

## Creator's House (Website & Platform)

### Client

Creator's House is an innovative network of educational studios that offer cutting-edge learning experiences for the 21<sup>st</sup> century. Their student-driven approach caters to learners of all ages and integrates state-of-the-art learning software, hands-on projects, Socratic discussions, and a unique Hero's Journey dialogue. As an affiliate of Acton Academy in Austin, Texas, Creator's House is at the forefront of the latest trends in education, providing a dynamic and engaging environment that fosters intellectual curiosity, critical thinking, and personal growth. Website: [www.creatorshouse.org](http://www.creatorshouse.org)



### Challenge

Creator's House required a comprehensive solution that would enable them to educate their community on a unique learning model through an engaging website, community-building tools, and marketing funnel analytics suites. The client needed a website and system that was both user-friendly and easy to manage, with interactive support agents, multimedia, and information kits that would captivate their target audience to drive engagement and enrolment.

During the consultation, we identified that Creator's House had a clear and well-defined project vision and a solid, actionable plan. They had an experienced product manager, UX/UI designer, and a technical project lead who translated the business and marketing requirements into viable technical specifications. The client also provided workable templates, customer journey details, and site design examples. They had all the necessary content and sought a WordPress developer to implement their plan and bring their vision to life.

### Services & Approach

#### Services: Hire Developer / Offshore Development

The client had already designed a comprehensive customer journey closely integrated into every interaction, ensuring they could follow up with their audience directly. With the client's extensive content needs in mind, Labs8 assigned a mid-level WordPress developer from our offshore team, who quickly set to work building the site. Within a short period, the developer had completed 80% of the site, enabling the client to begin soliciting feedback and fine-tuning the remaining 20%. The client also wanted to add more content as the project progressed, prompting the developer to work directly with them to implement the additional requirements.



### Outcome & Impact

- The project was delivered on time and within budget (60% less vs. onshore), creating an informative website with rich content that allows parents and families to easily research the client's services.
- By implementing easy-to-use landing pages, the client could efficiently target their marketing campaigns, generating the traffic and engagement needed to meet their goals.
- Our team provided flexible support to the client, including one-off development work, which allowed the client to make necessary changes to their website beyond what their marketing team could handle, resulting in a more seamless user experience for their audience while saving costs.

#### Testimonials

"Labs8 acted as a business partner vs. a vendor. They really cared about the project's outcome as the developer worked as part of our team despite being offshore. They were easy to communicate and work with. We gave business requirements, and the developer was able to implement them quickly without any handholding. In areas that we weren't being clear, he asked great questions and offered options for us to consider."

Ready to bring your vision to life? At Labs8, we understand the importance of balancing agility with discipline as we have proven experience working with successful startups, and global companies like Microsoft, Amazon, Expedia, and Google. Contact us today for a free consultation.