

OPTIMIZING USER EXPERIENCE AND GENERATING BRAND LOYALTY AT A TOP 5 GLOBAL TELECOMMUNICATIONS COMPANY

Toptal designs a branded, mobile-optimized web browser used by millions.



THE CHALLENGE

The client wanted to redesign their branded web browser to increase engagement and improve user experience. The goal was to launch a new, mobile-optimized web browser that would reduce necessary bandwidth consumption, enhance customer experiences on mobile, and promote brand loyalty in a fiercely competitive market.

THE SOLUTION

A team of Toptal designers managed the entire browser project, from the creation of wireframes and clickable prototypes all the way through to providing production-ready assets and the source files required for integration. They delivered the product under budget in less than two months and ahead of schedule.

THE RESULTS

In the weeks since its launch on the Google App store, the browser has been downloaded tens of thousands of times, and it will be preinstalled on hundreds of thousands of devices. As a result, the client has extended its engagement with Toptal to manage continuous product enhancement cycles.

“Toptal set up an experienced project team in a very short time. This helped us with overall project management control and ultimately led to project completion under budget.”

Senior Vice President

Leading Telecommunications
Equipment Company

THE TEAM

The team was led by a project manager and was multidisciplinary. The designers had expertise in User Experience, User Interface, and Interaction Design. The average length of experience between the designers was 8.5 years.

THE ENVIRONMENT

Toptal’s design team worked together using Sketch, InVision, Photoshop, Illustrator, and Quartz Composer to deliver high-fidelity designs and animations for easy integration.