



# Web Platform Design & Dev for Media Company

## PROJECT DETAILS

 UX/UI Design, Web Development

 Sep. 2025 - Ongoing

 \$10,000 to \$49,999

 *“Their ability to translate our ideas into a functional and intuitive product was truly impressive.”*

## PROJECT SUMMARY

Intactdia has designed and developed a custom web-based platform for a media company. The platform includes campaign tracking, social media scheduling, content approval workflows, and analytics dashboards.

## PROJECT FEEDBACK

Intactdia's platform has improved operational efficiency and client satisfaction for the company. The team has reduced the administrative work and enhanced transparency with clients. Intactdia has excellent project management, clear communication, and a genuine commitment to understanding the goals.



## The Client

Please describe your company and position.

I am the CEO of Nova Social Media & Marketing

Describe what your company does in a single sentence.

Nova Social Media & Marketing is a modern media company based in Amherst, Nova Scotia, that specializes in social media management, video production, branding, and digital marketing strategy for businesses and brands in Nova Scotia, New Brunswick, and Prince Edward Island.

## The Challenge

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

- Our goal was to reduce manual work, improve communication efficiency and gain better visibility into our operations.



**Patrick Manifold**

CEO, Nova Social Media & Marketing



Advertising & marketing



Amherst, Nova Scotia

### 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 Intactdia?

- Online Search
- Clutch Site

### Why did you select Intactdia over others?

- Great culture fit
- Good value for cost

### How many teammates from Intactdia were assigned to this project?

1 Employee

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

Intactdia team worked closely with us to design and develop a fully customized web based platform that integrated campaign tracking, social media scheduling, content approval workflows and analytics dashboards.

### The solution included:

A responsive and modern user interface that aligned with our brand identity.

A content approval system that allowed clients to review and approve posts directly within the platform.

A centralized dashboard for managing multiple client accounts.

Automated reporting tools that pulled performance data from various social media APIs.

Role-based access controls for our team and clients to ensure data security.





Throughout the project, Intactdia provided UI/UX design, backend development, API integration, quality assurance testing and post launch support.

## The Outcome

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

- The platform has significantly improved our operational efficiency and client satisfaction. Our team can now manage more client campaigns without compromising quality.
- The automated reporting feature has also reduced our administrative workload and enhanced transparency with clients.
- Overall, it has become an essential part of our daily operations.

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

Intactdia project management was excellent. They maintained clear communication through weekly updates and milestone reviews. All deliverables were completed on schedule, and any minor adjustments we requested were handled promptly. They were proactive in identifying potential challenges and provided practical solutions before they became issues.

What was your primary form of communication with Intactdia?

- In-Person Meeting
- Email or Messaging App

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

What stood out most was their deep technical expertise combined with a genuine commitment to understanding our business goals.





The Intactdia team didn't just build software; they created a solution that perfectly fit the way our agency operates.

Their ability to translate our ideas into a functional and intuitive product was truly impressive.

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

The only minor suggestion would be to include more in depth user training materials for our staff after deployment.

However, their team was always available to provide support whenever needed, so this wasn't a major issue.

