



# How Atlantic Home Mortgage Innovates Without Fear

From Design Sprint to project kick off

## CASE STUDY



“The sprint was well-run and very organized. We were able to distill the product down into something that we could go to market with quickly, instead of getting stuck in development forever trying to make something that has too many parts for initial launch.”



**Tony Davis**

Partner At Atlantic Home Mortgage

# The Client

## Atlantic Home Mortgage



ATLANTIC HOME MORTGAGE

### WHAT WE PROVIDED

Design Sprint  
& SaaS  
Development



### INDUSTRY

Real Estate / Finance



### LOCATION

USA

## Overview

### Investing in the right team

Atlantic Home Mortgage is going national with a new product to help make the mortgage process easier for homeowners. Developing software is a huge commitment, and not one that Partners Tony Davis and Naveed Bhurgrri felt comfortable making with any of the development companies they spoke with.

But after discovering DevSquad and flying to Salt Lake City for an innovative, one-of-a-kind Design Sprint workshop, they were ready to build.

What Atlantic Home Mortgage gets with DevSquad:

- Clean and modern UX design
- Responsiveness and proactive communication
- Guidance on building a true MVP
- A development process designed to save time and money



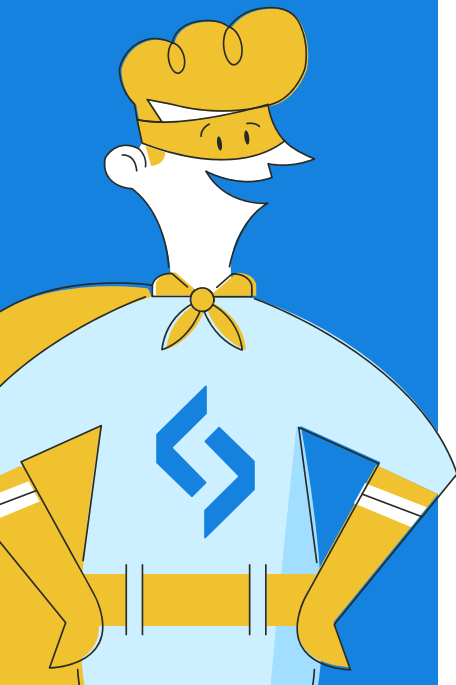
## Challenge

### The frustration of trying to vet development teams

“It’s hard to commit and start spending money on a company that you talked to over the phone, and to start spending thousands of dollars on something when you don’t know what it’s going to look like,” says Tony Davis, Founding Partner of Atlantic Home Mortgage. Tony contacted over a dozen development teams to help him build an online mortgage application portal with a national target audience, but none of the companies made him feel comfortable about his investment.

He received quotes from development teams who didn’t know much about his business, or the product he wanted to build. The process left him struggling knowing who to trust with such an important project.

Tony rejected several development companies that he found via Google search because the UX design of their sample work wasn’t up to par. One of his core non-negotiables with a development team was modern, clean design.



# Solution

## The Design Sprint workshop and prototype

Through a Google search, Tony discovered DevSquad, and immediately appreciated the stamp of approval from big-name clients. “I looked at some of their past work, and I thought that the way that they designed websites for previous customers is really clean, simple, and user-friendly,” says Tony.

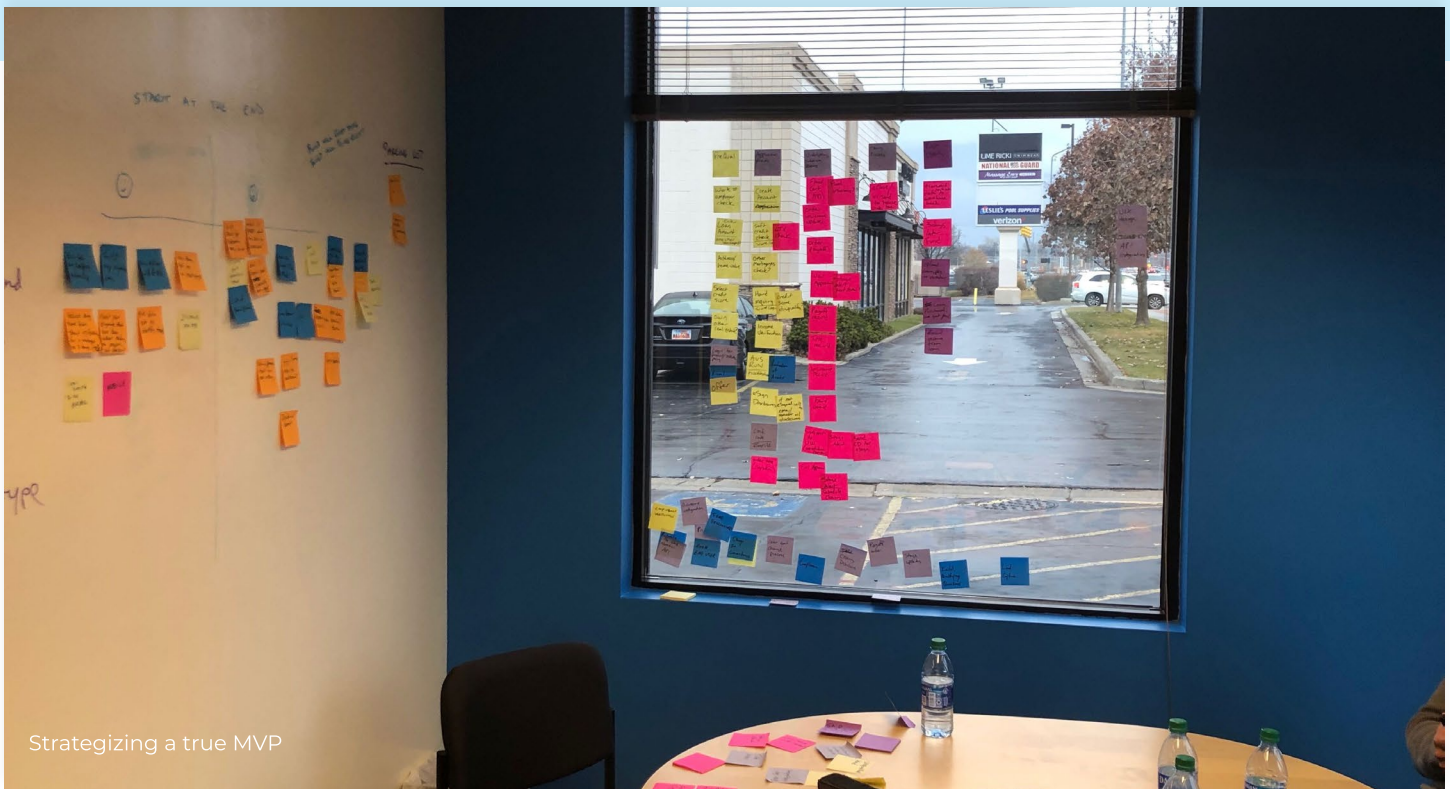
Tony was also impressed by the offer to come meet in person and work on a prototype. “No other company offered me a service like the Design Sprint,” he says. “I liked the idea that you could get in and hammer out all the details instead of doing 50 conference calls.”

Tony and Naveed booked their Design Sprint workshop date and flew to Salt Lake City. They came prepared with a list of features that the product should include. They also explained the mortgage process to the DevSquad team, so that the product managers and VP team could understand the value and ease that he wanted to bring to homebuyers.

“There are a lot of moving parts with mortgages,” explains Tony. “Being able to communicate in person and write everything down on a whiteboard together was so much easier than doing it over the phone.”

### WHAT IS THE DESIGN SPRINT?

A two-day MVP strategy and prototype workshop in our Murray office (near Salt Lake City).



“No other company offered me a service like the Design Sprint. I liked the idea that you could get in and hammer out all the details instead of doing 50 conference calls.”

**Tony Davis**

Partner At Atlantic Home Mortgage



“We were able to distill the product down into something that we could go to market with quickly.”

**Tony Davis** ”  
Partner At Atlantic Home Mortgage

## Result

### Validating the design and development process

The Design Sprint had several key results: it gave Tony and Naveed a chance to vet how DevSquad would approach the backlog creation and timelines of the product, it made sure everyone understood the core features needed during the MVP, and it led to the production of a high-fidelity prototype.

“The sprint was well-run and very organized,” says Tony. “Our favorite part of the workshop was the story map process. We thought that was

really useful because we were able to distill the product down into something that we could go to market with quickly, instead of getting stuck in development forever trying to make something that has too many parts for initial launch.”

Tony and Naveed also appreciated that at the end of the workshop, everyone was clear on the needs of the project and the timelines going forward. “When we left, we were all on the same page.”

The high fidelity prototype

**BEST RATE**

**3.56% average**  
Monthly Payment of \$1,244.00

As of Nov. 23, 2019 [View Offer](#)

**LOWEST MONTHLY PAYMENT**

**\$1,145.00**  
Fixed rate of 3.56%

As of Nov. 23, 2019 [View Offer](#)

DevSquad [devsquad.com](https://devsquad.com) | 4

## Moving forward

### Peace of mind and quality development

Within a week of the workshop, Tony, Naveed and their team were able to review the prototype that the DevSquad team had built. “We could play around with the prototype. We were really impressed with the design,” says Tony. “For us, that was the most important thing. Right away, we could see that it would be simple and easy to use.”

After meeting in person and receiving a high-fidelity prototype that proved the DevSquad team could interpret their business needs, the team at Atlantic Home Mortgage was ready to move forward with development. Tony says, “The workshop and prototype gave us a chance to get comfortable with DevSquad without a huge commitment and it allowed everybody to get a good feel for whether this was buildable. It also allowed us to communicate what we wanted to do all at one time.”

DevSquad is an expertly trained, battle-tested team of elite developers ready to start work today.

+1 801 656 0470

info@devsquad.com

17 E Winchester St #100, Murray, UT 84107

SCHEDULE A  
CONSULTATION

## What makes DevSquad different

Monthly subscription based on # of developers  
—no contracts or commitments

QA, DevOps, design, product management,  
and business VP resources included

Makes use of low-code and pre-built technology  
in addition to custom coding

Experts at minimizing MPVs, truly agile process,  
build and ship one function at a time