

Web Application for Professional Sports League

PROJECT DETAILS

 Mobile App Development

 Dec 2014 - Apr 2018

 \$200,000 to \$999,999



"They plug-in seamlessly to a team and can handle the full project end-to-end."

PROJECT SUMMARY

Following a discovery phase, Orases designed and developed a community-based web application for a professional sports league. The product utilizes HTML and JavaScript and features an interactive map.

PROJECT FEEDBACK

Despite an expedited timeline, Orases successfully delivered the product before the next registration session began, helping to eliminate paper documents from the process. The team works well with little supervision but maintains open channels of communication.

The Client

Introduce your business and what you do there.

At the time of the engagement, I was the vice president of project management at Major League Baseball Advanced Media, which operated MLB.com, all 30 MLB team sites, and all MLB applications.

The Challenge

What challenge were you trying to address with Orases?

We engaged Orases to build out the digital experience for our Pitch Hit & Run program. We wanted to create a community-based application that allowed users to organize and run the competitions in their local area.

 **Ken Isaacson**
Former VP of Project Management, Major League Baseball Advanced Media

 Arts, entertainment & music

 501-1,000 Employees

 New York, New York

CLIENT RATING

5.0

Overall Score

Quality 5.0

Schedule 5.0

Cost 5.0

Would Refer 5.0



The Approach

What was the scope of their involvement?

We involved Orases in meetings at the commissioner's office and included them in some high-level discussions of what the application needed to be. Orases demonstrated a solid understanding of our desires and presented a thoughtful development plan for the product.

They provided us with initial designs, and we collaborated with their team to iterate more and optimize the experience. Those discussions drove the development process, where Orases ensured that the application captured all of the relevant information we needed while also storing user data appropriately.

Orases utilized JavaScript and HTML for the website's frontend, which features an interactive map that shows users where competitions are held relative to their location. The user experience is such that people can create their own competition or join an existing one with a series of easy-to-follow steps.

What is the team composition?

We probably interacted with as many as 10 people. Our team included Nick (President, Orases), a project manager, a financial and legal adviser, and members of their technology and design teams.

How did you come to work with Orases?

I learned of Orases through a colleague who had worked with their team when they developed a very similar community-based product for the NFL.

How much have you invested with them?

Throughout the engagement, we spent approximately \$750,000.

What is the status of this engagement?

Our engagement spanned December 2014–April 2018.



The Outcome

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

Orases worked under tight deadlines because we wanted to launch before the start of the next registration season. We wanted to rid our sign-up process of paper, so it was crucial that Orases deliver the application before that period started. It was a tall task to go from our idea to launch in about two months, but Orases made it happen, and we continued to enhance the product from there.

How did Orases perform from a project management standpoint?

We received timely information from their project management team. We had a good idea of what was going on even though we weren't very hands-on with the project. Orases did a great job of communicating and remaining transparent throughout the engagement. Together, we developed an efficient process from a project management and delivery standpoint.

What did you find most impressive about Orases?

They plug-in seamlessly to a team and can handle the full project end-to-end. We developed a lot of trust in them.

Are there any areas they could improve?

No, they accomplished everything we set out to do.

Do you have any advice for potential customers?

Trust Orases, and let them use their wide range of expertise to help you innovate and execute. If you trust them, they won't let you down.

