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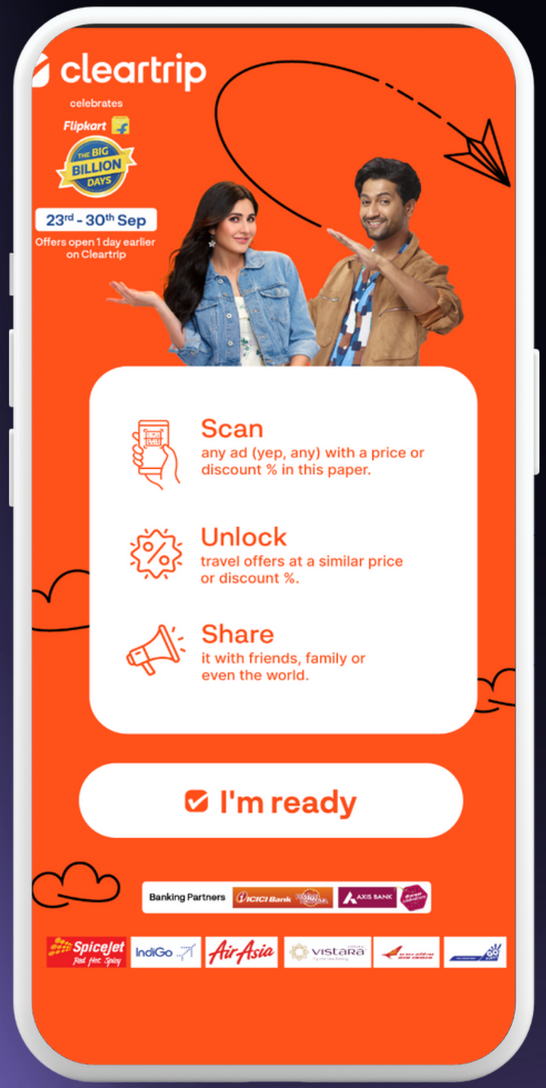
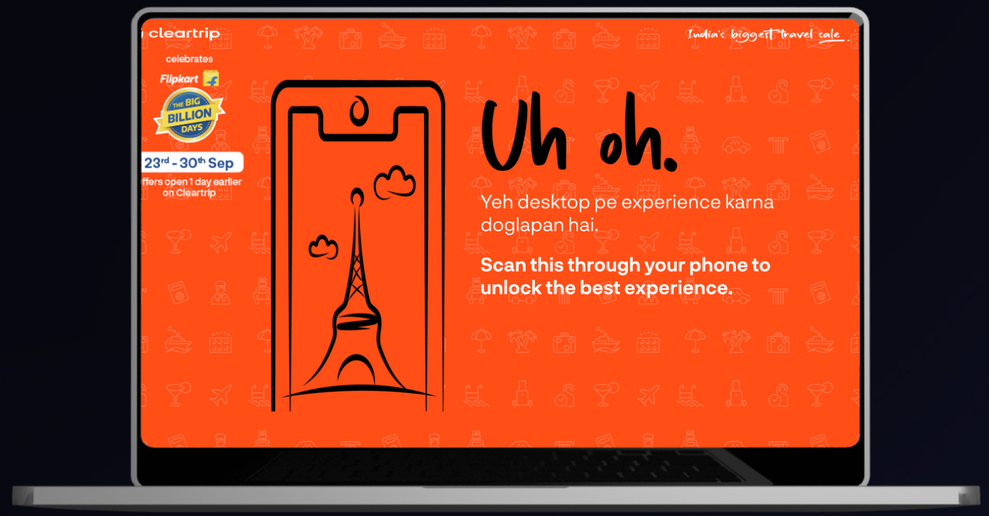
Brand Portfolio

Cleartrip





Design and Developed Clear Trip App and web module for generating more in-app traffic and website traffic during Big Billion Sale

- App/Web App Development (Android/iOS)
- UI/Ux Design and Design Recommendation

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Britannia Freedom Lens

Design and Developed Britannia Freedom Lens App for generating more brand awareness.

- App/Web App Development (Android/iOS)
- UI/Ux Design and Design Recommendation

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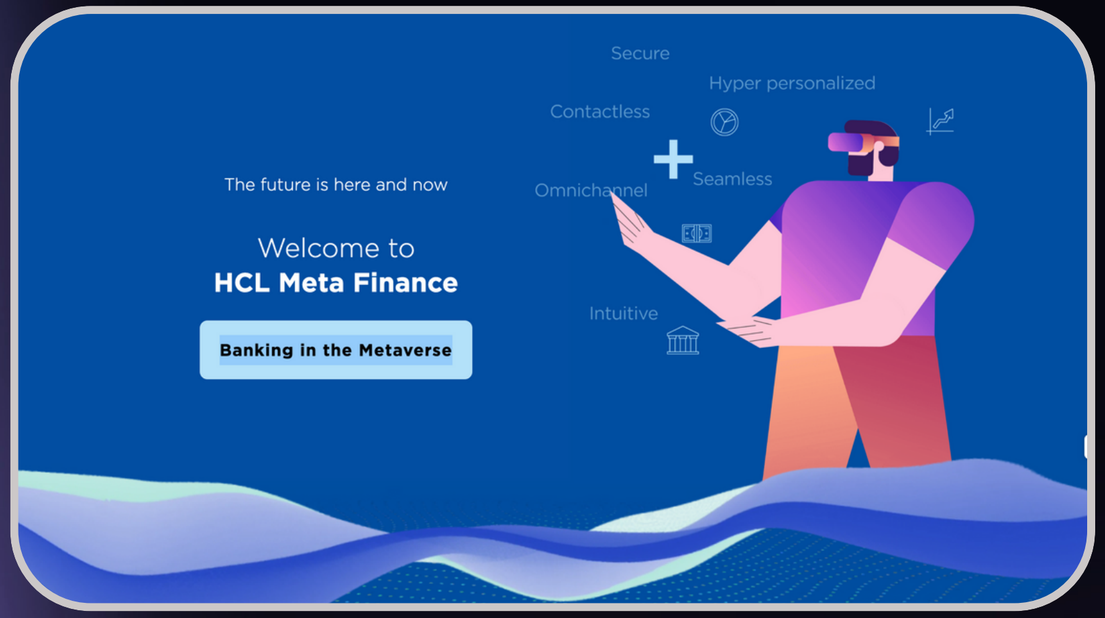
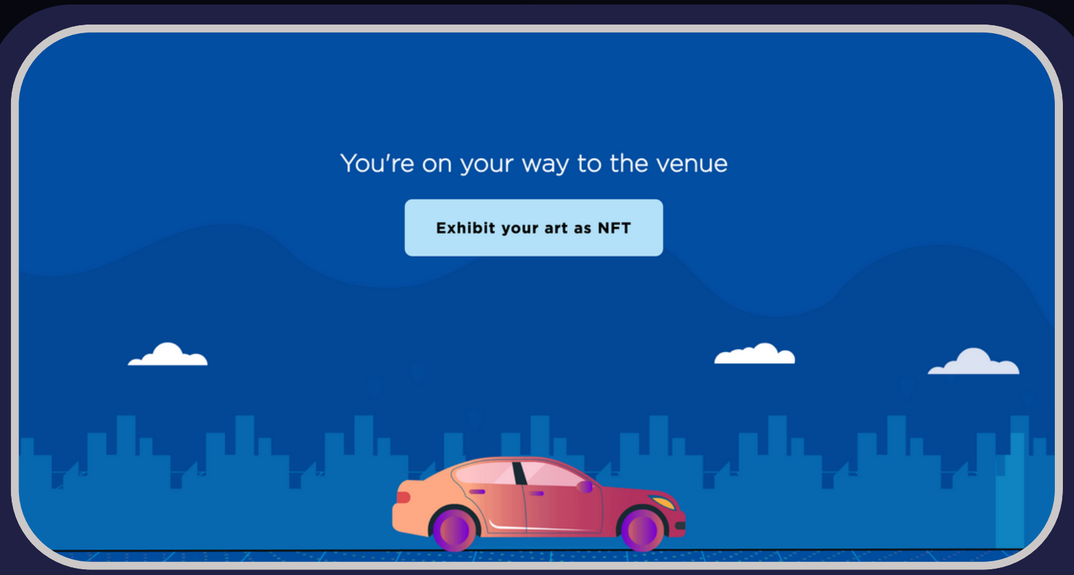
HCL Metaverse Finance





Design and Developed HCL Metaverse Finance Concept website.

Web App Development

UI/Ux Design

Law of Consistency: Design emphasizes maintaining consistent spacing and layout throughout an website. This helps users predict the location of elements and makes the interface more intuitive and user-friendly.

Elevations and Shadows: Law of Depth, Design uses elevation and shadows to create a sense of depth and hierarchy in the UI.

Bold, Intuitive Icons and Imagery: Law of Similarity, Design recommends using bold, simple, and intuitive icons and imagery.

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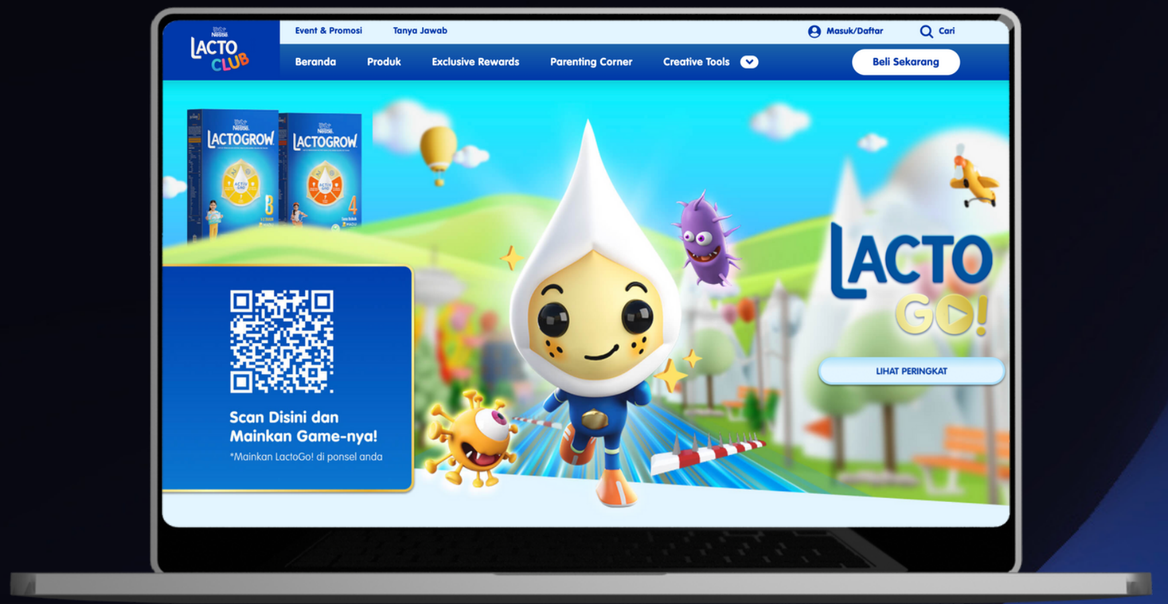
Nestle Lacto Go



Design and Developed Nestle Lactogo! for lactoclub

- Web/App Development (Android/iOS)
- UI/Ux Design
- QA/Testing
- Security and Compliance
- Web Development
- Third Party API integration

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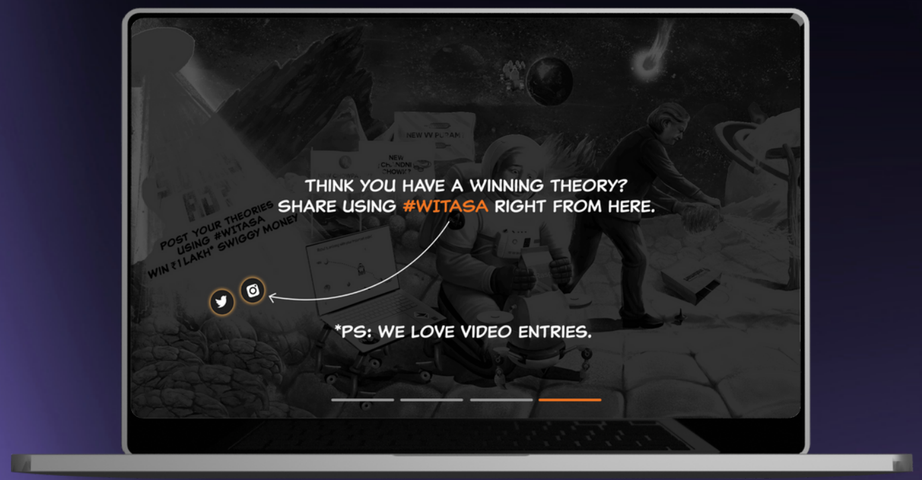
Why is this a swiggy Ad?



Design and Developed Swiggy Ad Campaign to generate in-app Traffic and brand awareness

- Web/App Development (Android/iOS)
- UI/Ux Design
- QA/Testing
- Security and Compliance
- Web Development
- Third Party API integration

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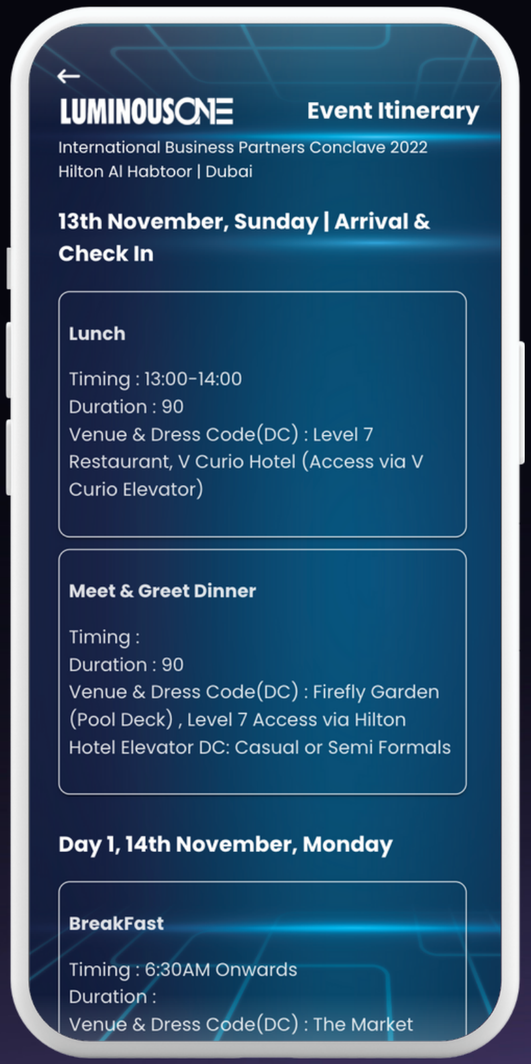
Luminous One



Design and Developed Luminous One In house event app

Luminous one annual events itinerary application / web app also consists of AR video

- Web/App Development (Android/iOS)
- UI/Ux Design
- QA/Testing
- Security and Compliance
- Web Development
- Third Party API integration

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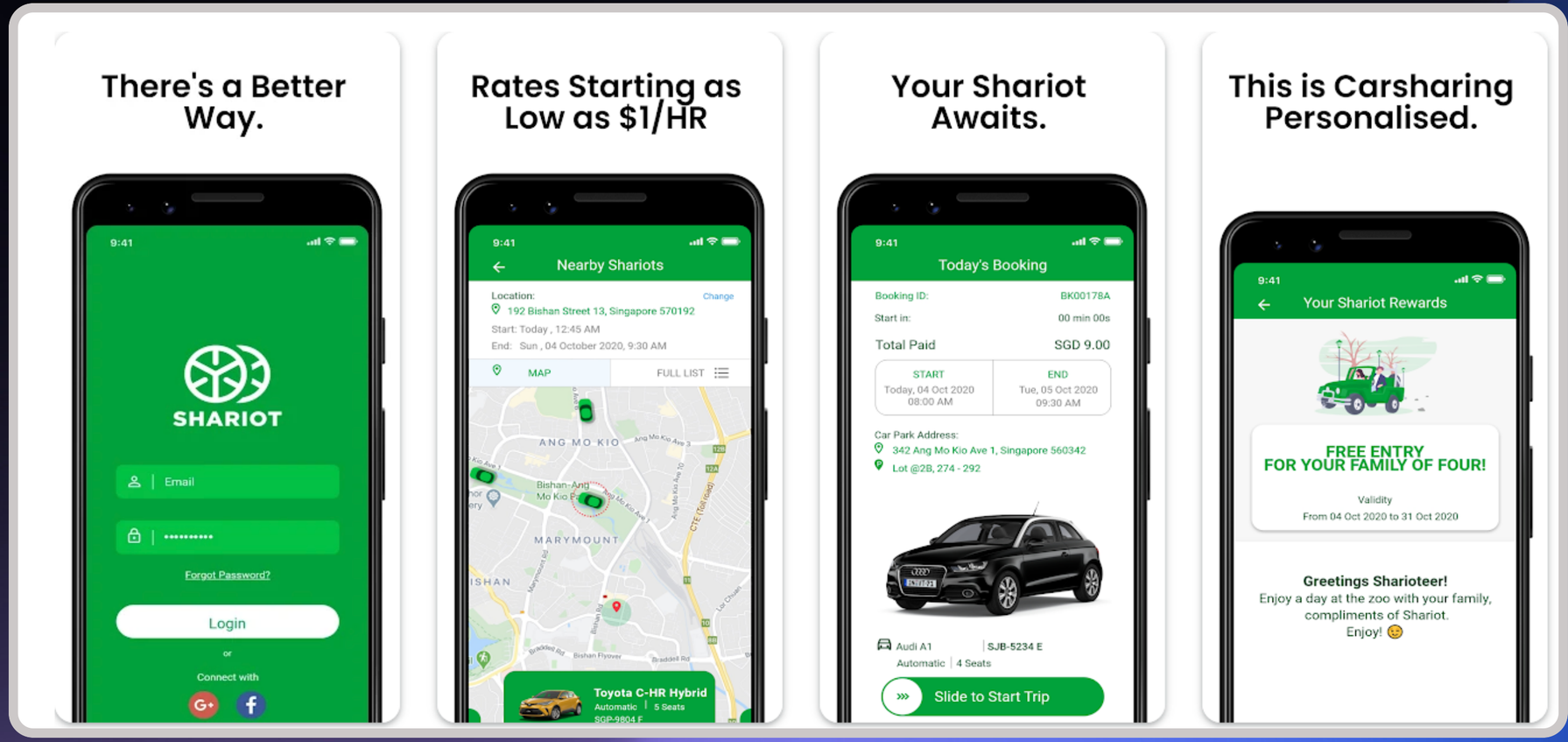
Shariot

Shariot is Singapore's premier car sharing service, with our primary focus being on what matters most: You!With rates as low as just $0.25 per 15 minutes, Shariot offers the lowest rental rate of vehicles in Singapore. Located islandwide, our fleet of NEW vehicles can be easily accessed at HDB carparks, with plans to roll out to 100+ locations in 2020.

Singaporeans Trust Us

No.1	300+ Vans	200,000+	300+	3,000,000+
Van-Sharing Service	Added this year	Number of Users	Locations Islandwide	Total Kilometers Travelled

Singapore's Largest Van-sharing Fleet



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Key Modules and Tech Components Delivered

- App Development (Android/iOS)
- DevOps
- QA/Testing
- Security and Compliance
- Web Development
- Third Party API integration
- App Engagement and monetisation
- Content Zones

UI/Ux Improvements

1. User Research: Understood user needs and behaviors through research and analysis.
2. User-Centric Design: Iterated on design based on user feedback and prioritize user-friendly features.
3. Personalization and Engagement: Implemented personalization and engagement strategies to keep users interested.
4. Data-Driven Optimization: Continuously monitor app performance and use data for improvement.

200k+
Current App Users

Aadhinath TV

Aadinath Tv Our inclusion gives a one-of-a-kind chance to arrive at our adherents and different watchers around the world. We have continually attempted to soak up and execute the most recent innovation accessible in the TV broadcasting

Geography

India

Current Users

15k+

No of Downloads

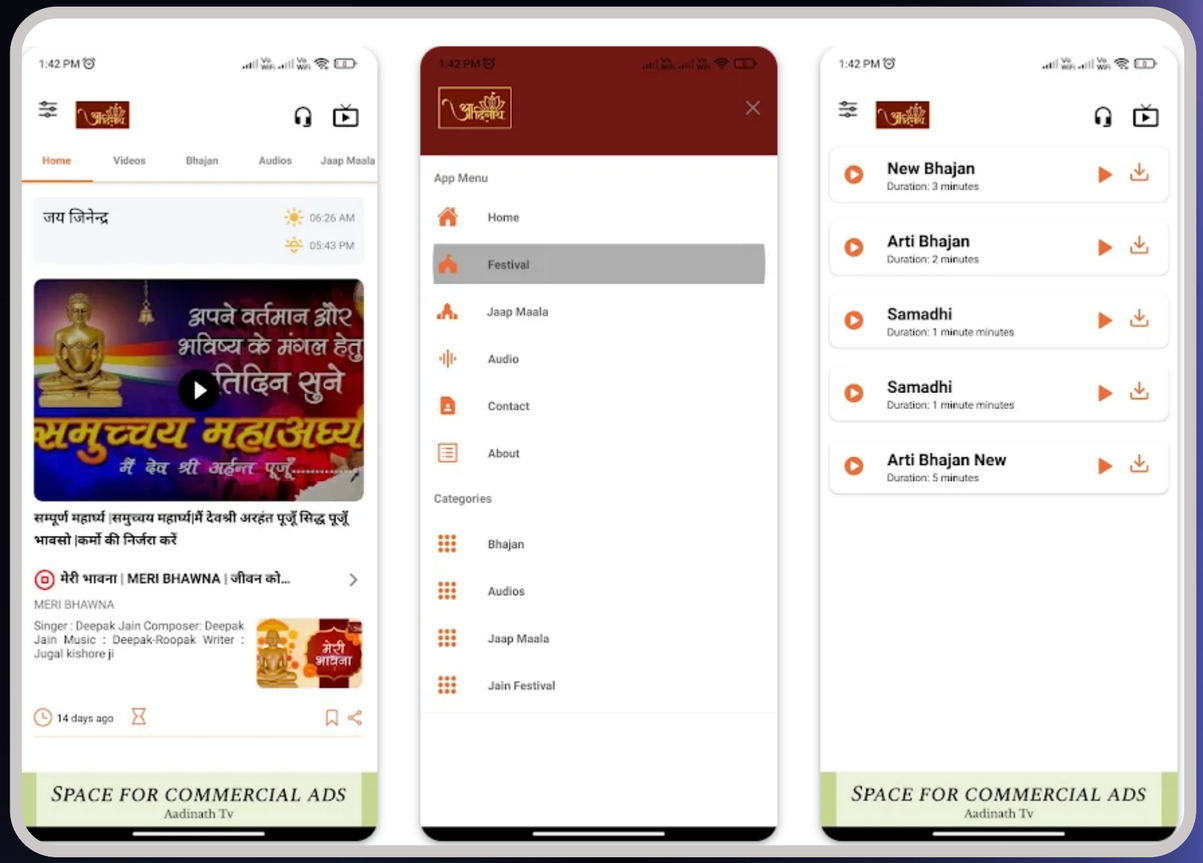
20k+

- **Tech Stack**

React Native, React JS, Nest JS & Node JS, MongoDB, AWS Amplify

- **Benefits Delivered**

It engages users and gives them the information at one place



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Nori.ai

- The Nori Services leads app powers your business and freelance services on the go by giving you access to highly qualified customer leads, allowing you to process payments and helping you manage your online reputation through your profile, ratings and reviews, and more!
- E-commerce like bus booking | flight booking etc.

Tech Stack

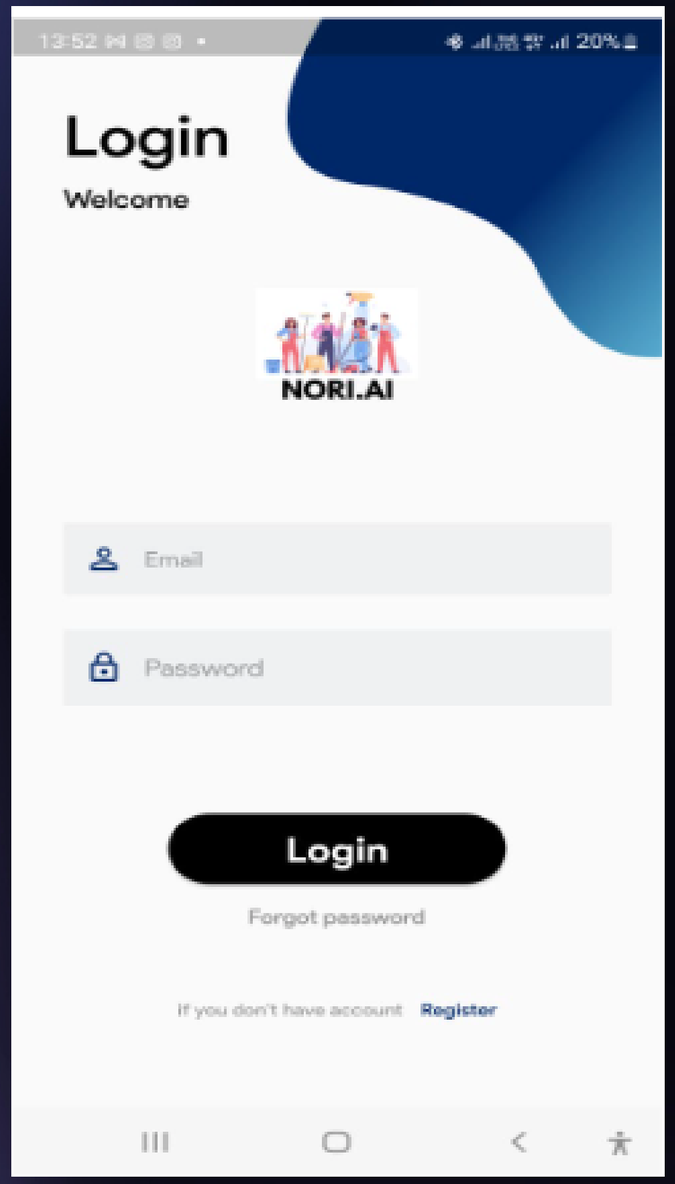
React Native, React JS, Nest JS & Node JS, MongoDB

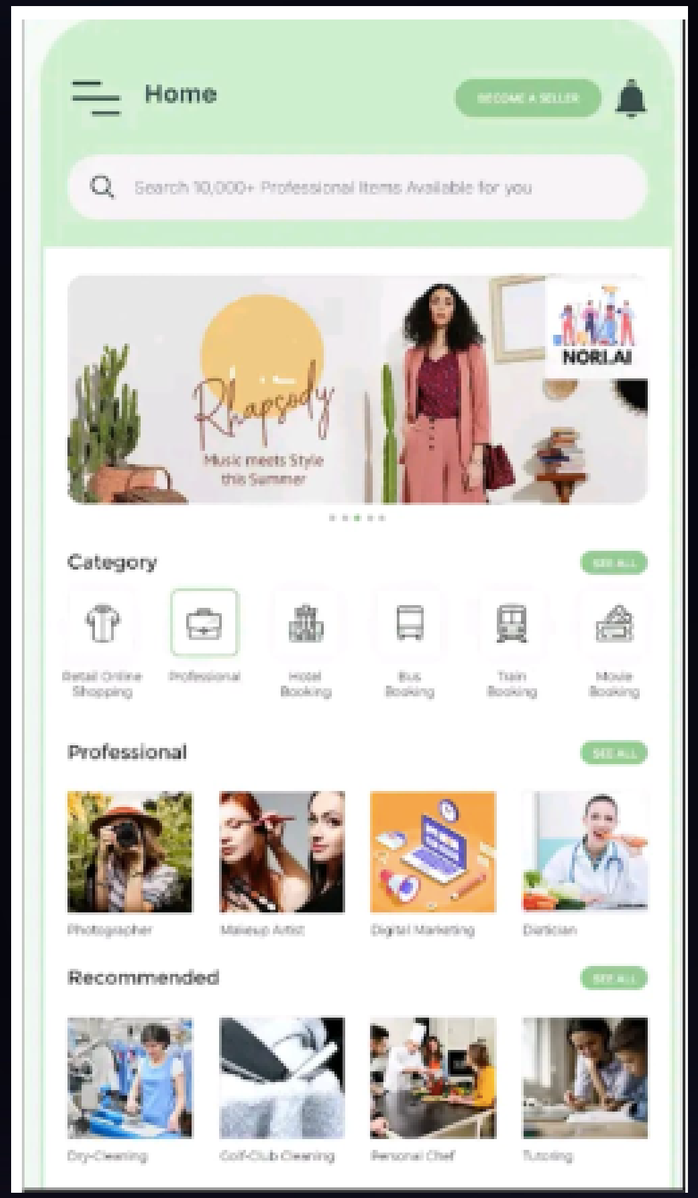
Benefits Delivered

- It helps service providers with discoverability and increased business
- Customers get more choice, better quality and competitive prices

UI/UX approch

1. **Material Law: Utilized realistic surfaces and responsive shadows for a tactile and intuitive interface.**
2. **Law of Consistency: Maintained consistent spacing, layouts, and elements for enhanced predictability and usability.**
3. **Law of Depth and Elevation: Used elevation and shadows to convey hierarchy, making relationships between elements clear.**
4. **Law of Similarity: Employed bold and intuitive visual elements to aid user comprehension and recognize related items.**





Key Modules and Tech Components Delivered

- App Development (Android/iOS)
- UI/Ux Design
- QA/Testing
- Security & Compliance
- App Engagement & Monetization
- Content Zones

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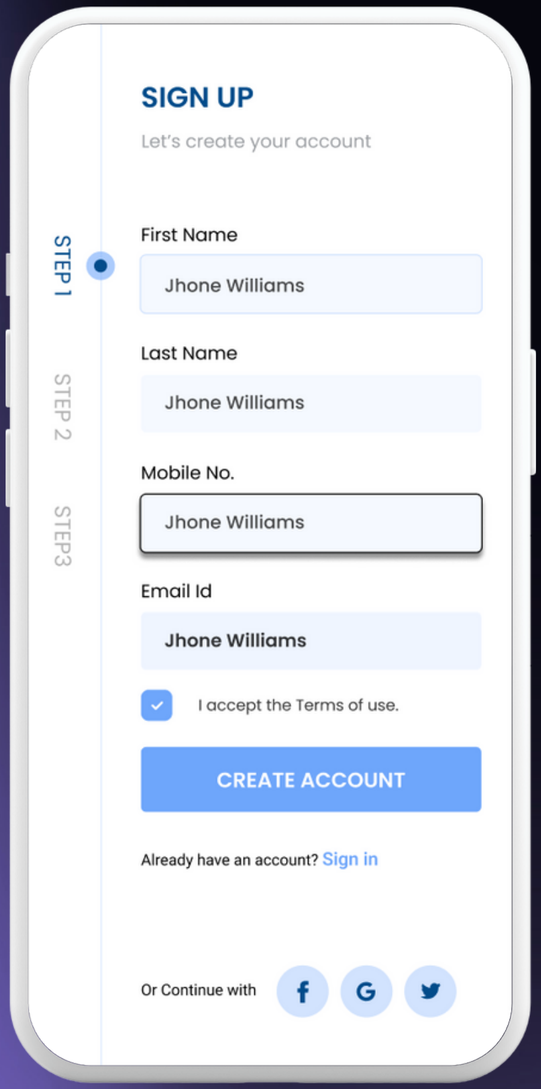
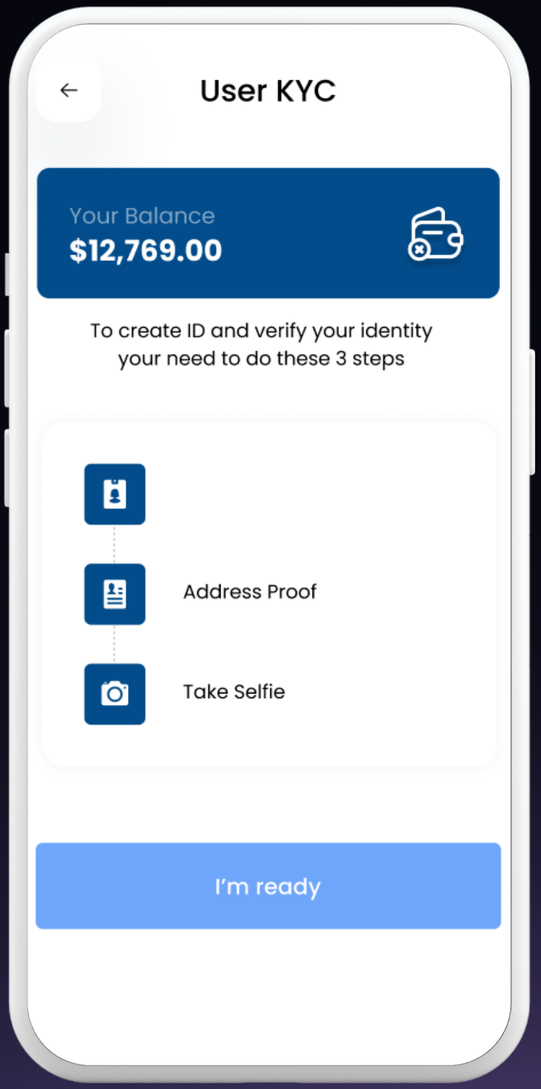
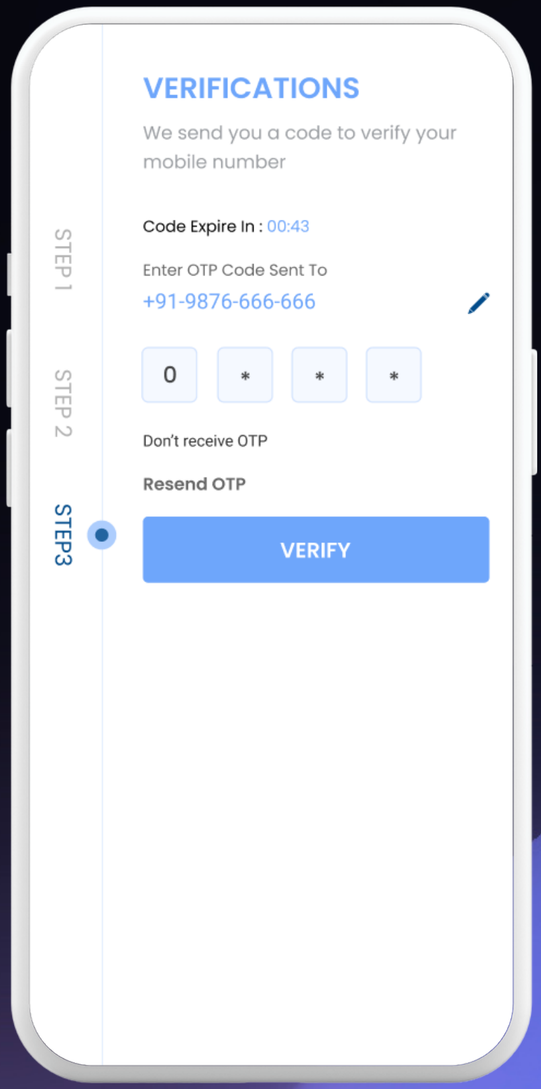
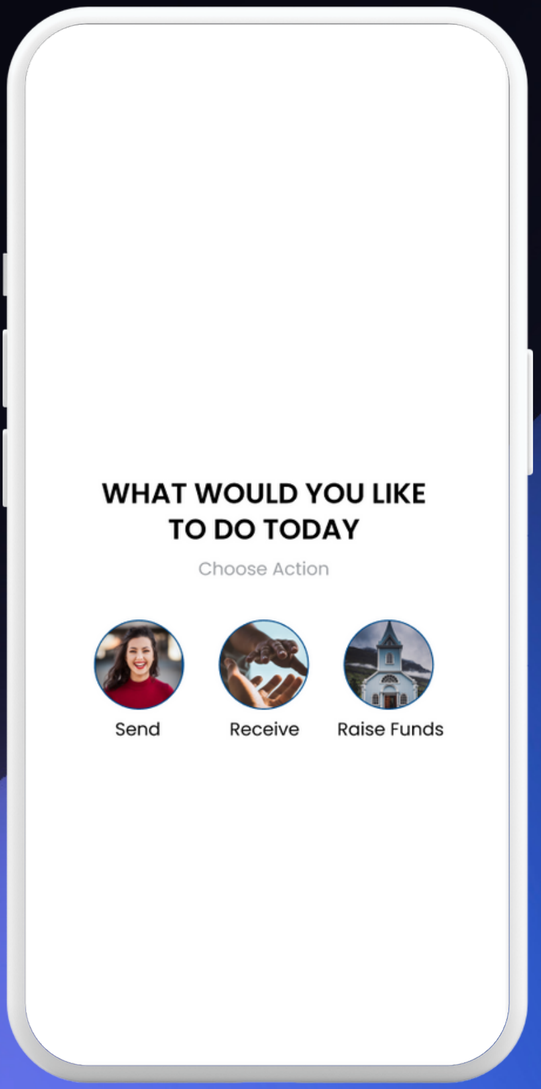
Elim Pay App









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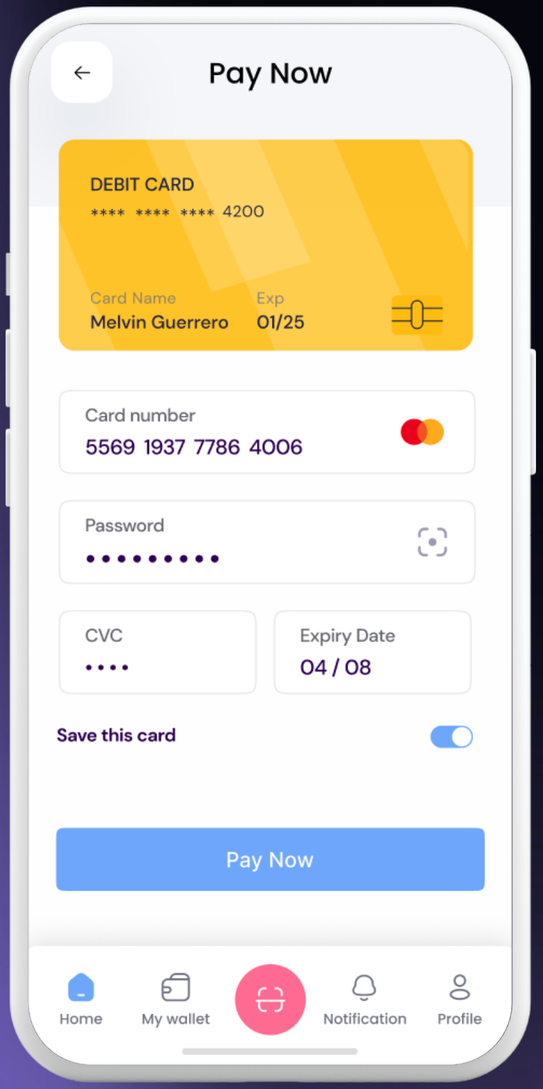
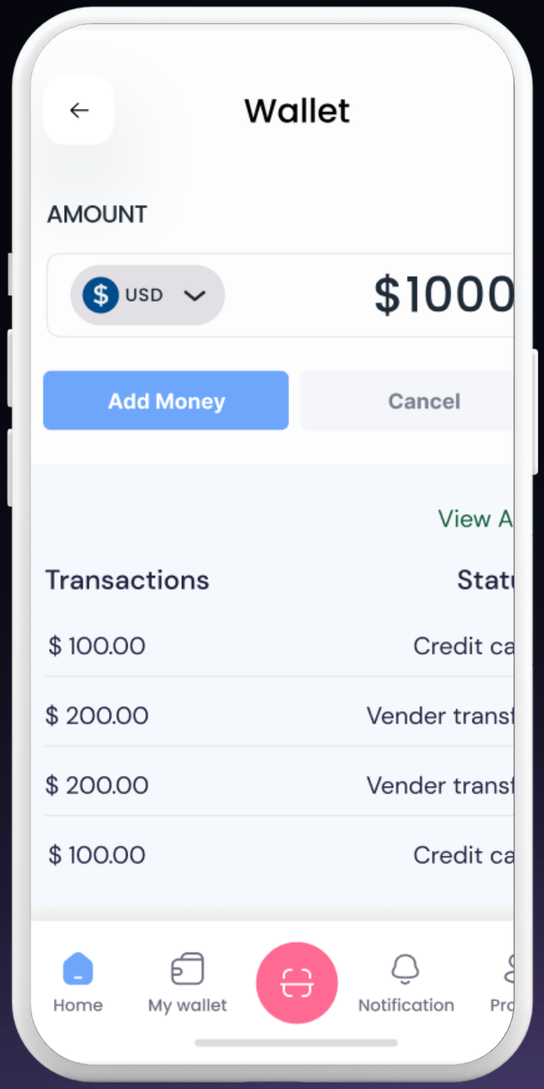
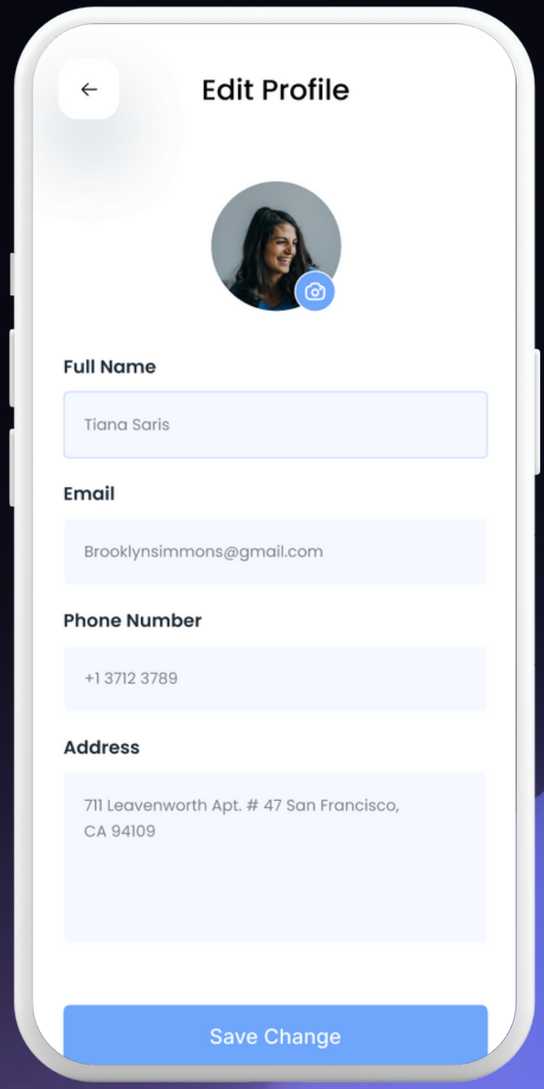
Elim Pay App







Key Modules and Tech Components Delivered

- App Development (Android/iOS)
- UI / UX Design
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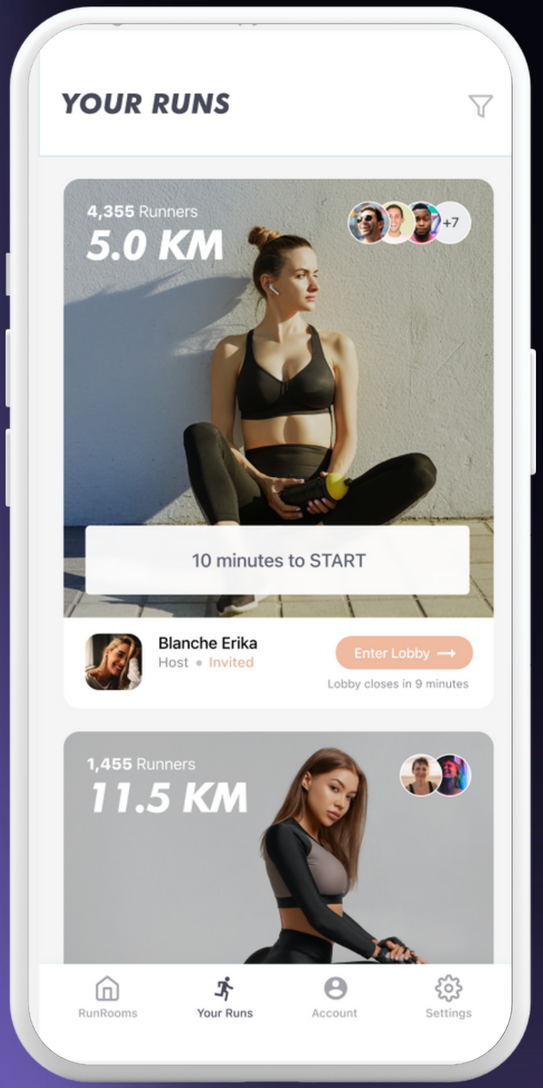
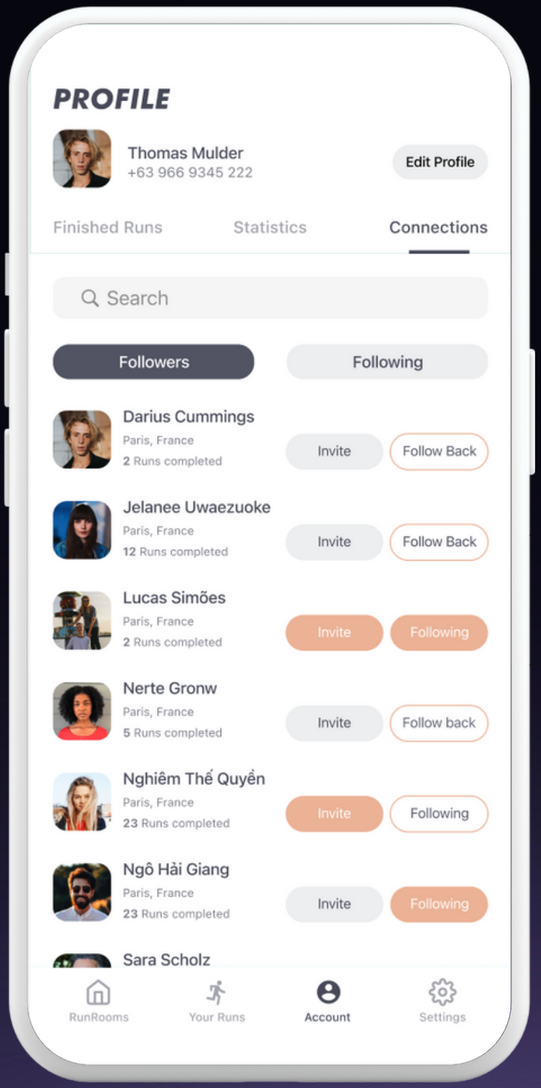
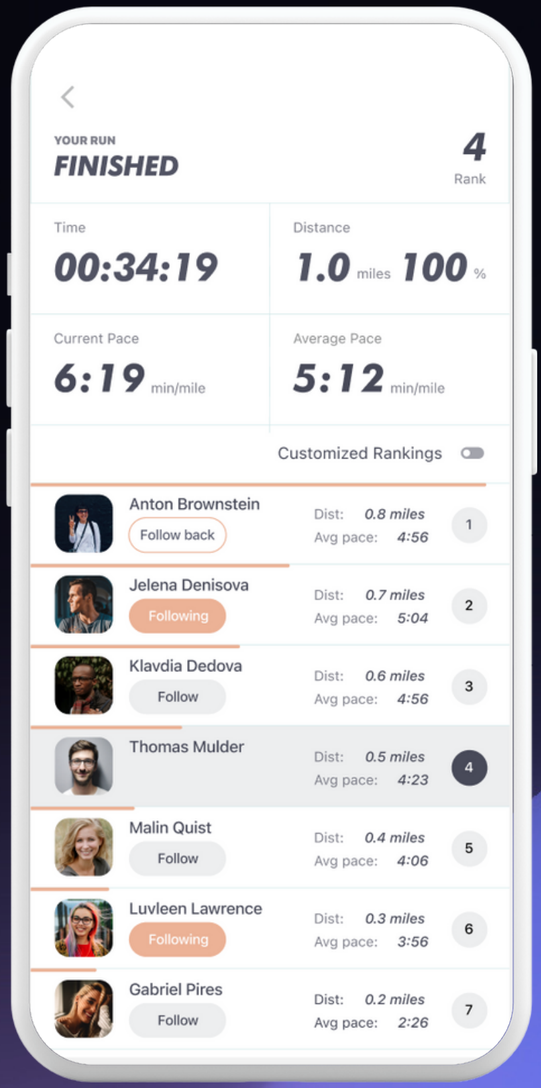
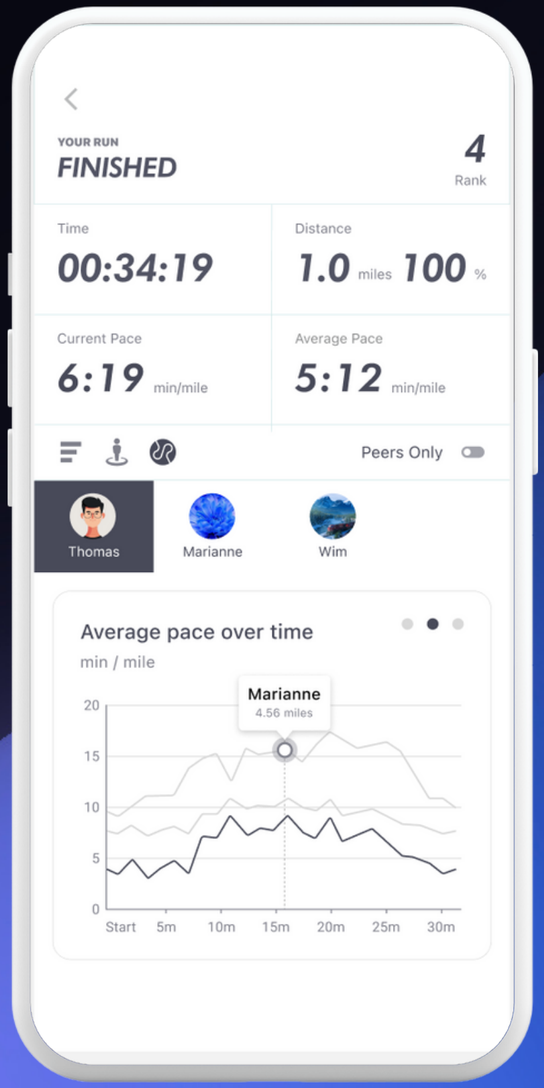
- App Engagement & Monetization
- Content Zones

Runroom Fitness App

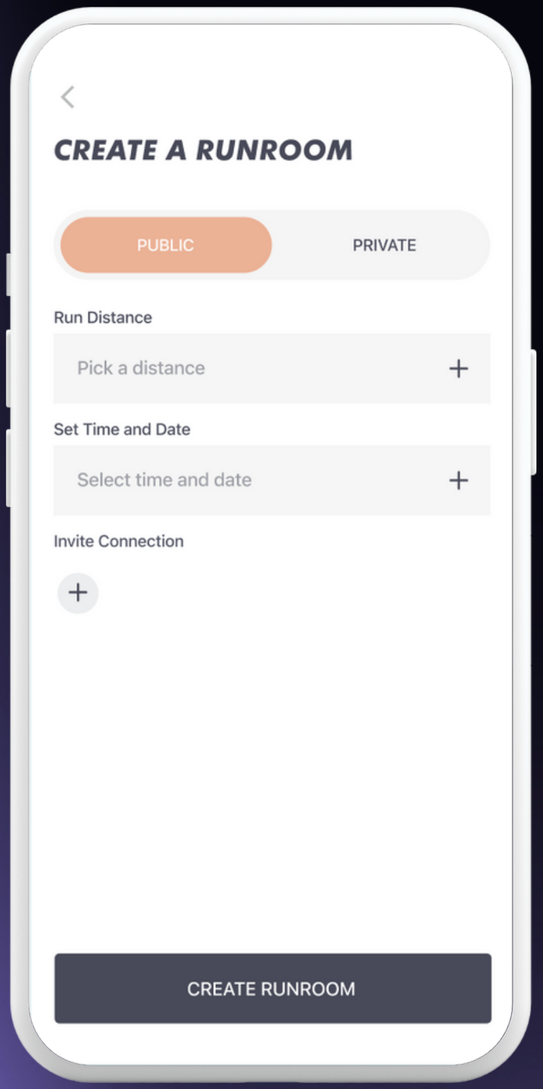


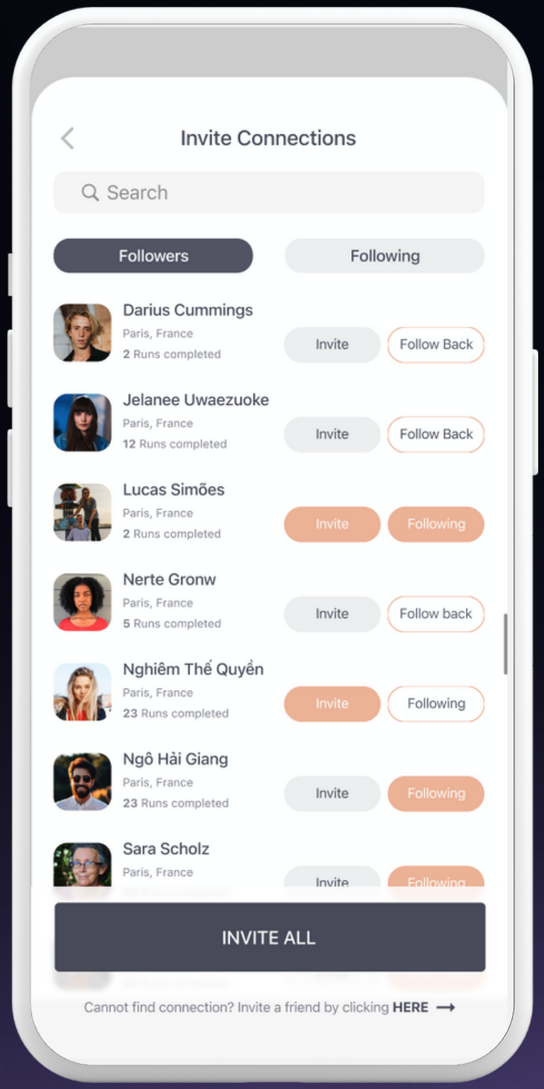






Runroom App





Key Modules and Tech Components Delivered

- App Development (Android/iOS)
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ALPHECH

Your Vision
Is Our Mission

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