NO LIMIT
SOFTWARE

Primer

Primer works with No Limit to increase customer sign-ups with 100+ custom screens



Primer is a Series B startup that helps online businesses around the world create beautiful payment and commerce experiences for their customers. The company works across more than 20 countries and has some 45 payment integrations that its merchant users can add to their payment flows.

REACTJS | HTML | CSS | MONGODB | TAILWIND | NEXTJS

sales@nolimit.software

Disrupting key areas with better products.

Challenge

Primer’s rapid expansion across new markets and their addition of new functionality, lead to a need for a structured way to onboard new merchants and customers and guide them through the integration process, so they can make the most optimal decision for their business.

Given the vast amount of options users had at their disposal, there needed to be a way in which the main platform could dynamically build screens, displaying the proper information to each individual user.

An insight from Christopher Jacques, Head of enablement at Primer API, adds to the current challenge - ”No Limit is helping us with the ongoing development of our platform in advance of the launch of a new product.”, further pointing out the company’s need of a standardized way of providing the right tools to users at the right time.

Solution

The No Limit team did deep discovery on the platform architecture and current requirements, taking the time to understand what Primer is trying to achieve with this project. The company is building a multitude of screens detailing specific workflows and documentation on how the product works and can be used, while also listing the softwares with which Primer can integrate. Each of these screens is populated and constructed via data stored in a database, which feeds into DatoCMS, the content management system. The No Limit team has built the wireframes and logic to populate 100+ pages for the platform. We use React, Vercel, DatoCMS and Figma as the main tools to drive this project.

Result

Since working with No Limit Software on their product, Primer API noticed a significant increase in customer sign-ups. This enabled them to invest heavily on marketing and account teams, in preparation for the launch of their new product on the market.

Even at the testing stages, the restructuring and improvement of the customer facing platform, showed promising results and made the company capitalize on their first touch point with users.

sales@nolimit.software

The Solutions we used for this project



Customer Facing Systems

Meet user expectations with top of the line product experience

NO LIMIT
SOFTWARE

sales@nolimit.software

REVIEWED ON Clutch

★ ★ ★ ★ ★

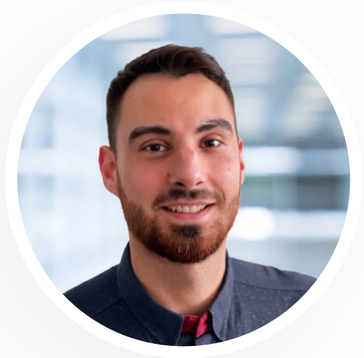
“The No Limit team is very responsive and clear in their communication. They helped us do a deep discovery on our architechture, by taking the time to understand what we are trying to achieve with this project and proactively recommended improvements. As a result we incorporated customized views and drove more conversions for our customer programs.”



Christopher Jacques
Head of Enablement at Primer API

NO LIMIT
SOFTWARE

sales@nolimit.software



Angel Velikov

Co-founder / CEO

“Explore the digital scene with us and find the best concepts. Let’s work together!”

At No Limit Software we truly believe that highly effective teams bring highly valued results. We tap into your product vision and build a plan targeting the key areas, that will bring the most result.

E-mail: **a.velikov@nolimit.software**

LinkedIn: **www.linkedin.com/in/angel-velikov/**

Website: **www.nolimit.software**

NO LIMIT
SOFTWARE

Our Locations

Munich, DE

Oskar-von-Miller-Ring 20, 80333, WeWork
Coworking

sales@nolimit.software

Munich, DE

Neuturmstraße 5, 80331, WeWork
Altstadt Lehel

sales@nolimit.software

Sofia, BG

4517 Washington Ave. Manchester,
Kentucky 39495

sales@nolimit.software

