

REVIEW / PCA

Product Strategy, Design, Development, Delivery and Management for the People's Choice Awards

Project summary:

Stuzo was initially hired to develop a fan engagement Facebook application for The People's Choice Awards, which introduced responsive design and improved voter experience. Stuzo then designed and delivered an entire digital product suite of mobile apps and web applications for PCA.

Feedback summary:

Stuzo is commended for their great communication and willingness to listen to their customers and adapt to their expertise.



Background

Please describe your organization.

We are the People's Choice Awards, which is one of the annual Hollywood award show franchises.

What is your position?

I am the VP of digital.

★★★★★ Overall rating

★★★★★ Quality

★★★★★ Cost

★★★★☆ Schedule

★★★★★ Willing to refer

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Opportunity / Challenge

What business challenge were you trying to address with Stuzo?

We've been working with them for several years. The initial engagement was around a particular Facebook application we wanted to develop around the televised show several years ago having to do with fan

engagement and integrating fans through social media into the actual telecast. Since then, we've done several other projects with them. The most recent was a major redesign of our voting application for the award show.

Solution

Please describe the scope of their involvement in detail.

It starts with an early inception strategy and creative discussion around what the new features and functionality would be and continues all the way through to creative design, development, QA [quality assurance], handoff, and so on. So, the entire lifecycle for new product development for our site and social media, depending on what the project was. At the time, social apps were more prevalent when we started out with the Facebook application. Since then, the focus has been more about new enhancements and features for our website.

We were introduced to them by Procter & Gamble, the owners of the People's Choice Awards franchise. Stuzo was an agency that some of the other Procter & Gamble brands had engaged with on other projects.

They pitched for the project we had in mind at the time, and we liked what they had presented. We were happy with their work and continued the relationship. The scope grew from there.

Could you provide a sense of the size of this initiative in financial terms?

It cost between \$200,000 and \$1 million for all the projects.

What is the status of this engagement?

Currently, we aren't working on anything with them. But, as we approach our peak season again in the fall, we'll likely re-engage for some enhancements. There's always ongoing maintenance work.

Results & Feedback

Could you share any statistics or metrics from this engagement?

I can't really share stats, but we had a lot of feedback that this experience was much sleeker and a much-improved voting experience. Our entire focus is around the voting experience for the consumers during our peak season. Knowing we succeeded there was a big win. The process was streamlined, and we introduced a responsive design. It works very consistently across multiple platforms. We've gotten a lot of great feedback on that. It was nice to have a redesigned platform with all the latest and greatest, making sure that every vote is tracked well, and we know exactly where it's coming from. We didn't see any issues with scaling. We're able to handle the various volumes that come in at different times throughout peak season seamlessly.

How did Stuzo perform from a project management standpoint?

Stuzo did pretty well. The one point of weakness was on the project management side because they had some transitions internally with that role. There were things that slipped through the cracks a couple times. We have a lot of project management expertise on our end, so we were able to shepherd things through and make sure things did not

get lost in the shuffle. They are aware of it and have addressed that issue. To be fair, this was only an issue on the latest project. It wasn't that way for every project.

What distinguishes Stuzo from other providers?

I appreciate that Stuzo acknowledges the client's expertise. When we come with our ideas, they listen. Some agencies will assume that they know best and will want to push their agendas. I appreciate that they come to the table open and willing to collaborate to come up with the best possible solutions and execute accordingly. They make sure all the assets are being leveraged as well as possible.

Is there anything Stuzo could have improved or done differently?

The project management piece was the main thing. Anything else that would have been improved would have been improved as a result of stronger project management. Having said that, everything went off without a hitch. Everything was delivered on time and to spec. It did work out well in the end, and they addressed that weakness mid-project so we were still able to have a successful launch.