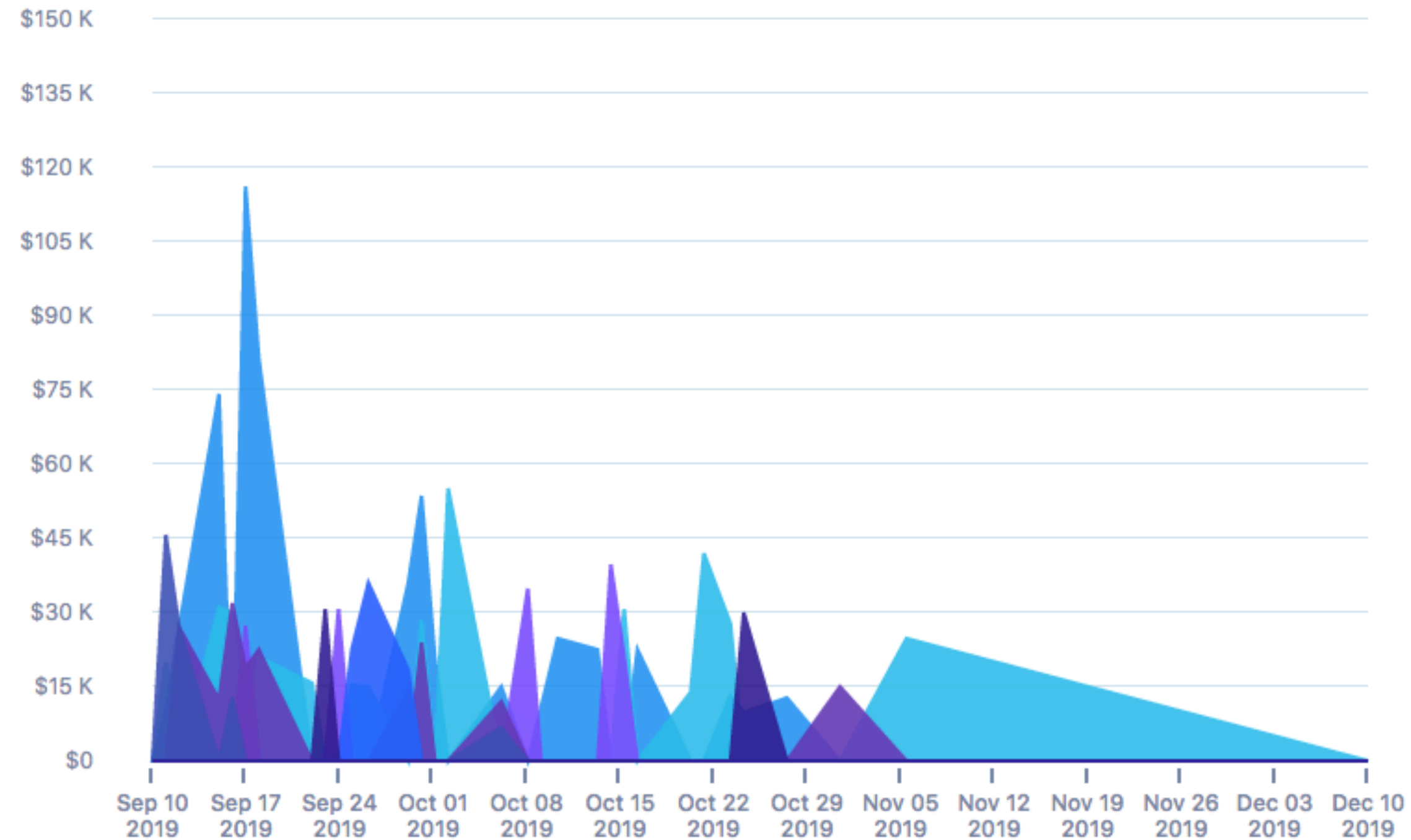
\$175,125  
Marketing

\$164,226  
AM/CSM

\$117,976  
Management

\$77,250  
Leadership

\$60,800  
Enterprise





# EXAMPLE 8

Reporting Forecasting Settings

December 10, 2019

## Daily Snapshot

Today vs. May 1

Total Forecast  
(for next sales cycle)

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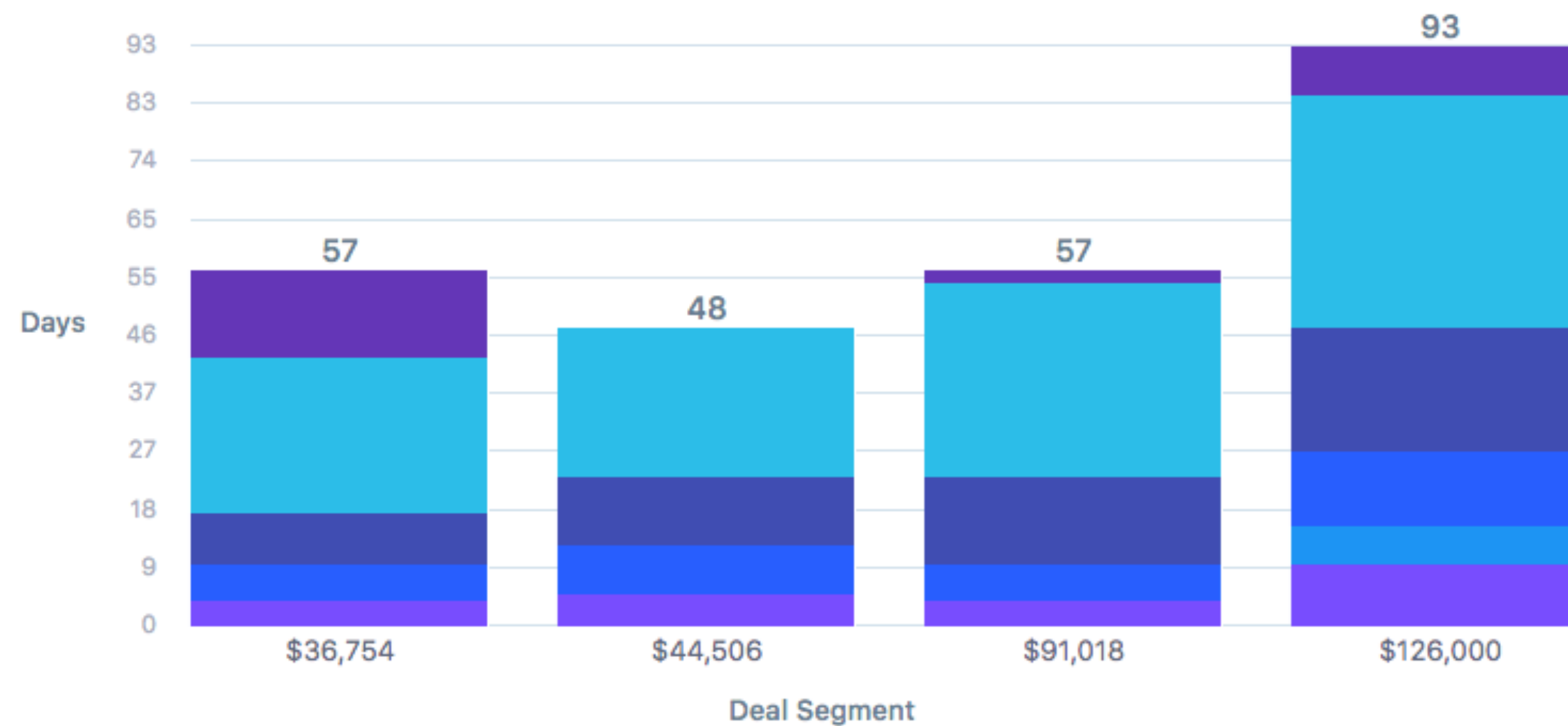
AI Attributes

**93**

## Avg Sales Cycle ?

+ Filter

Application Interviewing Job Created Offer  
Send out Submittal



# EXAMPLE 9

December 10, 2019

## Daily Snapshot

Today vs. [May 1](#) ▾

Total Forecast  
(for next sales cycle)

**\$1,995,301**

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\$30,921,441)

Avg Sales Cycle

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Open Pipeline

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New Pipeline  
(3 months avg)

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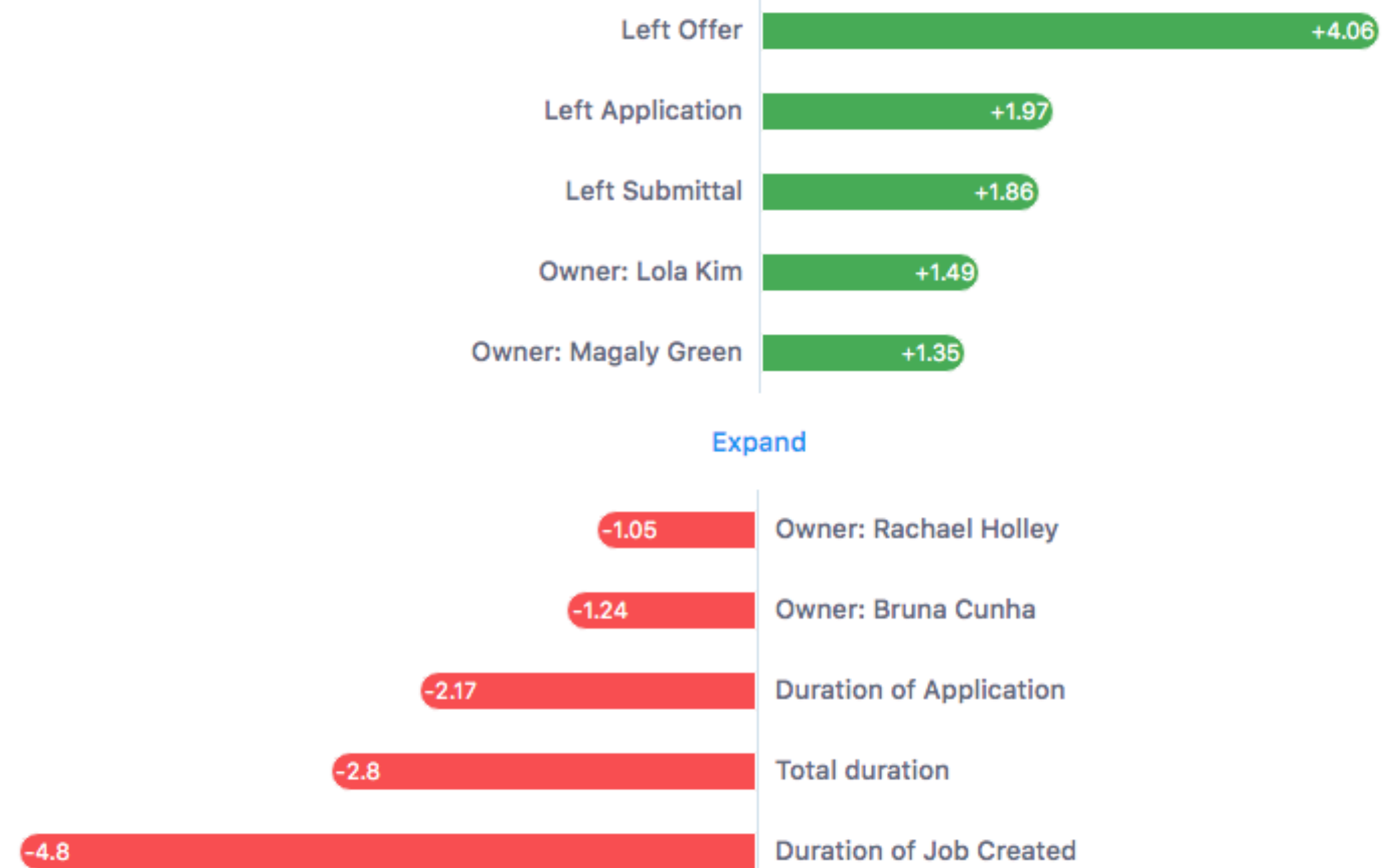
AI Attributes

**93**

## AI Attributes ?

+ Filter

■ Positive Attribute ■ Negative Attribute



# EXAMPLE 10

Reporting   **Forecasting**   Settings
TZ Forecast ▾   Viewing: New Bridge ▾   Save Current Bridge   Export Data

**\$1,011,457**  
Total Forecasted Sales for this quarter

Sales Goals   ↔ **\$2,478,000**

Forecasted Sales   ↔ **\$1,011,456**

Deal Name ^	Amount (\$) v	AI Insights	Stage	Sales Team	Status
Accruent - Natio...	\$ 15,000	<span style="border: 1px solid #00aaff; padding: 2px;">⋮</span>	Submittal	Account Executive	NotForec
adMarketplace -...	\$ 22,500	<span style="border: 1px solid #ccc; padding: 2px;">⋮</span>	Filled	AM/CSM	Forecaste
Adthema - BDR	\$ 9,000	<span style="border: 1px solid #ccc; padding: 2px;">⋮</span>	Interviewing	Sales Development	NotForec
AfterShokz - Ev...	\$ 13,750	<span style="border: 1px solid #ccc; padding: 2px;">⋮</span>	Filled	Sales Development	Forecaste
AfterShokz - Ins...	\$ 13,200	<span style="border: 1px solid #ccc; padding: 2px;">⋮</span>	Filled	Sales Development	Forecaste
AfterShokz - Off...	\$ 13,200	<span style="border: 1px solid #ccc; padding: 2px;">⋮</span>	Filled	Sales Development	Forecaste
Alooma - Data S...	\$ 24,500	<span style="border: 1px solid #ccc; padding: 2px;">⋮</span>	Interviewing	Tech	NotForec
AnyRoad - Enter...	\$ 27,500	<span style="border: 1px solid #ccc; padding: 2px;">⋮</span>	Interviewing	Account Executive	NotForec
Automatit - Q4 AE	\$ 10,000	<span style="border: 1px solid #ccc; padding: 2px;">⋮</span>	Filled	Sales Development	Forecaste
Backblaze - Sr. ...	\$ 63,000	<span style="border: 1px solid #ccc; padding: 2px;">⋮</span>	Submittal	Marketing	NotForec

DEAL <sup>?</sup>
SEGMENT <sup>?</sup>
✕

**ACCRUENT - NATIONAL ACCOUNT**  
**EXECUTIVE - EMS (DENVER)**

\$15K  
Deal Size
Lost  
AI Forecast

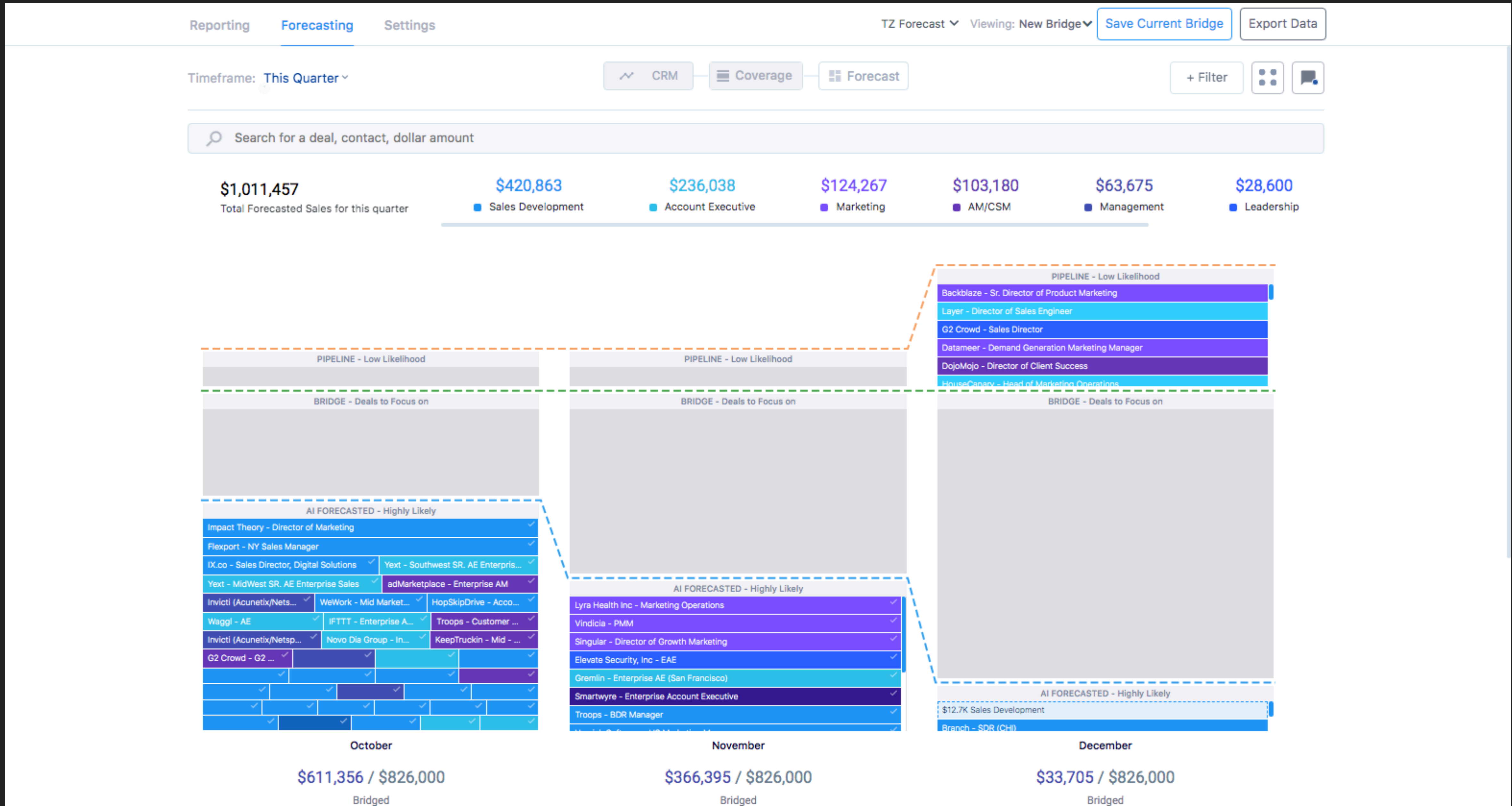
- +98% Duration of **Job Created**
- +75% Left **Application**
- +65% Duration of **Application**
- +30% Owner: Olivia Rochman
- +17% Total duration
- +14% Owner's win rate
- +8% Duration of **Interviewing**
- +1% Amount
- 3% Owner's # of deals
- 5% Duration of **Offer**
- 18% Duration of **Send out**
- 27% Left **Job Created**
- 28% Duration of **Submittal**

**Similar deals**

Click on an attribute on a list above to highlight deals with similar properties

1 2 3 4 5 >
Show by 10 ▾

# EXAMPLE 11



# EXAMPLE 12



## Welcome to Crease PRO

Join the revolution

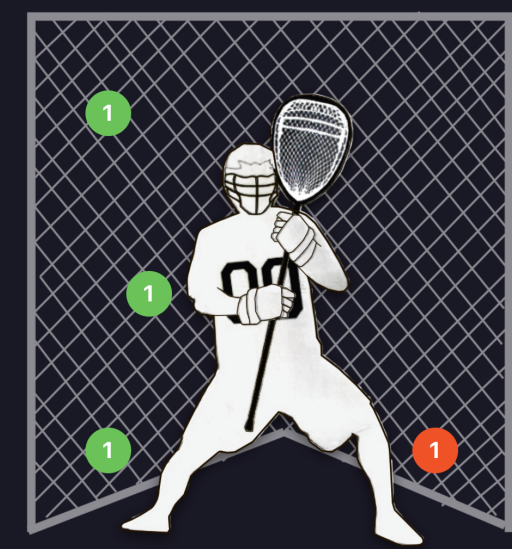


[JOIN NOW](#) [LOG IN](#)

12:26

### Game Results

JW 00:00:24



6 Total shots  
3 Total Saves 1 Total Goals 2 Total Miss

Game details

[HOME](#) [NEW DRILL](#)

12:26

00:00:08




SAVE GOAL MISS

12:27

### Game Results

JW 00:00:24



6 Total shots  
3 Total Saves 1 Total Goals 2 Total Miss

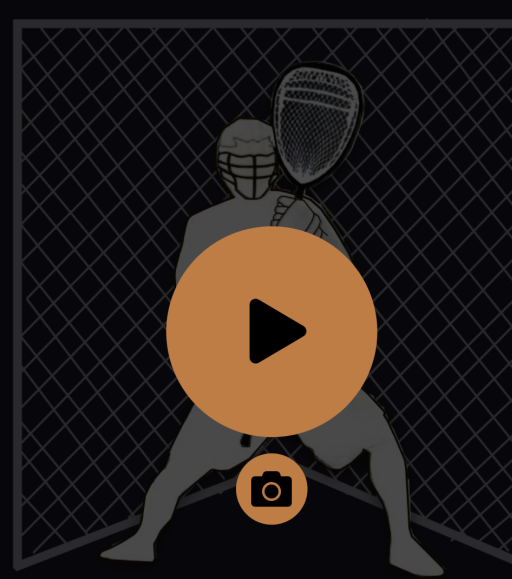
#### Game details

- 0-2:0-59:0-57 - SAVE, Top Left
- 0-2:0-59:0-55 - GOAL, Bottom Right
- 0-2:0-59:0-51 - SAVE, Bottom Left
- 0-2:0-59:0-47 - SAVE, Hips Left
- 0-2:0-59:0-41 - MISS, outside the gate
- 0-2:0-59:0-38 - MISS, outside the gate

[HOME](#) [NEW DRILL](#)

12:26


00:00:00



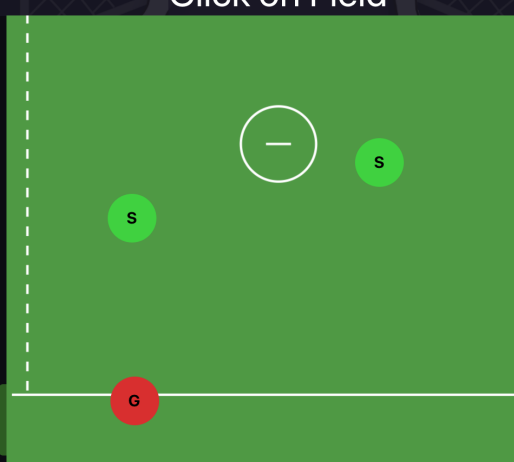
SAVE GOAL MISS

12:26

00:00:13



Click on Field


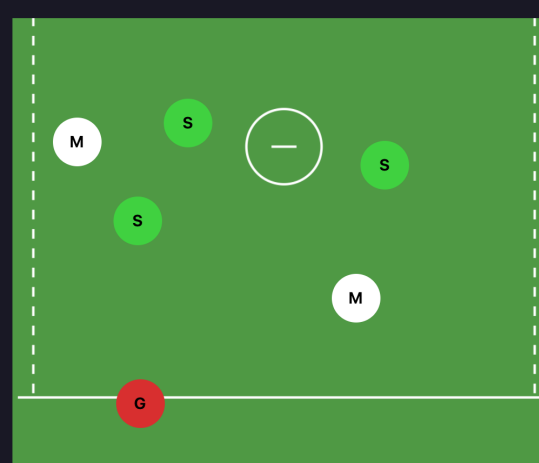


SAVE GOAL MISS

12:26

### Game Results

JW 00:00:24

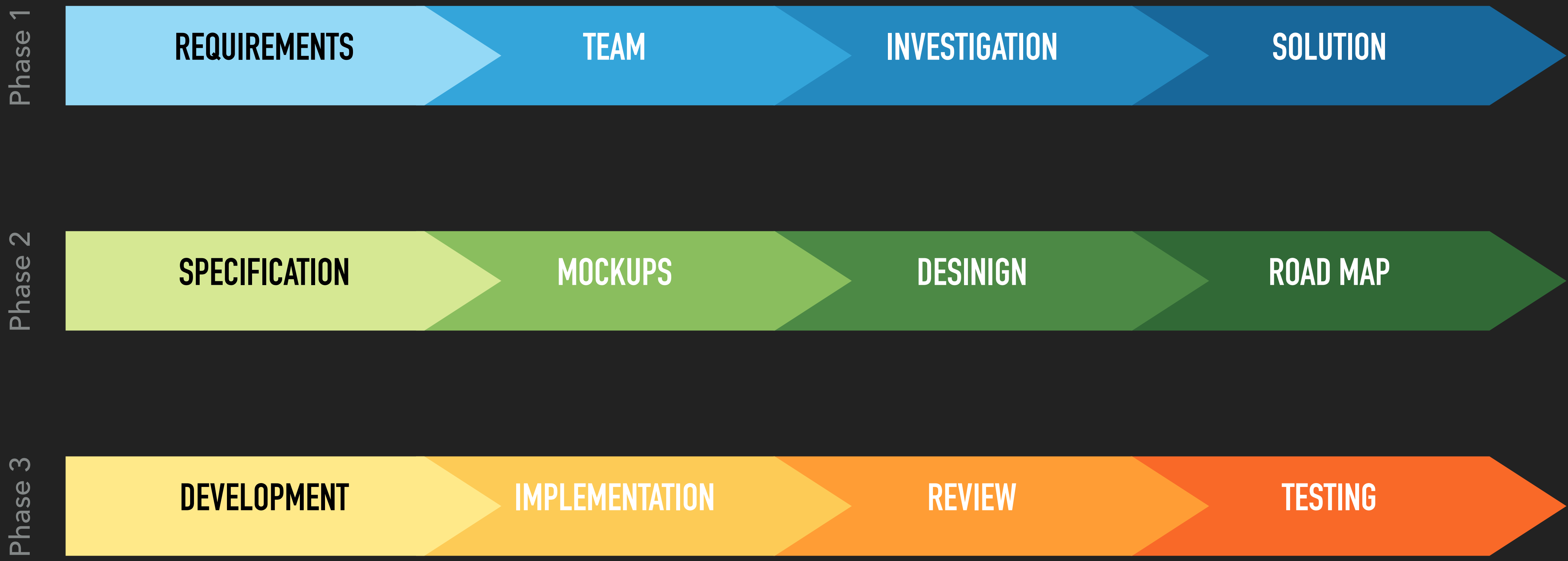


6 Total shots  
3 Total Saves 1 Total Goals 2 Total Miss

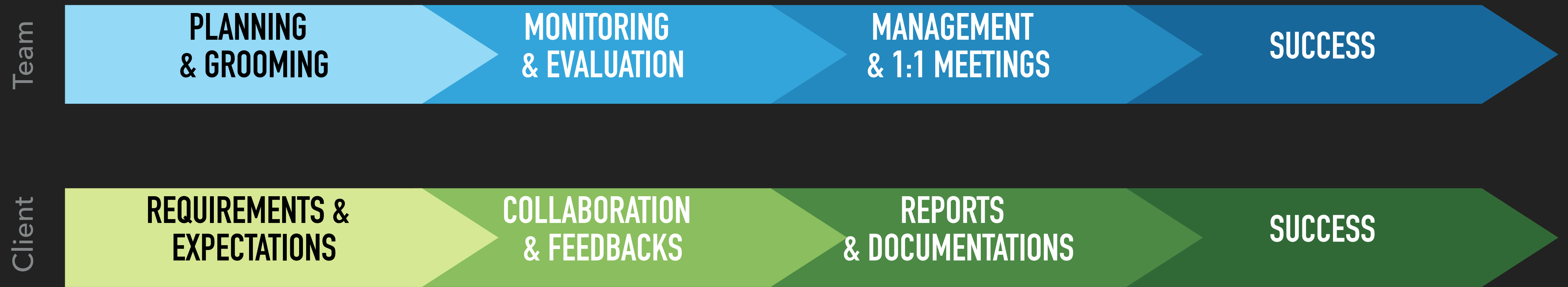
#### Game details

[HOME](#) [NEW DRILL](#)

# PROCESS



- ✓ Sprint planing & grooming meetings
- ✓ Spring acceptance meetings
- ✓ Staging delivery and test report
- ✓ Team velocity and capacity evaluation



# THANK YOU!



## JAPPWARE

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