



NEURALAB

**Client + Agency
communication
handbook**

01

Project goals are mutual

Hey there! This agency handbook is all about good communication practices, crucial in attaining our mutual project goals.



Trello

Trello is our starting point

When we start our project endeavor, you'll get your own Trello board which includes all of the tasks that follow (design, engineering, integrations, analysis, consultation, content edits, bugs, issues, education etc.)

03

Collaboration made easier

Trello is a collaborative tool that helps us visualize and organize projects. With Trello boards, we can easily manage the workflow of our game plan. You can track which tasks are in production and who is working on them at any given moment .



Leo Thongtod Linthong

OTRUSA

eCommerce Manager

"Trello is a flexible and we can remotely work with Neuralab as if we were in the same room. It also enables collaboration and communication regardless of the different time zone between us. "

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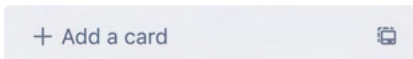
04

All things are accepted!

Feel free to write everything & anything inside of Trello. Your written tasks and ideas allow our team to focus attention on the best solution. Correspondingly, our written answers allow **YOU** to contemplate how can our propositions impact your business.

05 Creating new cards

- Create a new Trello card by clicking on



in the **Backlog / On ideation** column

- When creating cards, put them in the "Backlog / On Ideation" column and specify (mention) your dedicated Product manager
- Inside the card, in the **Description** field, add a description of the request and with @ mention dedicated Neuralab Product Manager
- Please open new card for each granular task (Placing multiple tasks inside one single card is a bad practice as it will make task management difficult.)



Editing new cards

- You can attach documents to a card in Trello by clicking “**Attachment**” in the right menu within the card
- If you want to send us additional information about a certain task later on, you can use the comments section to do this. All communication about a specific task should be written via Trello comments.
- Open a new card for each new functionality or new task (we don't recommend changing names of existing cards)

07 Mentions are golden

- To mention a specific person inside of a card, type '@' and choose a name from the project members list which should pop up automatically.
- To mention all card members type '@card'
- To mention all project members type '@board'
- Always mention dedicated Product Manager in the card you are creating or commenting on

Proper formatting helps

- **Bolds**, *Italics*, Underline, “Quotes” ... they all help in proper communication
- Find text formatting options at the following link:
<https://help.trello.com/article/821-using-markdown-in-trello>

09

Email notifications

You can set up and customize notifications both inside the Trello board and in your e-mail.

Learn how on the official Trello support website:

<https://help.trello.com/article/793-receiving-trello-notifications>



Nino Ćosić

CARNET

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Altering things is a big no-no

- ✗ Don't create new Trello columns! The Neuralab team defined them with a certain logic and they are the same for each project.
- ✗ Don't move cards between columns! This is a task for our busy Neuralab fingers.
- ✗ Archiving Trello cards is performed exclusively by members of the Neuralab team.
- ✗ Don't change the color of a Trello board! Neuralab determines colors for each project and they have a sweet internal meaning.
- ✗ There are 5 types of default labels on any board (Change Request, Content, Design, Development, Time Materials) and each new Label needs to be communicated separately.

11 Quality Assurance (QA)

A little bit of tech talk

We manage all of our projects through GIT version control. It enables every team member to see what code changes were implemented in a given period of time.

GIT allows us to push resolved items on the staging server and perform quality control. When the code is approved we can move it to live (production) servers.

Clients should not have access to change code and themes or update plugins (as everything is done through our GIT protocol).

 **Trello**



GitHub



 **Buddy**



KINSTA

12 Quality Assurance (QA)

“Three checks”

Neuralab has three levels of Quality Control:

1. local testing with internal developers
2. staging testing for both clients and developers (staging server is a special testing server, reserved just for clients in order for them to see changes)
3. live testing with the client, internal developers, and external QA team (if needed).

All of the tasks in the backlog go through the above-mentioned three gates. These tests are public front-facing assessments that we use to analyze every section of the web application.

 **Trello**



GitHub



 **Buddy**



KINSTA

13 Quality Assurance (QA)

Monitoring

We actively monitor your web applications, especially if we think there will be a problem with external modules (for instance, a big WooCommerce update).

This process is a standard for all of our clients and we utilize it to proactively monitor the health of your web app. Our primary concern is to enable the end-user to achieve any set goal of an application (making an order, eCommerce sale, form submission, or any type of web transaction).



Tomislav Petrić



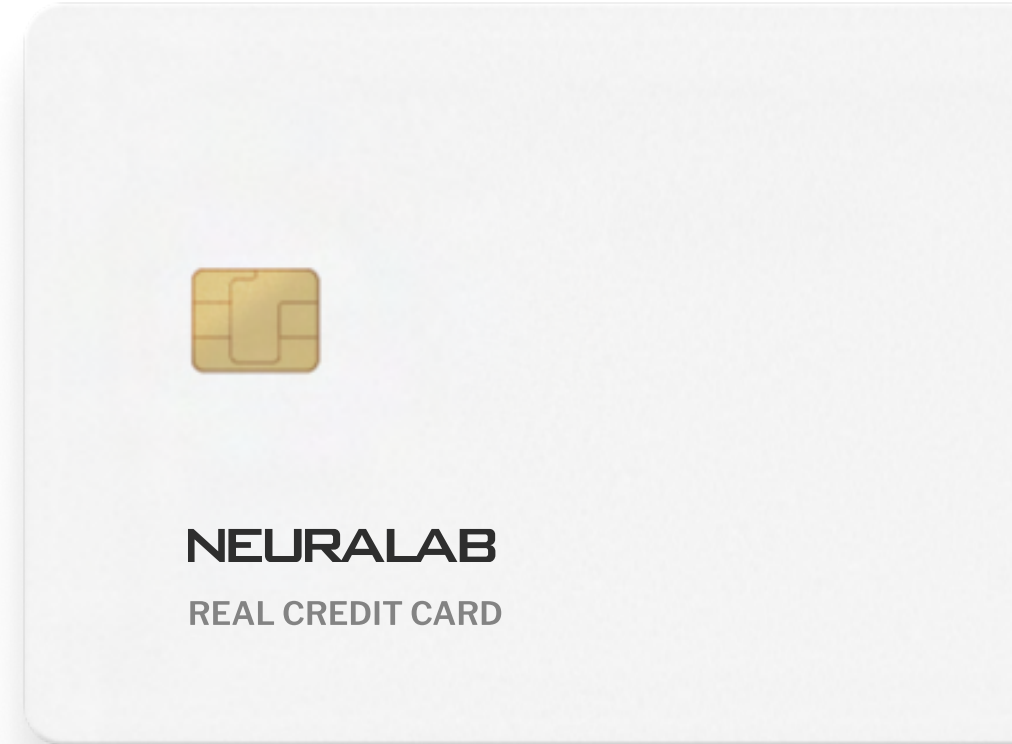
"When a problem comes, they don't call and tell us we have a problem. They call us with a solution."

14 Quality Assurance (QA)

Card payments

Credit cards and payments are some of your most important touchpoints.

We test these front-facing sections first and by default whenever we create any update or new work item. We process our real credit cards to make sure the whole eCommerce experience is functioning and that there is no drop in conversions.



15 Quality Assurance (QA)

Your help

It's important to highlight that external systems constantly modify their specifications.

Something that works today, can glitch tomorrow. This is the reason why Neuralab aims to keep our First Response Time with clients within the scope of a couple of hours.

Unfortunately, there is no easy way for us to test the health of the website without your backend / accounting feedback - orders not exporting, blocked IP addresses, synchronization with accounting, Instagram integration keys ... we'll always need to test certain items together.



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16 Quality Assurance (QA)

Resolved

After the Trello card is “client approved” and QA checked on the staging server, Neuralab developers will place this code on the live production server ergo the task is set to “**RESOLVED**” state.

But our work doesn't stop here! We carry on with monitoring, analyzing and maintaining your application to make sure it continues to deliver business results.



Nico Bagger

VIABILL

"Their delivery has been outstanding, and their level of professionalism is one of the highest I've seen."

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Continous work & education

Sound communication and education are at the heart of everything we do. The more conversations we have with our clients, the more likely we are to spot areas where we can add value. But there are challenges as marriage between the client and the agency is a complex one - the only way to build strong relationships is through transparency, meaningful plan and effective tooling.

All in all, we hope that this little communication handbook will help in expanding our communication, in any meaningful way possible.

Thank you for your time!



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Career oportunities

Send your CV to: lejob@neuralab.net

Social

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 facebook.com/Neuralab

 linkedin.com/company/neuralab

 www.behance.net/Neuralab

 clutch.co/profile/neuralab