

How California-Based Agency **Bop Design** Delivers Website Projects Faster

A Real-World Agency Blueprint for Fixing Broken
Website Feedback Loops and Keeping Clients Happy.

BugHerd.

Emily Proctor,
Web Development Director @

BOP DESIGN®



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Introduction

Ask any web agency what slows down their website development projects the most and you'll often hear the same answer: client feedback.

Scattered emails, vague comments, never-ending revision cycles, and unclear expectations - these are the daily challenges that create delays, frustration, and missed deadlines. For B2B-focused digital agencies like [Bop Design](#), which builds complex, conversion-driven websites, streamlining this chaos isn't a luxury, it's a necessity.

In this eBook, you'll learn how Bop Design transformed its website development workflow using a single tool that brought clarity, accountability, and speed to its website feedback process. The results? Happier clients, fewer revision rounds, and faster project delivery.

Whether you're an agency owner, project manager, or part of a website design/dev team, this guide will show you how to turn your feedback process from a bottleneck into a competitive advantage.

Let's dive in.



Meet Bop Design

Based in San Diego, [Bop Design](#) is a boutique marketing and website agency with offices and clients across the United States. Founded on the belief that branding and web design should be tightly connected to business growth, Bop Design helps companies in industries like SaaS, engineering, healthcare, and financial services to attract, engage, and convert the right audience.

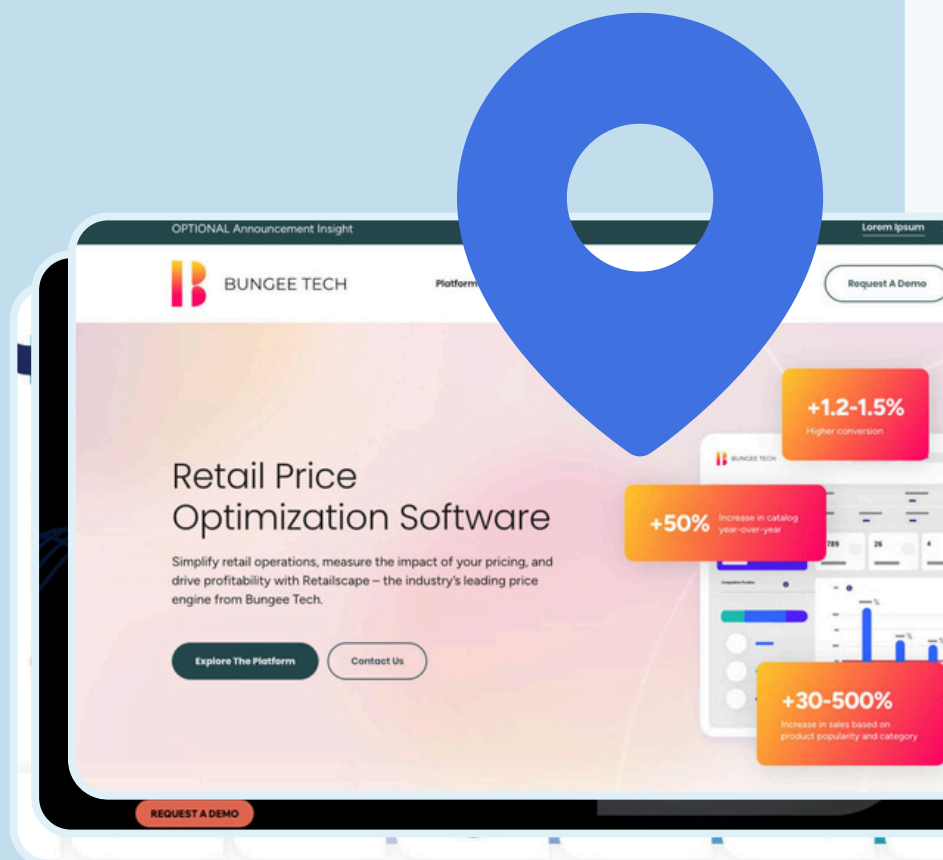
At the heart of its web development success are [Emily Proctor](#), Web Development Director and [Jessica Borges](#), Web Project Manager. They are part of a busy team of strategists, designers, developers, and content marketers who deliver clean, compelling websites and ongoing campaigns tailored to the unique challenges of B2B.

With a sharp focus on usability and ROI, Bop Design doesn't just build websites, they build business momentum for their clients.



Jessica Borges,
Web Project Manager @

BOP DESIGN



The Feedback Challenge Before BugHerd

Before BugHerd, Bop Design relied on a patchwork of spreadsheets, emails, and screenshots to collect client feedback during website builds. It wasn't just inefficient, it was frustrating for everyone involved.

Clients often struggled to articulate what they were seeing, resulting in vague, confusing feedback like 'the button looks weird' or "something's broken on the page." Developers struggled to decipher their feedback, as well as determine necessary user technical details such as browser, URL, operating system, screen resolution, etc.

Meanwhile, project managers wasted hours chasing missing information, following up on feedback threads, and translating client input into actionable tasks; all of which slowed down progress and strained timelines.

"It's a nightmare trying to ask clients for screenshots, then figure out what browser they're using. It's more difficult for them to give feedback, and harder for us to interpret it."



Emily Proctor

Web Development Director
@ Bop Design



"We were getting feedback in a multitude of different ways. It was really easy for things to get lost."



Jessica Borges

Web Project Manager
@ Bop Design



One Tool to Unite Clients, Designers, and Developers

Enter BugHerd! BugHerd didn't just replace spreadsheets and email – it became Bop Design's central hub for all things website feedback. Each project is now assigned its own BugHerd board, bringing designers, developers, project managers, and clients into a shared, visual space where feedback is clear, contextual, and easy to act on.

Clients are onboarded during website walkthroughs and quickly learn to leave comments by simply pointing and clicking on live site elements. Instead of deciphering vague comments or chasing missing details, teams can see exactly what clients are referring to, complete with technical data like browser, URL, and screen resolution.

"Our design team and our development teams are in BugHerd so our clients can work directly with them on any edits they have. It really cuts down on any extraneous back and forth."



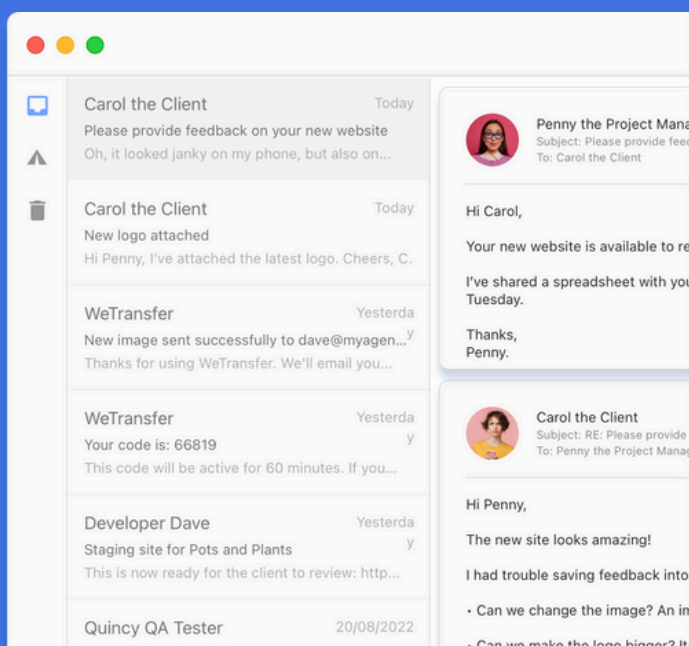
Emily Proctor

Web Development Director
@ Bop Design

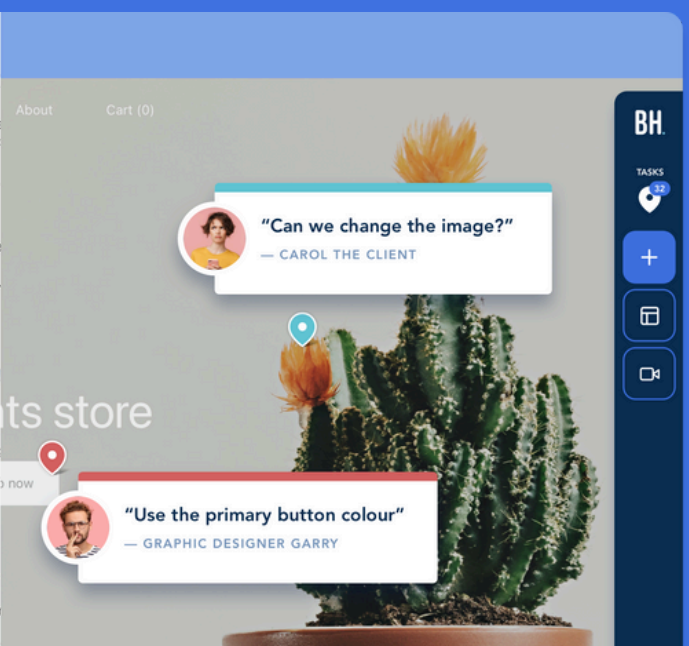


Every comment becomes a trackable task on a Kanban board so the Bop Design team can prioritize and resolve feedback easier than ever. This simplicity makes the entire website feedback process smoother and faster for everyone involved.

Before BugHerd



After BugHerd



Workflow Wins

The Top 3 Improvements After Adopting BugHerd

1 Increased client satisfaction

BugHerd elevated the entire website feedback experience for Bop Design's clients who now feel empowered to communicate clearly and efficiently, without needing to learn complex tools or write detailed instructions.

Instead of sending screenshots or writing long emails, clients simply click on the live website to leave feedback, complete with automatic screenshots and technical context. They can also track the status of their requests in real time, giving them visibility and confidence throughout the process.

This simplicity and transparency create a more collaborative relationship. Clients feel heard, understood, and part of the process, which ultimately leads to smoother projects and higher customer satisfaction.

"Clients love BugHerd because it's easy to use... They've even been sad when we tell them BugHerd access is ending after their website launch."



Jessica Borges
Web Project Manager
@ Bop Design



2 Increased internal efficiency

The Bop Design team no longer wastes time chasing down missing details or guessing what clients are referring to.

With features like automatic screenshots, browser and OS metadata capture, as well as real-time task tracking, BugHerd allows developers to focus on building websites, while project managers keep workflows moving smoothly.

The result is a faster, more focused workflow that reduces inefficiencies and empowers every team member to do their best work.

ADDITIONAL INFO

[Hide detail](#)

Task logged at: <https://yourstore.com>

Operating system: Mac OS

Browser: Chrome 64.0.0000.000

Selector: html > body > div.wrapper > div.hero > div.textbox > span

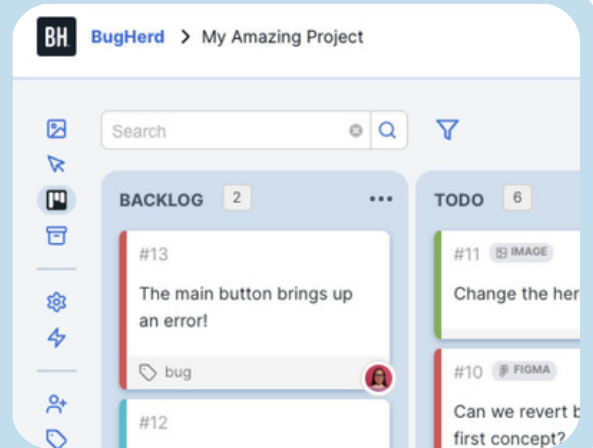
Resolution: 1920 x 1080 px

Browser window: 1515 x 842 px

3 Better multi project management

BugHerd's centralized dashboard gives the Bop Design team complete visibility across projects, keeping everything organized and accessible. Each project lives in its own dedicated space, allowing the team to switch between builds and updates with ease.

With unlimited boards and centralized oversight, Bop Design can confidently scale its workload without sacrificing quality or responsiveness.



Inside Bop Design's BugHerd Setup: Practical Tips

Beyond adopting BugHerd as its primary feedback tool, Bop Design has fine-tuned its setup to support both internal teams and clients. Its BugHerd Kanban board isn't just a task list - it's a shared source of truth that makes it easy for everyone to understand where each piece of feedback sits in the process.

Here's an example of a feedback workflow within BugHerd:

- "To Assign" = backlog
 - "To Do" = approved feedback
 - "In Progress" = active work
 - "Need More Info" = client clarification needed
 - "Ready for Review" = final check
 - "Done" / "Archived" = complete tasks
-

Bop Design's team also assigns internal feedback between designers, developers, and content specialists, reducing project manager bottlenecks.

Why Feedback Is Now Bop Design's Favorite Phase

At most agencies the feedback stage is where timelines stall and frustration builds. But for Bop Design, it's become the smoothest, most collaborative part of the entire website process - thanks to BugHerd.

What used to involve long email threads, unclear requests, and multiple rounds of follow-up is now streamlined into a centralized, visual system where everyone (designers, developers, content creators and clients) can communicate clearly and take action quickly.

With BugHerd embedded into every stage, Bop Design's feedback process is no longer a bottleneck. It's a well-oiled engine driving projects forward, helping teams stay aligned, clients heard, and websites go live with fewer surprises.

"BugHerd reduces the amount of back and forth across teams and with clients. Everyone is in it - design, development, content, clients. It just works."



Emily Proctor

Web Development Director
@ Bop Design

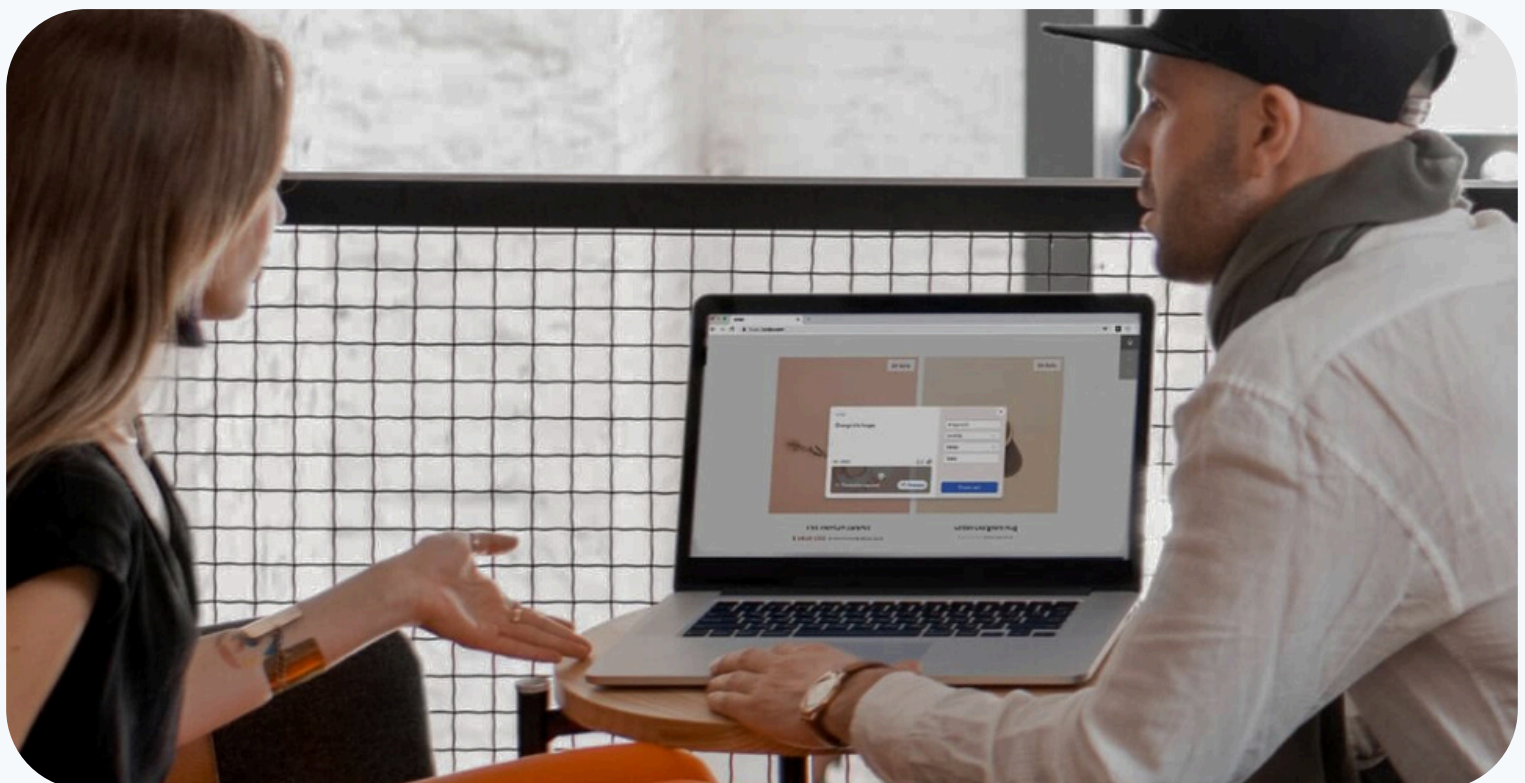


"It helps me as a PM to see where everything is at a glance. It makes me happy!"



Jessica Borges

Web Project Manager
@ Bop Design



Put Bop Design's Workflow to Work

If your agency is struggling with scattered website feedback, unclear requests, or time-consuming handoffs, you're not alone. Bop Design was there too ... and then found BugHerd.

You don't need to overhaul everything overnight. Just start with one project. Set up a BugHerd board. Bring your designers, developers, and content team into the loop.

Invite your client to leave feedback and from there, you'll see the difference immediately: **less confusion, fewer revision rounds, happier clients, and smoother project delivery.**

BugHerd didn't just improve Bop Design's workflow - it transformed it and it can do the same for your team, too.

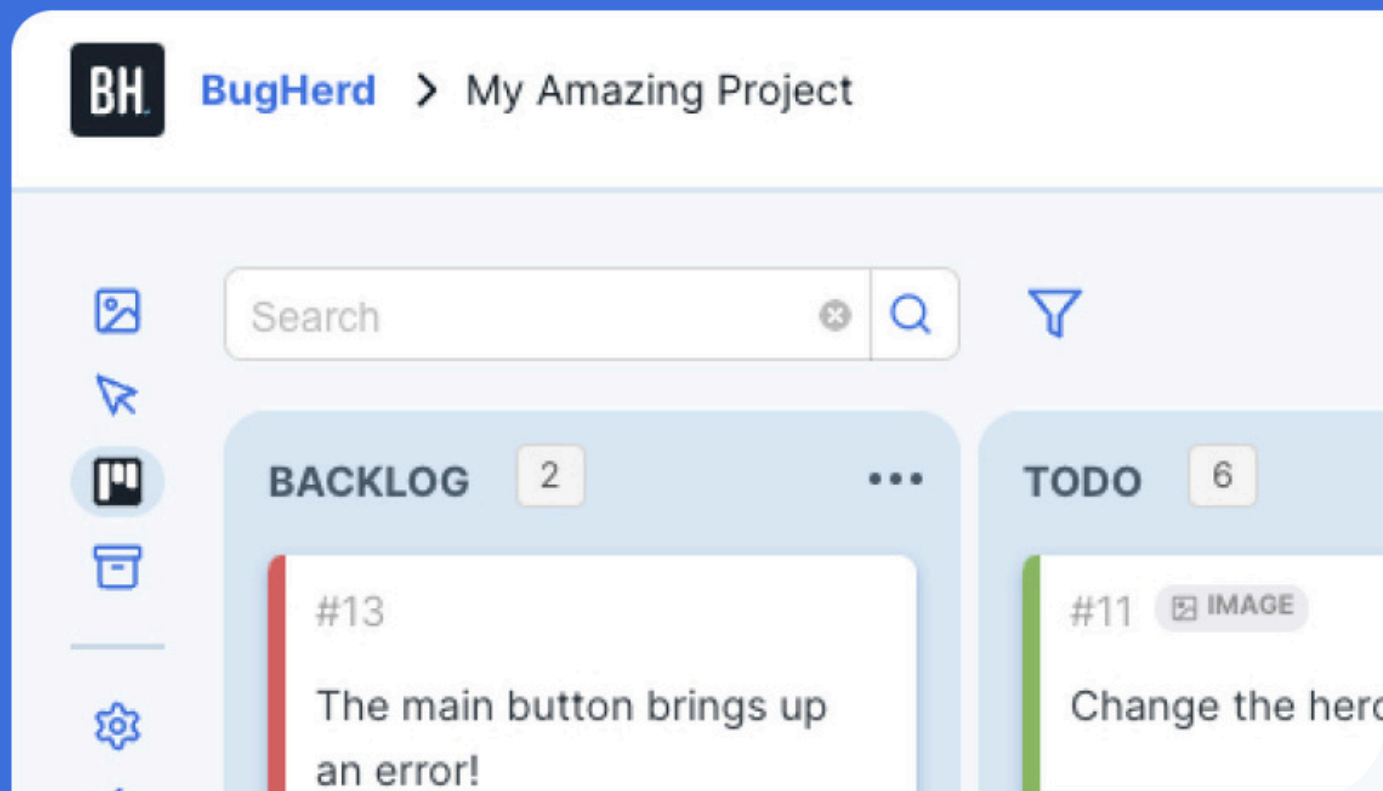
[Start your free 7-day trial](#) (no credit card required) or [book a 15-minute demo](#) to see BugHerd in action.

"If you're not using BugHerd, your feedback process is going to be longer and more painful."



Emily Proctor

Web Development Director
@ Bop Design



About BugHerd

BugHerd simplifies website feedback by allowing users to pin comments directly onto a webpage, making it easy for them to leave feedback and report bugs. They simply point, click and comment - BugHerd grabs a screenshot, saves technical details and creates a task for your team to track and action.

- ✓ Save hours on every project
- ✓ Keep feedback in one place
- ✓ Improve collaboration
- ✓ Deliver websites faster

BugHerd also integrates seamlessly with the tools your team already uses — including Slack, Trello, ClickUp, Jira, Asana, GitHub, and more — so feedback fits directly into your existing workflows.

Trusted by 10,000+ companies around the world, it streamlines collaboration and makes providing website feedback effortless.

Whether you're managing a small site or a complex website build, BugHerd helps you stay organized, reduce revision cycles, and keep clients happy from start to finish.

[BugHerd.com](https://bugherd.com) →

The screenshot shows a website interface for 'Pots & Plants store'. The navigation bar includes 'Sale', 'Shop', 'About', and 'Cart (0)'. The main content area features a large image of a cactus in a pot. Two BugHerd feedback comments are overlaid on the page:

- Comment 1:** "Does an image of a cactus look a bit dry?" — AMBIGUOUS ART DIRECTOR. This comment is pinned to the top left of the cactus image.
- Comment 2:** "The main button brings up an error!" — CONFUSED CLIENT. This comment is pinned to the 'Shop now' button.

The right sidebar contains the BugHerd logo (BH), a 'TASKS' section with a notification icon showing '32', and a vertical toolbar with icons for adding comments, viewing comments, and a camera icon. The bottom left corner shows the BH logo, and the bottom right corner shows the text 'BugHerd case study: Bop Design' and a page number '11'.



[BugHerd.com →](https://bugherd.com)