

SaaS App Development for Agile Coaching & Training Co

PROJECT DETAILS

 API Development, Custom Software Development, Mobile App Development

 Jan. 2020 - Ongoing

 \$10,000 to \$49,999



"Their ability to translate complex ideas into intuitive user experiences stood out."

PROJECT SUMMARY

UpCodo Digital has developed a SaaS application for an agile coaching and training business. The team has worked on the discovery and prototyping phase, development, testing, and launching of the platform.

PROJECT FEEDBACK

UpCodo Digital has successfully delivered a fully functioning SaaS web application with a Django backend and MS-SQL relational database. The team demonstrates a highly organized and collaborative project management approach. They're responsive to the client's needs and deliver items on time.

The Client

Please describe your company and position.

I am the Founder of Agile Ready Partners, LLC

Describe what your company does in a single sentence.

Agile Ready Partners, LLC operates the Agile for Any Scale Coaching and Training Business (<https://agileatanyscale.com>) along with the companion Agile Evolution Studio digital assets business.

The Challenge

What specific goals or objectives did you hire UpCodo Digital to accomplish?

- Build and Deploy the Agile Ready SaaS offering
- Support and Operate the Agile Ready SaaS offering
- Provide as-needed Software Development Consulting and Services



Antonio Timbol

Founder, Agile Ready Partners, LLC



Other industries



Jacksonville, Florida

CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0

The Approach

How did you find UpCodo Digital?

Online Search

Why did you select UpCodo Digital over others?

- Pricing fit our budget
- Great culture fit
- Good value for cost

How many teammates from UpCodo Digital were assigned to this project?

2-5 Employees

Describe the scope of work in detail. Please include a summary of key deliverables.

Back in 2019, I embarked on a mission: to bring to life a SaaS application that would help teams write better user stories, streamline backlog hygiene, and ultimately increase the velocity and quality of agile development. What I envisioned was more than a tool—I wanted a platform that could transform how product owners and agile teams collaborate, iterate, and deliver value. Enter our partner, a talented development team who stepped in as co-creators, not just coders.

1. The Discovery & Prototyping Phase

We started with a blank canvas. I acted as Product Owner, working side-by-side with the team in a series of prototyping workshops. Over a few weeks we sketched out user journeys: how a busy product owner logs in, how they invite team members, how they author a user-story using the “As a ... I want ... so that ...” format, how the system rates the story, how backlog export/import works, how subscription tiers operate, how coaching/training modules plug in. We explored key questions: “What are we building?” and “When do we need it?”

The team translated my vision into clickable prototypes within days. We reviewed them together, iterating until the flows felt



intuitive and matched the “story-ready” mindset I champion. The prototyping work set a solid foundation for the subsequent build-out; thanks to that early collaboration we avoided costly mis-alignments later.

2. Architecture & Platform Selection

From the outset the team worked with my tech preference, a modern, scalable architecture—leveraging Django for rapid development in Python, built against Microsoft SQL Server (MS-SQL) for reliable relational data integrity, all deployed on Amazon Web Services (AWS) infrastructure. Tolerating my amateur configuration with my AWS accounts they quickly turned them into an production ready DevOps platform. That choice paid dividends: the stack handled user story volumes and team-based collaboration elegantly, and the AWS deployment enabled us to scale, secure, and monitor the application seamlessly.

They designed the architecture to support multi-tenant subscription tiers, team editions, role-based access control, import/export of backlog and story data, rating APIs, and coaching/training modules. For example, the site currently offers “Team Edition (8 seats)”, “Free Solo Plus One Edition”, unlimited backlogs, role-based user access, export/import capabilities. The team ensured the database schema, the Django-models, the API layer, and the web front-end were all aligned with this vision.

3. Development & Iterative Delivery

Throughout the build phase the team demonstrated outstanding interaction skills. We held regular sprint reviews, I acted as Product Owner reviewing demos of working increments, we refined backlog items, adjusted acceptance criteria, and approved features. They handled:

User account and authentication flows (sign-up, login, password reset)

Role-based access and team management (admins, users, unlimited teams)

Story authoring interface with tri-part statement format (“As a... I want... so that...”), and built-in story-rating UI to guide users toward high-quality user stories.



Backlog import/export features (to external systems such as Jira, VersionOne, and Rally) to support integrated workflows.

Subscription, billing, and licensing logic (free edition, paid team editions, unlimited products/backlogs)

Security guidelines and code review processes to align with best practice deployment on AWS.

They also built a robust API layer (Story Rating API) so that future integrations or mobile front-ends could be added without re-engineering the core platform.

4. Testing, Launch & Go-Live

The team executed a comprehensive testing phase: unit tests in Django, integration tests against the MS-SQL backend, user-acceptance sessions with me acting as the Product Owner, and full staging deployment on AWS to validate performance under load. Issues were logged, prioritized and resolved in the sprint cycles. Because we had prototyped well and iterated rapidly, the launch proceeded smoothly with minimal post-launch defects.

We rolled out the application with initial subscribers, and the early feedback was very positive—users appreciated that they could control their backlog, invite teams, rate their stories, and see improvement in story-writing quality very quickly.

5. Key Deliverables & Outcomes

Here is a summary of the major deliverables that the team delivered and we achieved together:

A fully functioning SaaS web application deployed on AWS, with Django backend and MS-SQL relational database.

Team-based subscription model: Free Solo Plus One Edition, Team Edition (8 seats) with unlimited teams/backlogs.

User-story authoring UI with built-in story-rating system to guide authors toward better story quality.

Backlog import/export functionality for integration with external tools (Jira, VersionOne, Rally).



Role-based user access, inviting team members, managing user seats and permissions.

Coaching/training modules built into the platform: e-book offer, workshops, master classes for agile coaches.

Security processes and architectural guidelines implemented for safe and scalable deployment on AWS.

Regular sprint deliveries, demo feedback cycles, Product Owner engagement, and rapid iteration from prototype to production.

Successful go-live and onboarding of initial subscribers, with measurable improvement in user-story readiness and backlog quality.

6. Why the Partnership Worked So Well

A few factors set this project apart:

Strong collaboration: As Product Owner, I felt heard and engaged at every stage. The team didn't just build to spec—they asked questions, made suggestions, and iterated with me.

Technical fluency: The team's choice of Django + MS-SQL on AWS was pragmatic and scalable, well-aligned with my enterprise-level mindset and requirements for a robust, maintainable system.

Agile mindset: They embraced the agile values I espouse—rapid feedback loops, continuous delivery of increments, close collaboration—which mirrored the product being built (a tool for agile storytelling).

Quality focus: From the UI/UX flows through to testing and deployment, there was a clear attention to detail and a drive to do things right—not just ship something.

Business focus: The deliverables aligned tightly with the business need—helping teams write better user stories, reduce rework, accelerate backlog readiness. That meant the application delivers real value.

7. Closing Thoughts



Looking back, when I first sketched my vision of a “user-story readiness platform” it felt ambitious—but thanks to the right partner team and the right stack (AWS, Django, MS-SQL) we delivered something real. Today, visitors to the site see a polished UI, subscription tiers, a clear value proposition (“Write better user stories ... invite your team ... drop your user-story lifecycle costs 33% to 70%”).

The success of this project reinforces a core lesson I bring into every agile transformation as an agile coach, consultant and trainer: it’s not just about delivering features, but about aligning people, process, and technology to solve meaningful problems. The team did an outstanding job, and I look forward to continuing our partnership.

The Outcome

What were the measurable outcomes from the project that demonstrate progress or success?

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Describe their project management. Did they deliver items on time? How did they respond to your needs?

Their project management approach was highly organized and collaborative, following an agile, sprint-based rhythm. We met regularly for reviews and backlog refinement sessions where they demonstrated clear ownership of delivery timelines and transparent communication about progress. Every development increment was demoed, discussed, and refined quickly based on my feedback as Product Owner.

They consistently delivered items on time—each sprint closed with working, tested functionality and no major delays. Their responsiveness to my needs was outstanding. When I raised questions, change requests, or new feature ideas, they engaged immediately with thoughtful solutions rather than simple “yes/no” answers. They took the time to understand the intent behind my requests and often improved upon them with smart technical and UX recommendations.

In short, their project management combined discipline with adaptability—delivering on schedule while staying flexible and deeply attuned to the evolving goals of the project.

What was your primary form of communication with UpCodo Digital?

- Virtual Meeting
- Email or Messaging App

What did you find most impressive or unique about this company?



What impressed me most was how seamlessly they combined deep technical expertise with genuine collaboration. They weren't just developers—they were true partners in product creation. From the very first prototype through launch, they asked the right questions, challenged assumptions, and helped refine the vision into something stronger than I had originally imagined.

Their ability to translate complex ideas into intuitive user experiences stood out, as did their disciplined use of agile practices—frequent demos, clear communication, and fast iteration cycles. They consistently balanced technical precision with human-centered interaction, which made working with them both productive and enjoyable.

Ultimately, what set them apart was their mindset: they cared about the why behind every feature, not just the what. That rare blend of technical fluency, empathy, and craftsmanship made all the difference in delivering a successful, scalable SaaS application.

Are there any areas for improvement or something UpCodo Digital could have done differently?

The time zone differences US EST versus New Delhi Time was a challenge and having a US office rep would have helped but it was minor.