DIGITAL SHIFT

CASE STUDY

VENTURE PRODUCT DEVELOPMENT / 2016-2017

Hollabox

Taking a location-based app from concept to a working product



Illustrative cover artwork from the published case study

WORKFLOW

Concepts → User journeys → Roadmap → First release → Investor materials

The challenge

The founders had Photoshop concepts for a location-based discovery app. They needed to define how customers would use it, turn those ideas into a brief developers could implement and explain what the next round of investment would fund.

Discovery

Digital SHIFT founder Marc Thornton worked with the founders on user journeys and the product roadmap, coordinated specialist delivery and helped refine the investor materials. The first version included mobile and web interfaces, maps, notifications, social features and administration tools.

What changed

The founders had a working product to demonstrate. Hollabox secured its first £100,000 investment by late 2016 to fund version two, which launched in 2017. The company later attracted investment from Just Eat.



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Read the online case study

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