

AI Text Input Chatbot MVP Development for Creative Agency

PROJECT DETAILS

 AI Development

 Apr. 2025 - Ongoing

 \$10,000 to \$49,999



"DBot had top-notch communication and was very proactive."

PROJECT SUMMARY

DBot has developed an MVP for a US-based creative agency. The team has created a smart text input tool that guides users through tailored questions and generates a concept for their marketing initiative.

PROJECT FEEDBACK

DBot has delivered a fantastic MVP within five weeks, significantly speeding up the client's internal processes and improving turnaround time for initial concept designs by 60-70%. The team has top-notch communication, is highly proactive, and strongly desires to understand the client's needs.

The Client

Introduce your business and what you do there.

I'm a department head at Paradox Bricks, a creative agency specializing in custom corporate gifts that help businesses elevate their branding, engage clients, and create unforgettable experiences.

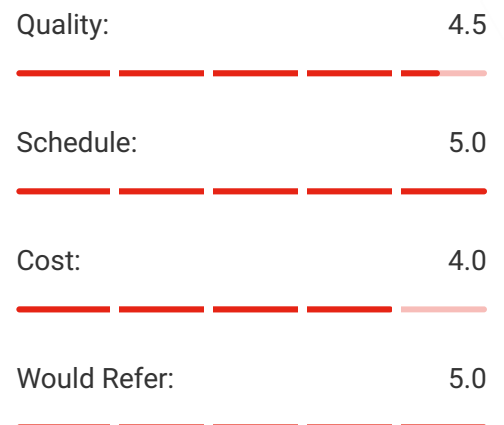
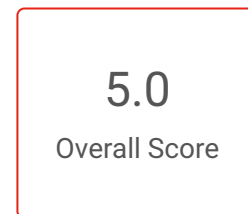
The Challenge

What challenge were you trying to address with DBot?

We needed to build an MVP quickly and cost-effectively. Our biggest concern was that if we hired a freelancer, we might not get something of great quality. We also needed to ensure that the MVP could become a real digital product later for our business.

-  Department Head, Paradox Bricks
-  Advertising & marketing
-  Dover, Delaware

CLIENT RATING



The Approach

What was the scope of work done?

We started with an ideation workshop with DBot to ensure we had a good understanding of what we needed to build and what features were mandatory for the MVP. After agreeing on the scope, development began. We were assigned a project manager and three developers, including one frontend developer and two backend developers.

The MVP included a text input feature, similar to a chatbot, that guided users through a set of questions. Based on the answers, it would come up with a concept for a marketing initiative. We used this internally for our team and for external customers.

What is the team composition?

We worked with a project manager and three developers.

How did you come to work with DBot?

We found DBot through an online search while looking for a cost-effective software partner. We chose them because they had completed a similar project in the past.

How much have you invested with them?

We spent \$18,000.

What is the status of this engagement?

The current phase has ended, but we will likely move to the next phase soon.

The Outcome

What evidence can you share that demonstrates the impact of the engagement?

We received weekly updates, and within five weeks, we had the first working prototype. The results were fantastic because the



MVP sped up our internal processes significantly. We could deliver ideas to clients much faster. As a next step, clients could even brainstorm ideas by themselves.

We saw a reduction of around 60–70% in the time it took to complete new projects. The turnaround time for initial concept designs improved. We could now produce concepts in around 3–5 hours, whereas it previously took 2–3 days.

How did DBot perform from a project management standpoint?

DBot's project management was very structured and transparent. We had weekly check-ins where progress was presented, and if changes were necessary, they were implemented immediately. The project manager reached out occasionally if something wasn't clear to the team. This ensured that we were always aligned and working toward the business goal.

What did you find most impressive about them?

DBot had top-notch communication and was very proactive. The team had a strong desire to understand our needs. It didn't feel like we were talking to software engineers; it felt more like we were talking to actual businesspeople.

Are there any areas they could improve?

What we all missed at the beginning was the integration part into our existing systems. We only realized later in the project that this was an important part. Even though we spent a lot of time clarifying the scope, we still missed something on both sides. The MVP wouldn't run as a standalone tool in the long term, so we wanted to integrate it into our existing software tools, such as email and billing.