

# UI/UX Deck



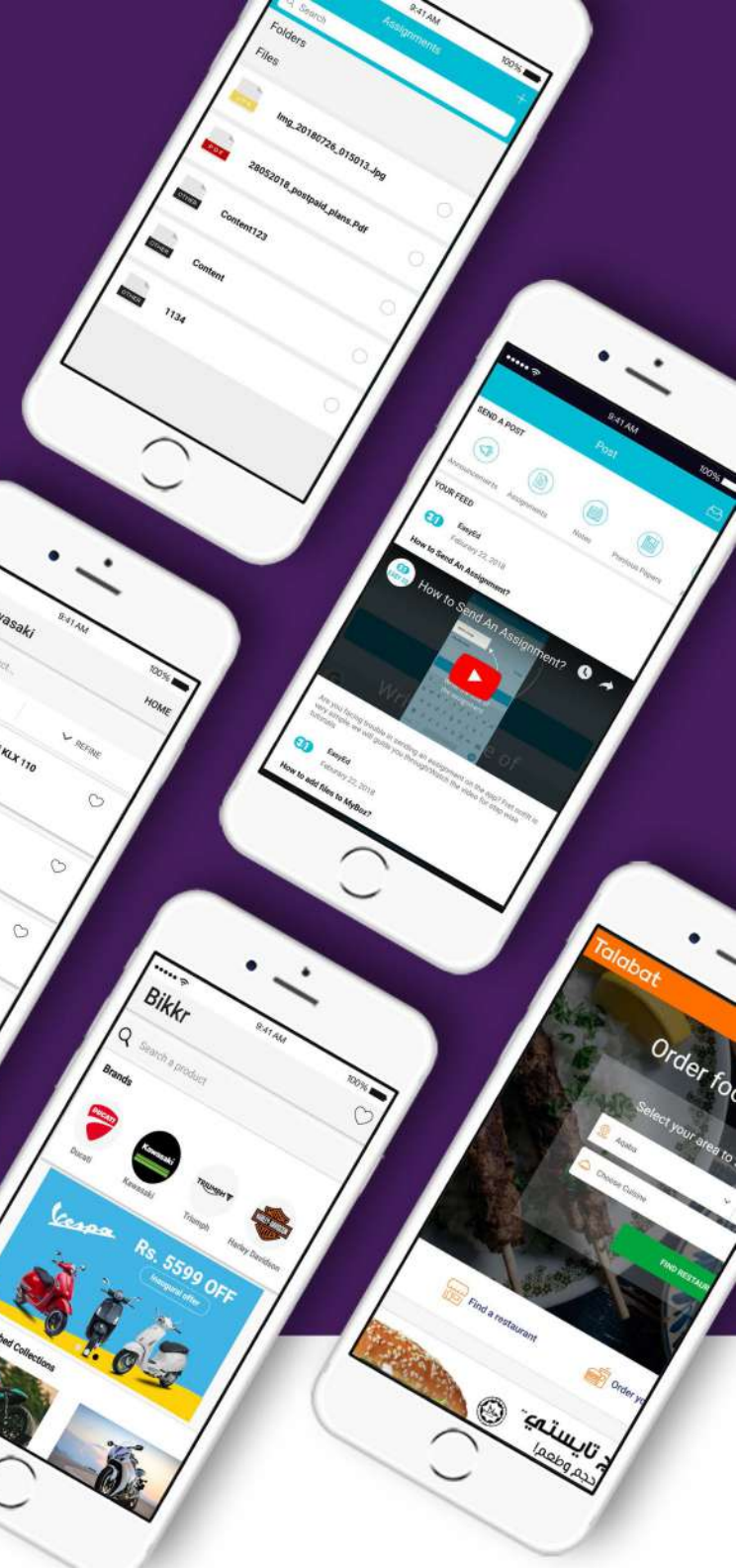
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# About us

has been delivering high octane UI/UX collaterals across multifaced domains ever since 2004. We possess a comprehensive workforce of diligent and creative design professionals. We deliver end-to-end designs which fall perfectly in line with how you envision your brand. Touching the verticals of Experience, Motion and UI design, our team prioritizes market research and competitive analysis before project deployment.





# Our Values



## Process Oriented

For us, it is imperative to understand the 'why' before we do the 'what'. That is why we sit with our clients in order to absorb their brand totally, prior to project commencement.



## Industry Specific Experience

Having delivered across a wide repertoire of brands, we have gained invaluable industry grade experience, making fruitful collaborations along the way.



## Team Cohesion

Our well-knit team comes with years of experience in their respective domains. They work in tandem every step of the way to ensure that your business goals are well taken care of.



## Forging Partnerships

Instead of working for, we love to partner with our clients, so we can give them tailor made solutions ideal for business growth.



## Consistent Standards

Focusing on results and quality, we execute all our projects as per our high set standards ensuring that our business goals go hand in hand with yours.

# What We Deal



## Research

Comprehensive and detailed research forms the bedrock of our operation. It is a pre-requisite to deployment, enveloping the fields

**Market Research | Product probing | Competition analysis**



## Design

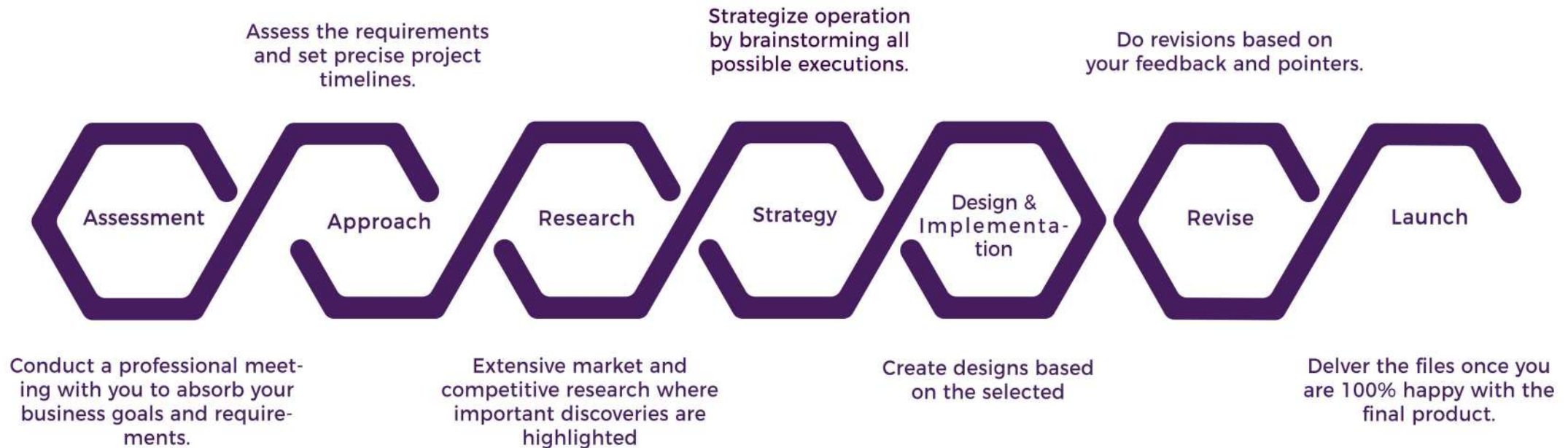
We absorb your business jargon and overall goals to forge a consolidated design which is both interactive and precise.



## Consulting

Have your own in-house team of designers and researchers who simply need an industry-specific direction? We collaborate remotely and on-site in order to work closely with your team to meet business goals and

# Work Flow





# Our Services



UI Design



UI/UX Testing



UX Design



UX Research



UI/UX Consulting



Gamification Design



## UI/UX Testing

A comprehensive testing process is what makes or breaks a product/brand. Right from usability testing, functional testing and identifying key stress points, no stone is left unturned to ensure that your product is qualitatively and quantitatively dissected and improved upon. We run this testing phase with a portion of your Target audience to understand their unbiased review and generate critical feedback. The findings of this phase form the base of all future modifications and fine tuning.





## UI Design

An unimpressive UI design is by far the biggest contributor to rising bounce rates. What's a Bounce Rate? It is the measure of the percentage of visitors who navigate away from your website after viewing only a single page. Using cutting edge tools and contemporary UI Toolkits, we come up with designs which optimize the overall User experience by manifolds. Not just the overall appeal, we pay strong attention to simplicity, ease of movement, customer behavior to shape landing pages that are spot on.



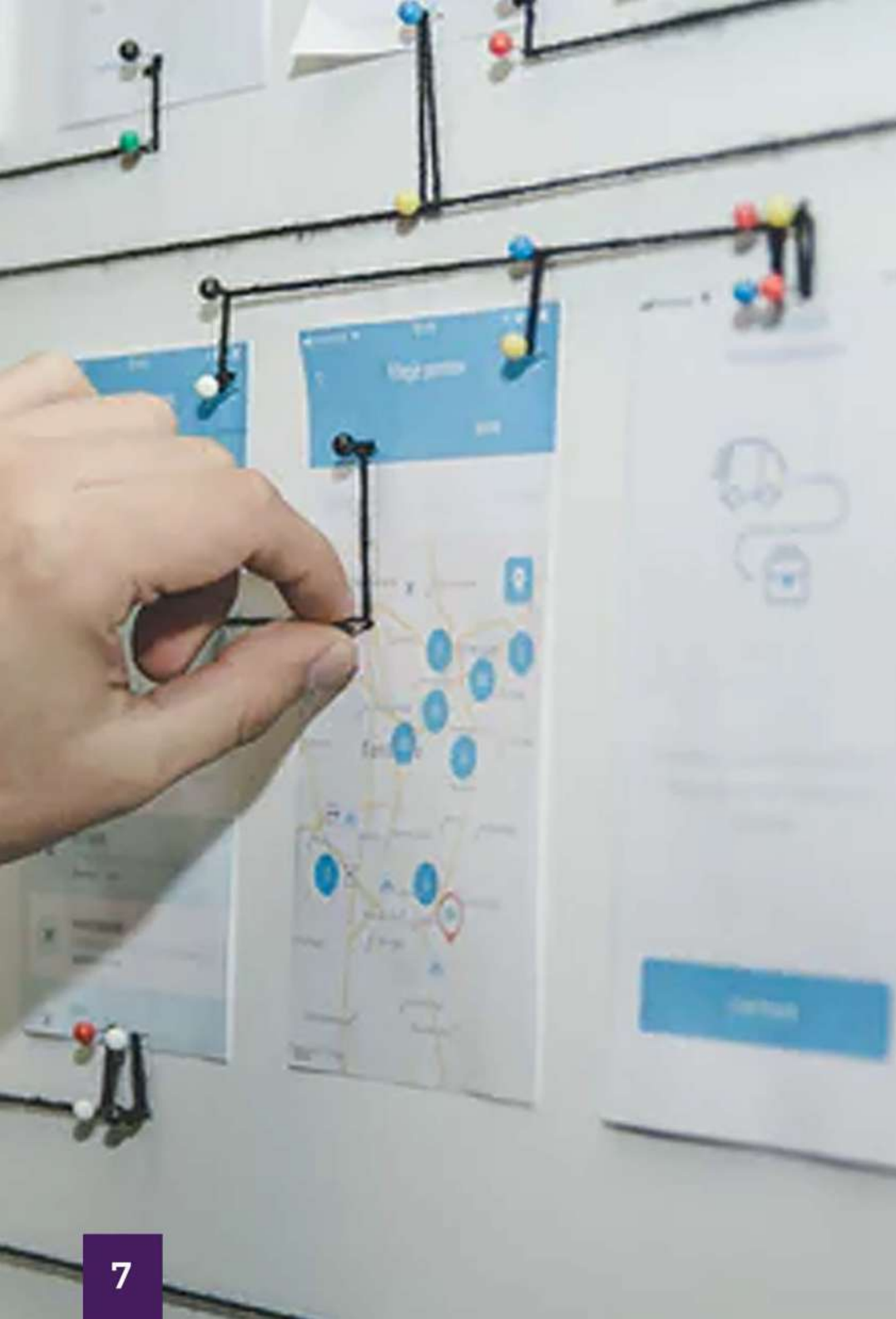


## UX Design

68% of the users reject a product because of an improper design experience. This is where Influxive enters the fray with a focus on end-to-end design that is visually stunning and crisp. On the basis of our research, we execute design collaterals which resonate with your brand seamlessly. We take the product from its nascent rough stages to precise user flows complemented by detailed wireframing.







## UX Researcher

We ensure that the foundation of your brand/product is robust and wholesome. Understanding the 'what', 'why' and 'how' of your business, we indulge in research and analysis so we are on the same wavelength as your target audience. This helps us to deliver results which are in line with both short term and long term business goals.

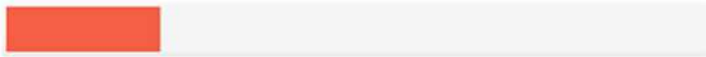


## UI/UX Consulting

We understand that not every brand can afford to build something from scratch. If you possess a team of your own which simply needs a push in the right direction, Influxive will step in with its industry grade experience and know-how. Remotely or on-site, we provide dedicated resources for a wide array of micro services within the UI and UX domain.







## Gamification Design

Gamification is the process of adding game-based elements to general products and services. By weaving elements that are fun and interactive, our creative designers help tap users by focusing on engagement and market trends. This not only showcases your brand in a contemporary light, but helps attract organic users and increase brand reach bit by bit.

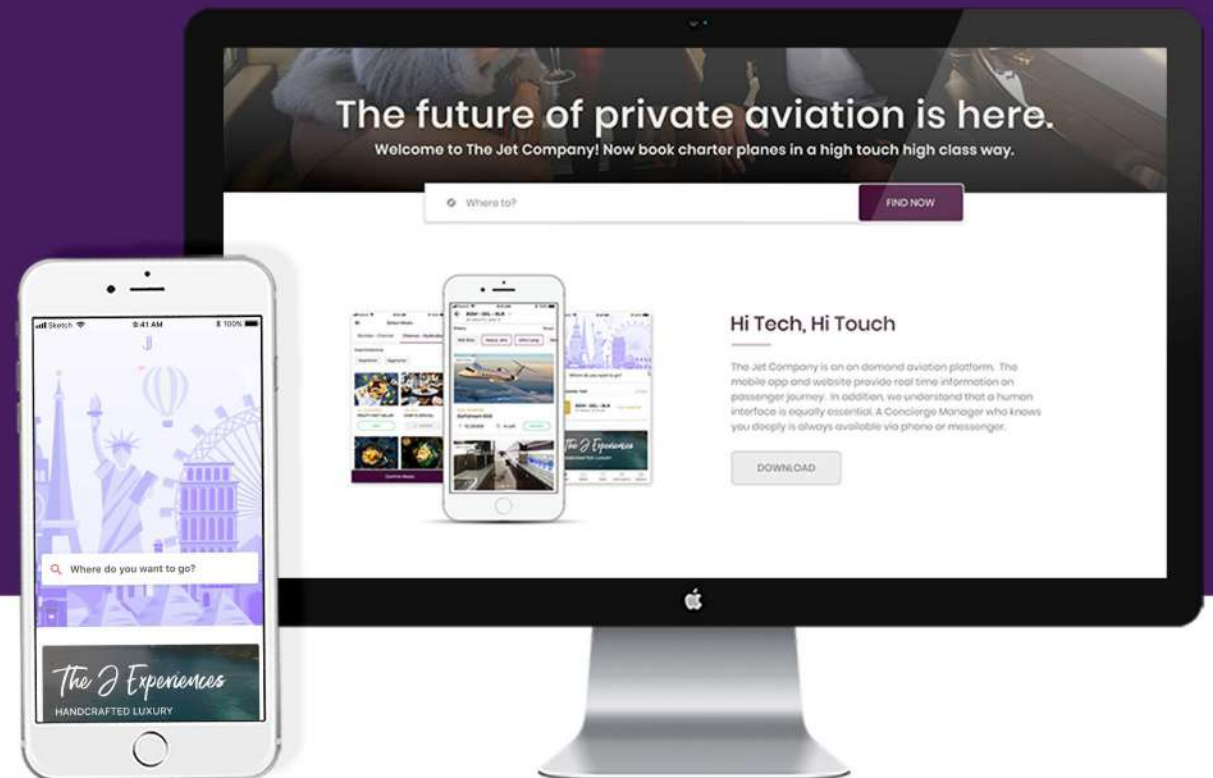
# The Jet Company

## The Challenge:

The client brought forth the unique idea of building a hyper local marketplace for airports - a mobile app that lets travellers order food and retail items from airport outlets. These items, unlike other hyper local marketplaces, were to be delivered to travellers in their lounges or via kiosk pickup (pre-booked) within the airport premises.

## Our Approach:

To get a better gist of what happens on ground at an airport, we met several stakeholders from the aviation industry to discuss the feasibility of the ideas our team came up with. Once the use cases were finalised, we prepared user flows which were communicated to the client. Once approved, we converted the user flows into real design software.





# Bikkr

## The Motive:

To create a digital enterprising model enveloping super bikes and premium motorcycle lovers across India.

## Our Approach:

Our team began by doing ardent research on the super bike owners in the target area. We understood their different phases as a consumer

- an enthusiast, a potential buyer, a buyer, a seasoned/regular bike rider. After understanding the lifestyle of our target audience, we decided to create a mobile based app which caters to the need of this niche community (premium motorbikes only).

## Through bikkr, one can :

- Research and compare new premium motorcycles and super Bikes
- Contact dealers for a query
- Exchange his old bike for new
- Book expeditions to different treks/routes
- Buy accessories of a rider and of the machine
- Renew his/her machine's insurance



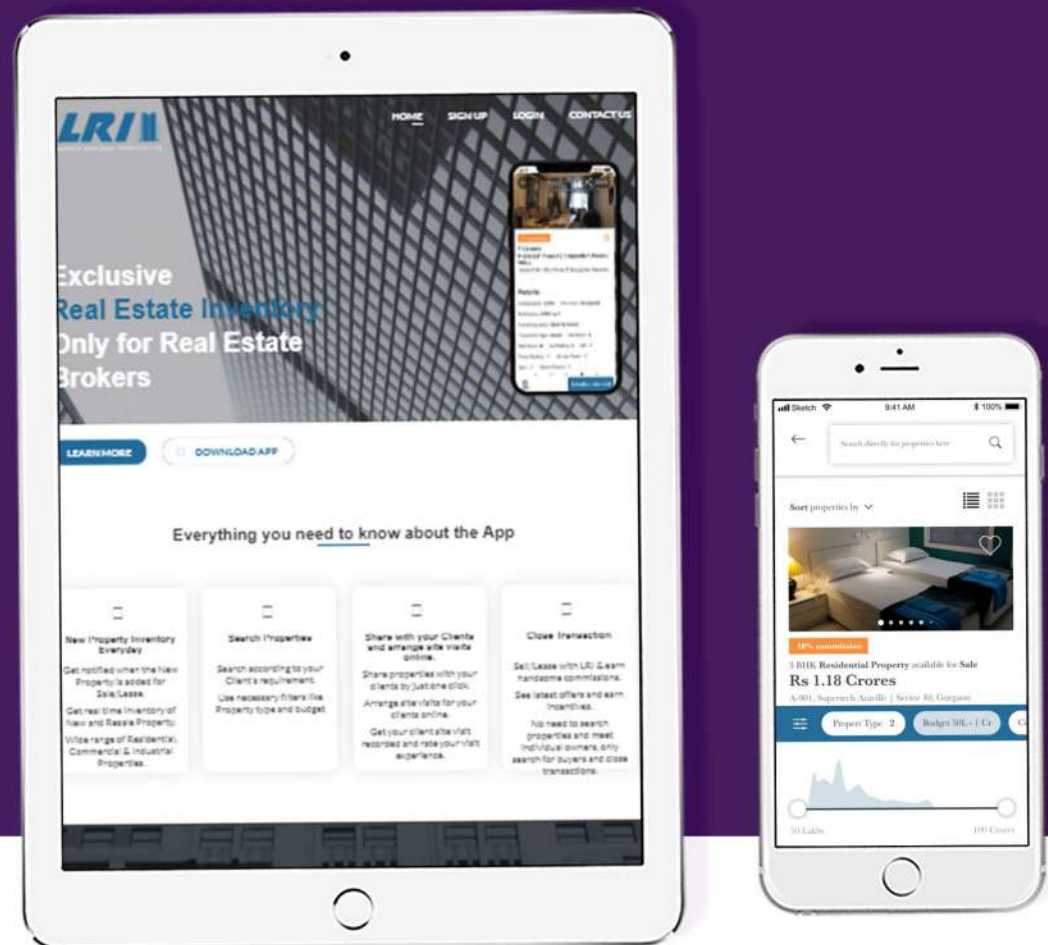
# Leading Realtors India

## The Pain Points:

The motive was to design an easy-to-use app for property dealers and realtors. The app should have bundles of credibility so that the end users trust it enough to upload their private property documents.

## Our Approach:

- To get a better gist of what happens on ground at an airport, we met several stakeholders from the aviation industry to discuss the feasibility of the ideas our team came up with.
- Once the use cases were finalised, we prepared user flows which were communicated to the client.
- Once approved, we converted the user flows into real design software.



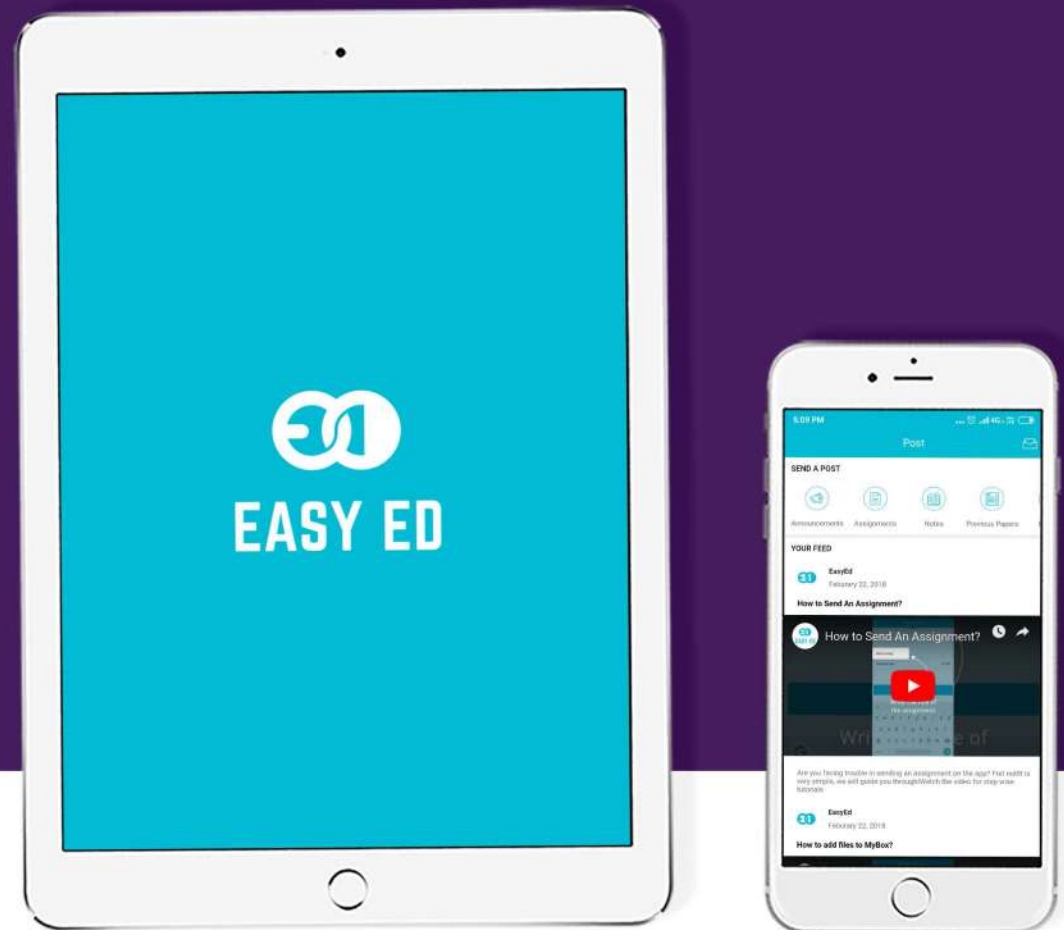


## The Pressure Point :

The education sector in developing countries is ever evolving and it becomes very cumbersome for a small and medium sized institution to get technical advancement at a feasible cost.

## Our Approach:

- Our team curated its first comprehensive in-house product
- EasyEd. This product helps the institutions to create their own branded mobile app which helps them digitise their class management as a whole.
- Every student becomes a part of a digital group wherein the teachers interact with them on a periodical basis by sending them notifications, assignments, tests, video courses, results, etc.
- The USP of the product is its unique marketing channel which helps the teachers build a free community within the app.



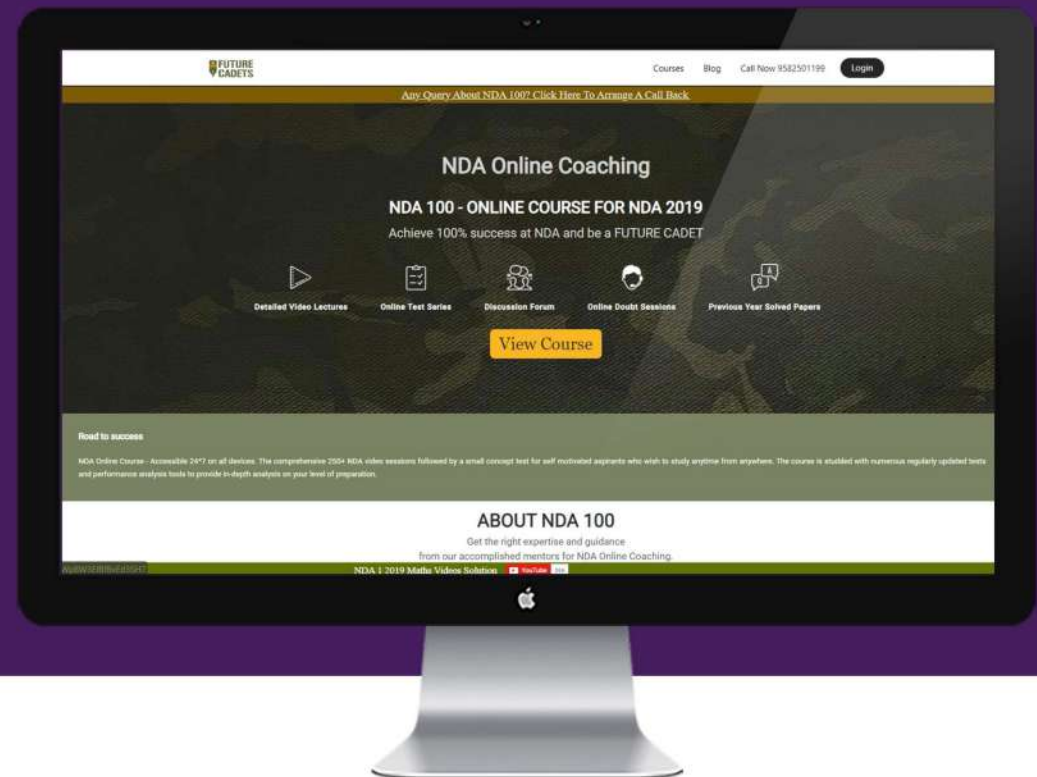
# Future Cadet

## The Pressure Point :

Future Cadet is a new online coaching venture of Nivedita Classes, a renowned coaching center in new Delhi. Future Cadet is an online caching center for NDA aspirants with a aim to expand it to CDS and other Defence related courses online.

## Our Approach:

The client approached with the project to create a brand identity for the venture along with the website screens with a vision to make course and study in a scheduled manner , to give a feel of classroom type elements and to introduce various game elements to increase engagement and course interest. The main task of the project was to create a classroom kind of a experience for students in a digital way providing the course content in a better experience.





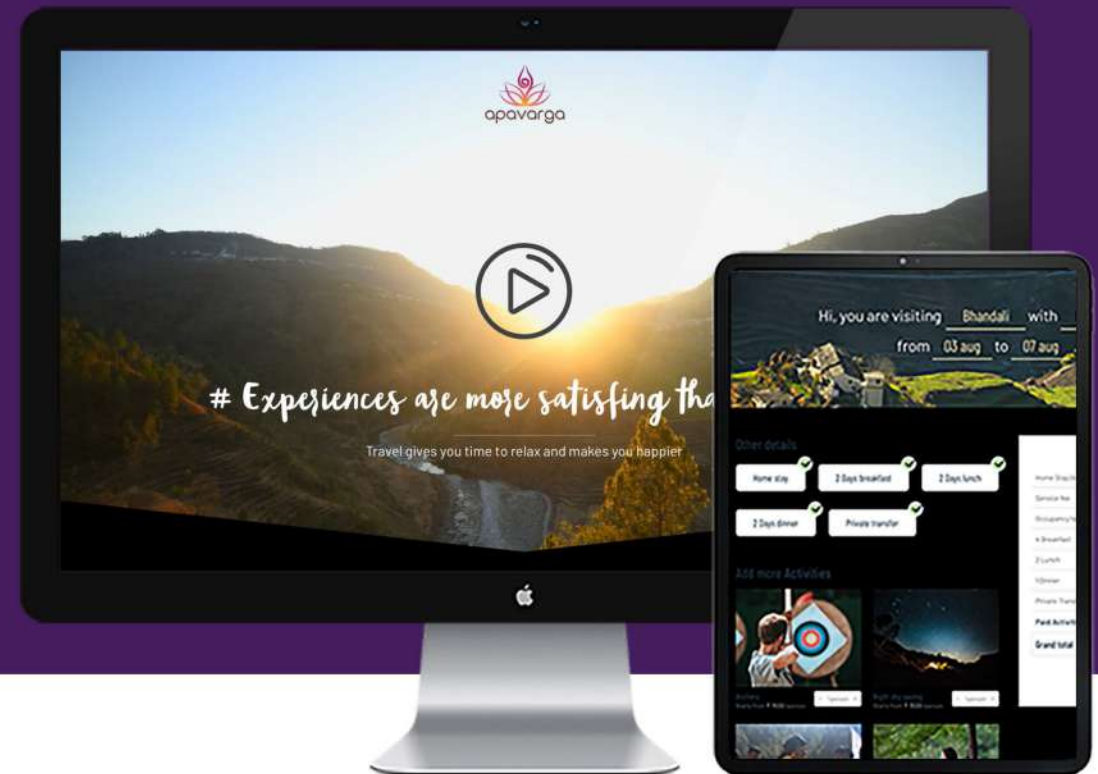
# Apavarga

## The Pressure Point :

Apavarga is startup dealing in expeditious and sustainable tourism. It came with unique idea of letting people create their own village tour experiences. For the same they wanted dynamic, which is like any other IT firm which is dealing tourism industry.

## Our Approach:

During User experience research and business analysis, we realised that the creation of itinerary is going to be very difficult point, but in order to do so we need to get into detail of each and every tourist spot where Apavarga is taking up. We divided the whole tour into different activities which could be selected by the user and other than that, we give user selection of meals, transportation and accommodation. The design is done with and website is in development.



A silhouette of a person climbing a steep rock face against a dark blue sky with faint stars.

**15 +**  
Years Experience

A map of Europe made of crumpled blue paper, set against a background of light purple crumpled paper.

**35 +**  
Countries Clientele

A close-up of two hands shaking in a firm grip, with a blurred background showing documents and a pen.

**500 +**  
Clients Served





WEBS UTILITY GLOBAL LLP.



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# APP Development Brochure

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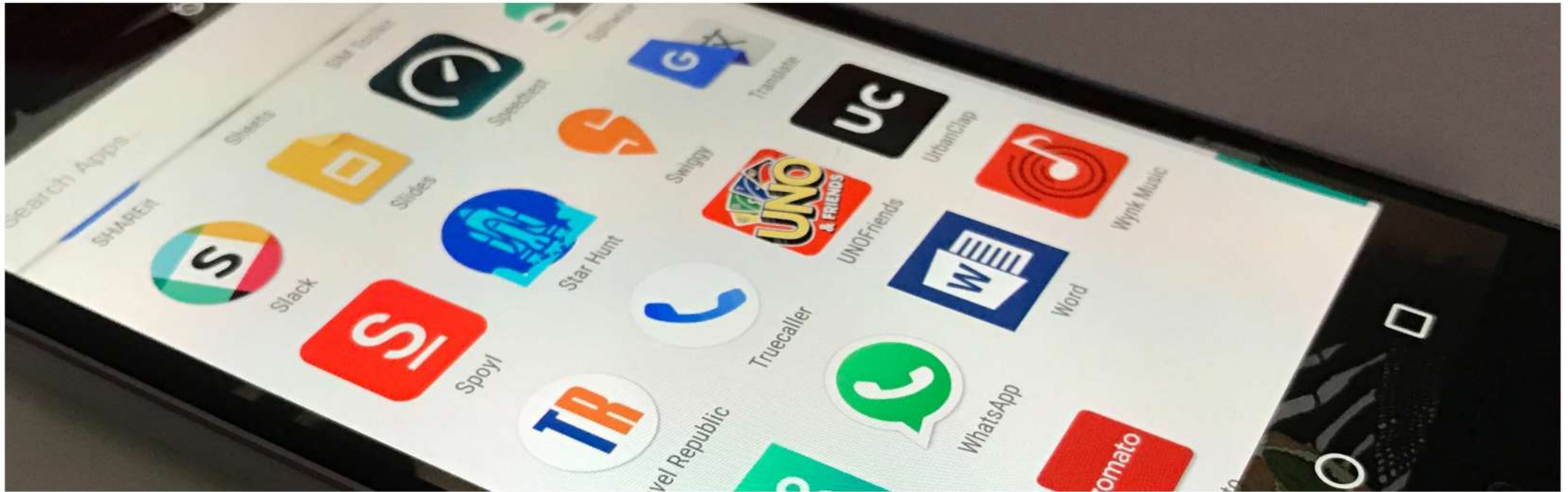


WATCH

androidtv

macOS

iOS



# Why mobile application development?

- 2.5 billion smart phone users across the world.
- There were 194 billion app downloads in 2018.
- Up to 70% of web traffic is generated on a mobile device.
- Mobile apps are projected to hit \$188.9 billion in revenue by 2020.

With the ever growing numbers of smart phone users, mobile app development is a no-brainer in today's customer-driven market. Effective mobile apps are capable of not just converting but engaging new customers as well through dynamic strategies.

## Benefits:

- Brand Reinforcement
- Increased visibility
- Promotes Scalability
- Lead Generation
- Improves Customer Relationship



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## About us

Autonetics strongly believes in keeping in touch with the international technology trends. With the mobile app sector booming, our R&D teams have kept pace with it thanks to innovative methods, cutting edge tools and customer-centric deliveries.

## Our Mobile App Development Lifecycle:



A dedicated research team to ensure that your product hits the right screens.



A multifaceted marketing team ensuring that your leads never stay untapped.



A proficient tech team well versed with industry grade tools and techniques, prompt in the matters of query resolution and delivery.



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# Our Workflow



All our projects are executed as per Agile methodology wherein a project is divided up into short duration 'sprints' or 'iterations'.



When an iteration ends, a working model of the project is launched in the market in order to check its feasibility.



Team Collaboration is undertaken via Monday, Trello, Jira, etc.



Developers Collaboration tools used are GitHub and BitBucket.

## Our Collaboration Tools



Trello



Jira



Monday



GitHUb



BitBucket



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# Prerequisites Of Mobile App Development

In order to create any mobile application, you need:



Optimized user interface in Sketch/Zeppelin/Photoshop /Figma/Invision or any other collaborative UI design software.



Locking Release platforms i.e. Android/Apple Watch/ iOS /MacOS/Android TV



Define your Target Audience



Choose between Native, Hybrid & Web App



Build a pre-launch buzz strategy



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# Hybrid Technologies :



React

This framework covers both Android and iOS platform with less memory usage and excellent responsive time.



Ionic

Easily maintainable, readable, scalable, open source and free framework.

# Native Technologies :



Android

Java and Kotlin are the best choices for Android app development.



Java

It is popular for its flexibility, simplicity



iOS

Swift and objective-C are preferred for developing iOS apps.



Android TV

An Android OS for Digital Media Players featuring UI designed around content discovery and voice search.



Swift

A powerful programming language with concise syntax used for developing fast running apps.



Java Kotlin

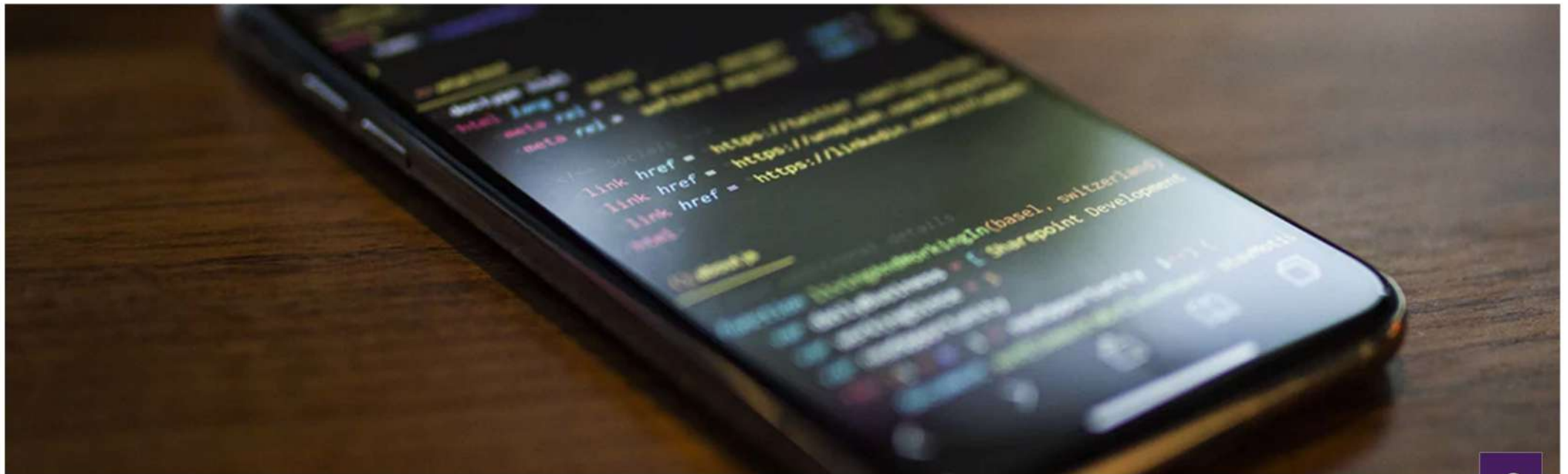
It is an open source and free programming language having both functional and object oriented constructs.



# Why Prefer Hybrid Apps?

Hybrid app development is preferred for the following advantages:-

- Multi-platform support.
- With faster development cycle, it saves time.
- Hassle-free integration with other apps.
- Strong offline support.
- Simple backend and high speed performance.
- It requires only one code base for running on all platforms.
- They provide consistent user experience and are unaffected even if there is a device-change at the user's end.
- Lower investment is required for hybrid app development.



# Why Prefer Native Apps?

Prefer native app development for the following advantages:-

- Created for a specific platform, native apps are extremely efficient, fast, responsive and deliver consistent performance.
- They are an integrated part of the cellphone; hence are highly interactive and run smoother than web apps.
- SDK for developers. It provides half-ready, regularly updated solutions and libraries that interact properly with a given operating system.
- Unlike web apps with underlying technologies like JavaScript and CSS, which rely on different browsers, native apps are far more secure.
- Easy to launch in the App Store and implement new sophisticated features.
- Native apps have full access to device hardware (camera, microphone, GPS etc.), resulting in faster execution and enhanced user experience.





# Backend Technology Stack To Choose From



PHP

This object-oriented, easy to learn language creates dynamic apps using three layered model.



Java

Java is a general-purpose programming language that is class-based, object-oriented, and designed to have as few implementation dependencies



Node

.Node.js is an open-source, cross-platform JavaScript run-time environment that executes JavaScript code outside of a browser.



Python

This is an easy to use, fast and flexible language used across the globe.



.Net

.NET Framework Class Library and provides language interoperability across several programming languages.



Ruby On Rails

Rails is a model-view-controller framework, providing default structures for a database, a web service, and web pages.



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# Database Management Technologies To Choose From



Redis

Redis is an in-memory data structure project implementing a distributed, in-memory key-value database with optional durability.



MySQL

Widely used, open source and free database, known to be really fast and reliable, finds wide support across operating systems in combination with PHP.



MongoDB

It supports queries, multiple servers, autoshaing and failure handling.



Maria DB

MariaDB is a community-developed, commercially supported fork of the MySQL relational database management system.



SQL Lite

SQLite is a relational database management system contained in a C library.



# Our Clients

## The Jet Company

### Application Type:

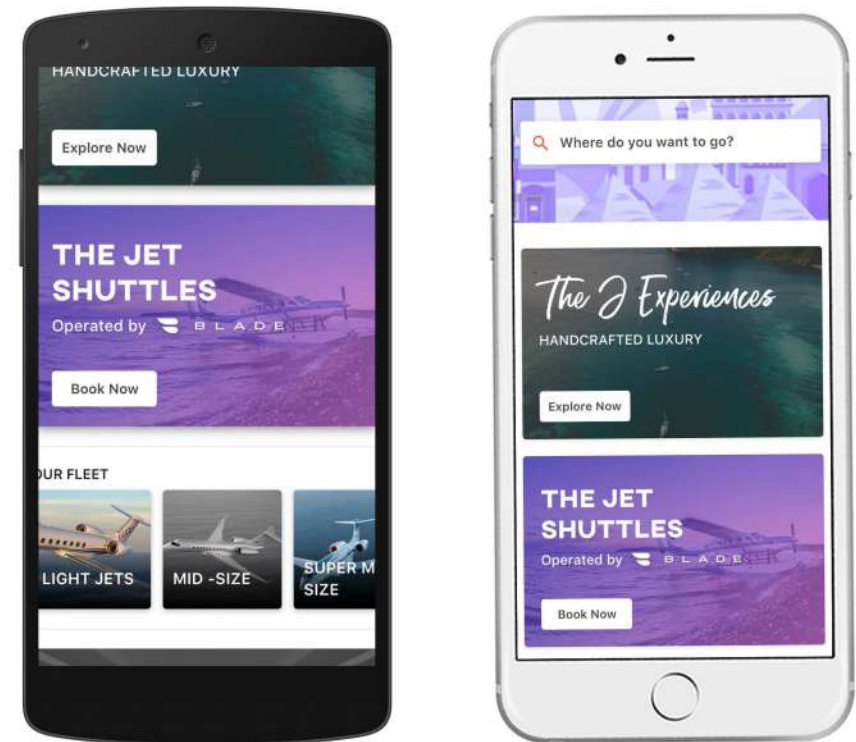
iOS application for iPhone & iPad,  
Android app for mobile & tablet

### Description:

The Jet Company is an on demand aviation platform. The mobile app and website provide real time information on passenger journey. In addition, we understand that a human interface is equally essential. A Concierge Manager who knows you deeply is always available via phone or messenger.

### Key Features:

- Booking of a private jet.
- Booking of individual seats in private jet.
- Order your favorite cuisine when on boarded





# Bikkr

## Application Type:

iOS application for iPhone & iPad,  
Androidapp for mobile & tablet.

## Technologies:

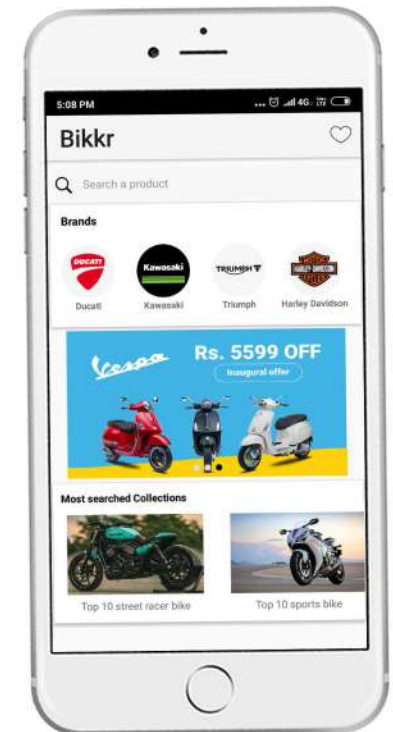
IOS and Android application was developed using react native and the entire website was developed in angular Framework.Backend was on firestore and NodeJS. Algolia used for filtering and searching process.

## Description:

India's only premium marketplace where user can buy/sell motorcycle, buy accessories, book a tour and exchange motorcycle. A marketplace and a one stop solution for motorcycle owners.

## Key Features:

- Explore motorcycle.
- Buy/sell motorcycles.
- Exchange motorcycle.



# LRI

## Application Type:

iOS application for iPhone & iPad, Android app for mobile & tablet.

## Technologies:

The iPhone application was developed using react native iPhone SDK.

## Description:

Leading Realtors India Leading Realtors India is a privately held and professionally managed real estate portfolio management and services company established since more than 15 years and operating out of Gurgaon.

## Key Features:

- Broker Registration/ Onboarding
- Buying and selling of property
- Claim offers and commission.



# Easy Ed

## Application Type:

IOS application for iPhone & iPad, Android app for mobile & tablet.

## Technologies:

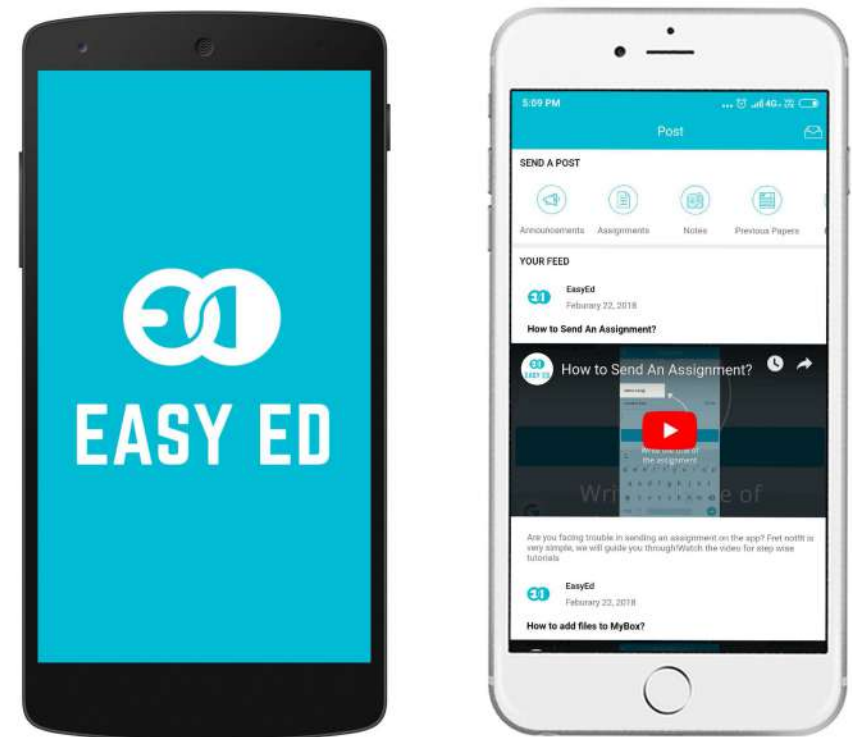
IOS and Android application was developed using Ionic framework ( Angular, NGRX). Backend was on firestore and NodeJS.

## Description:

Transforming classroom education through personalized mobile apps for institutions.

## Key Features:

- Get notes and assignment on the go.
- Mark student attendance
- Share previous year papers





# Betting 24x7

## Application Type:

iOS application for iPhone & iPad, Android app for mobile & tablet.

## Technologies:

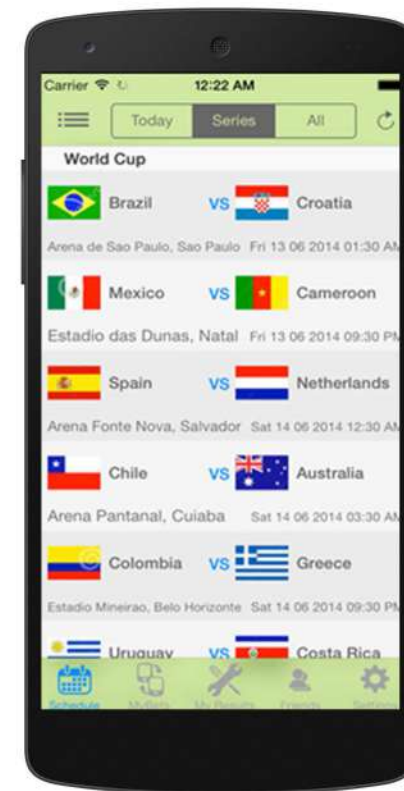
The iPhone application was developed using native iPhone SDK and the entire web application was developed in MVC architecture using Code Igniter Framework (PHP/MySQL). Android application was developed using Android 2.2 API-8 SDK and the entire web application was developed in MVC architecture using Code Igniter Framework (PHP/MySQL).

## Description:

Betting24x7 is an entertainment and unlimited gaming prone app. user can bet on any sport events with his supporting team or player and play with his friends.

## Key Features:

- Quick Checkout in 30 seconds
- SMS Api integration to update real-time status of delivery
- Multiple branches connectivity



# Easy Dialer

## Application Type:

iOS application for iPhone & iPad, Android app for mobile & tablet.

## Technologies:

The iPhone application was developed using native iPhone SDK and the entire web application was developed in MVC architecture using Code Igniter Framework (PHP/MySQL). Android application was developed using Android 2.2 API-8 SDK and the entire web application was developed in MVC architecture using Code Igniter Framework (PHP/MySQL).

## Description:

Easy Dialer is the best way to get in touch with your favorites with just one touch away. Easy Dialer lets you make call or send message to your favorite contacts insanely quickly. Also Easy Dialer can be useful in case of emergency letting you make call instantly without having search for contacts.

## Key Features:

- Get notes and assignment on the go.
- Mark student attendance
- Share previous year papers



# Lucavis

## Application Type:

iOS application for iPhone & iPad, Android app for mobile & tablet.

## Technologies:

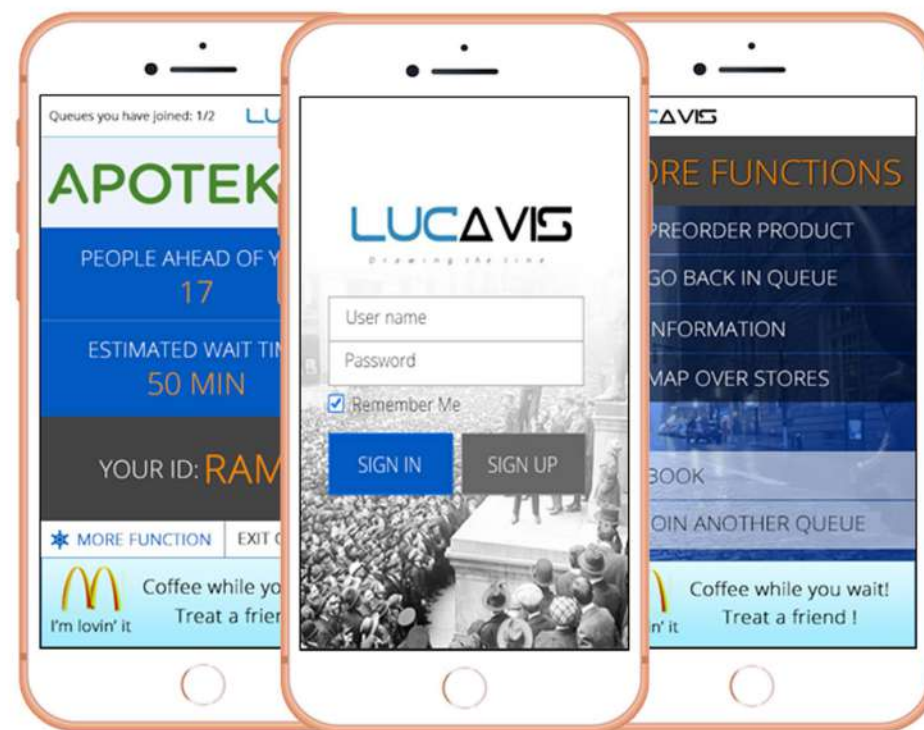
The iPhone application was developed using native iPhone SDK and the entire web application was developed in MVC architecture using ZendFramework (PHP/MySQL). Android application was developed using Android 2.2 API-8 SDK and the entire web application was developed in MVC architecture using ZendFramework (PHP/MySQL).

## Description:

Lucavis is a online queue maintaining system connecting with all major govt. entities in whole Europe. Some of the key stores connecting are Apoteket AB, Polisen, Nordea. Apoteket AB is the national pharmaceuticals retailing former monopoly in Sweden.

## Key Features:

- Quick Checkout in 30 seconds
- SMS Api integration to update real-time status of delivery
- Multiple branches connectivity





# Cruun

## Application Type:

iOS application for iPhone & iPad, Android app for mobile & tablet.

## Technologies:

Android application was developed using Android 2.2 API-8 SDK and the entire web application was developed in MVC architecture using Code Igniter Framework (PHP/MySQL). The iOS app is still under development and has been recently started.

## Description:

Cruun is a collaborative task management system for adaptive teams, where departmental boundaries are blurred and team members contribute across departments. Cruun allows users to collaborate within the team and with outside contributors by encouraging discussion and keeping everyone on the same page

## Key Features:

- Cruun shows you all the activities (new task, discussions, task completed) on all your tasks. You can respond to the activities in real time.

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### Address

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A silhouette of a person climbing a steep rock face against a dark, starry night sky.

**15 +**  
Years Experience

A silhouette of a world map with a textured, crumpled paper appearance.

**35 +**  
Countries Clientele

A close-up of two hands shaking in a firm handshake over a desk with documents and a pen.

**500 +**  
Clients Served



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# Digital Marketing Deck

# ABOUT US



Our team brings forth the perfect semblance of value-driven methods and creativity. It focuses on absorbing your brand to the T, so we can showcase it in a relevant manner according to the needs of your target audience.

Be it logo design, brand building, website development, social media optimization, search engine marketing to overall lead general, we provide consolidated services under one umbrella.



# OUR METHODOLOGY



- Everything comes down to the numbers at the end of the day.
- We help bring in targeted and filtered leads in turn helping to reduce overall cost of acquisition.
- Through proven techniques, we cater to these customers so as not just bring in new ones, but retain the old ones as well.
- Through constant reporting, research and analysis, we tweak our strategies to stay in line with the market demands.





# HOW DIGITAL MARKETING WORKS ?



## Social Media

Via Facebook, Instagram, Snapchat, LinkedIn, etc.



## Affiliate Marketing

Building a strong affiliate network to showcase ads



## Audience Network

Robust network of strong 3rd party apps and mobile websites



## SEO (Organic Traffic)

Supplementing on page efforts with hard-core off-page efforts



## E-mail Marketing

Sending concise and personalized e-mails to customers.



## PPC (Paid Advertising)

Pay-Per-Click advertising via Google & YouTube.



## Content Marketing

Via blogging, Quora submissions, guest posting anbrand-based content.



## Traffic - Website /App

Pushing traffic from these channels to website/app



## Re-marketing

Boosting the probability of sales by targeting interested customers



# WEB ANALYTICS

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Web Analytics encapsulates the 'what', the 'why' and the 'how' of every online marketing strategy. It helps generate a barometer of how successful a campaign is with vivid detailing and precision.

## Includes:

- Constant detailed reporting
- Filtering of target audience
- Constructive tips and suggestions
- Sales and performance tracking
- Campaign-based dissection of numbers



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# SEARCH ENGINE OPTIMIZATION



Google is the king! We help to optimize your brand in line with the top search engines and domain specific trends. Both our on-page and off-page efforts go hand-in-hand to deliver effective results directly affecting brand visibility.

## Includes:

- Formulating a targeted keyword strategy
- Traffic analysis, competitive research
- Off Page content submissions
- Building strong backlinks
- Enhancing brand visibility across platforms
- Following White Hat SEO practices
- Optimizing Brand Reputation in Google's eyes
- Directly affecting Lead Generation
- Generating organic website/app traffic



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# CONTENT MARKETING

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Content is undoubtedly the wheel upon which your online marketing rests. This is what helps convert leads into loyal customers and helps to differentiate your brand in this frantically competitive market.

## Includes:

- Writing relevant website content which resonates with your brand
- Engaging copy writing
- Blog setup and management
- Writing SEO Blurbs
- Brand specific images and videos
- Quora marketing
- Creating well balanced landing pages



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# E-MAIL MARKETING

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Possibly the most effective way of remarketing, e-mail marketing although conventional, has found multiple applications in the online marketing fraternity.

## Includes:

- Sending brand based mailers consistently
- Maintaining a personalied touch
- Concise and to-the-point communication.
- Customer acknowledgement
- Rolling out offers and promos for loyal customers





# AUDIENCE NETWORK

Audience Network is used to deliver ads third party apps and sites where there's a substantial audience size. Ads are delivered across devices via video and display placements along with interstitial, in-stream and native videos.

## Includes:

- Identifying platforms in line with your business domain
- Creating engaging images and video content
- Leaving relevant impressions
- Showcase your brand in places that matter







# AFFILIATE MARKETING

Affiliate Marketing is an entirely sales-driven tactic by using 'affiliates' for good measure and healthy compensation. Affiliates are other businesses targeting the same audience.

## Includes:

- Identifying key brands and businesses with the same audience
- Prioritizing audience demographics
- Building a strong affiliate network



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# PPC MARKETING



Pay-Per-Click marketing is the go-to strategy for businesses that are in it for the long haul. Due to ever increasing competition, PPC is a vital digital marketing cog, helping brands reach

PAY PER CLICK

## Includes:

- Targeted Google AdWords Campaigns
- Extensive keyword based campaigning
- Competitive research
- Re-marketing strategies
- Competitive research
- YouTube Ads
- Periodical reporting
- In-depth analytics



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# WEB ANALYTICS

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A Food Delivery Startup with company owned kitchen ops. 2014 to 2016

Work Undertaken - Branding and Identity, Facebook Handle.

- 6k+ Organic Followers
- Increased online business from
- 0 to 31% using Digital Marketing

## OUR PREVIOUS WORK

*trendy diva*

An E-commerce fashion website targeting women aged between 18 to 30 2017

Work Undertaken - Social Media Marketing

- Increased organic traffic by 200% to the website through Social Media
- Worked on Digital Design for Social media and offline designs for ads in HT
- Ran Sales oriented campaign on Social media, increasing the orders by 130% through paid Ads



An Experiential Tourism Startup covering Village and Adventure experiences. 2018-2019

Work Undertaken - Digital Marketing and Branding

- 4K+ Organic followers
- Amazing Community building
- Pre launch marketing Campaign with 120+ leads in 1 week.





## A fusion food Cafe for the vegetarians by an IIM Alumni 2017

Work Undertaken - Social Media Marketing

- Increase in Sales by 28% in one quarter.
- Increase in organic followers by 90% in a month
- Created offline events and drew traffic there only through Social Media Marketing
- Became the most trending property of Faridabad, and got organic PR in LBB and various other Online Food and Experience Magazines.



## A Real Estate Firm dealing in Commercial and Housing Projects 2017

Work Undertaken - Digital Marketing Media Planning

- Covered Ad Networks of Taboola and Columbia along with Social Media .
- Planned digital Marketing campaign for 2 quarters worth INR 30,00,000/-
- Optimised the campaign for 360 degree approach with remarketing campaigns.



## One of the most happening BYOB in Gurgaon 2018-2019

Work Undertaken - Social Media Marketing

- Scheduling daily posts for the users
- Publicising the Brand and the monthly/weekly events
- Designing Events around the food and drinks Experiences
- Running ads campaign worth INR 100000 on the month on month basis.



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A marketplace of premium motorcylces in India. 2017-2018

Work Undertaken - Inbound Marketing

- Decreased the overall Cost per lead to INR 35.
- Increased Online traffic on the website through Quora.
- Optimised the cost per lead from INR 107 to INR 49 on Social media.
- Created 1000+ leads from 4 Metropolitan Cities even before the launch.
- Created Pre launch Inbound Marketing Campaign for 4 metropolitan cities.





## WHAT'S NEW

### Inbound Marketing

Inbound Marketing is a value and content-driven marketing regime meant to draw potential customers and visitors in, instead of pushing a brand, product or service outward in the hopes of getting some good traction.

### How Inbound Marketing Works

#### SEO:

Meant to put you on top of search engines i.e. where customers reach organically

#### SMO:

Meant for building your brand across social media platforms increasing visibility and reach.

#### Content marketing:

Meant to spread your brand-based content via blogging, Quora marketing, guest posting, etc.

#### E-mail marketing:

Meant to help build a strong community of customers and leads via e-mail lists.

#### Re-marketing:

Meant to pull in those potential customers who expressed an interest but couldn't see it through.



A silhouette of a person climbing a steep rock face against a clear blue sky.

**15 +**  
Years Experience

A world map made of crumpled blue paper, showing the continents of Europe, Africa, and Asia.

**35 +**  
Countries Clientele

A close-up of two hands shaking in a firm handshake over a desk with papers and a pen.

**500 +**  
Clients Served



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# WEB DEVELOPMENT BROCHURE



# WHY WEBSITE DEVELOPMENT?

A website isn't just your online portfolio; it is the face of your brand which is there for all to see. You can't make a first impression twice! It gives you the opportunity to make a mark on a global level and enhance your credibility through effective business

marketing. It is the doorway to 3.2 billion Internet users connecting with you in a click. Website development is the need of the hour as it facilitates:-



## ABOUT US

at the forefront of technology, by keeping in line with international industry trends and protocols. Our web development team indulges in extensive research and analysis on a periodical basis to bring forth solutions that are cutting edge, contemporary and brand-exclusive.

01

Effective communication with widespread customers.

02

Showcase of credibility and reliability.

03

Expansion of reach and brand building.

04

Convenient 24/7 accessibility of your business.



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# PREREQUISITES FOR WEBSITE DEVELOPMENT

Developing a new state-of-the-art website is no rocket-science. All you need is:-



Domain name\*



UI and UX design:  
Desktop & Mobile  
version\*



A ballpark of the  
different web pages  
that are needed



Online hosting\*



Brand-based  
Content\* & Logo

## WHAT WE DO?

### We are involved in:-

- Creating the backend architecture This is what forms the base of every web development project, hence needs to be spot on in line with the brand needs.
- Bringing designs to life via UI development We prioritise the interactions between the device and the end user via contemporary UI
- Integrating the backend with the FrontEnd. This is the final step of creating a wholesome byproduct.
- To ensure that the users enjoy a seamless website experience at a consistent speed.
- To make sure that critical user data is subjected to high grade security and privacy
- Writing and integrating intelligent APIs API is a kind of interface which has a set of functions allowing developers to access specific data or features of an application, OS or other services.
- Creating admin panel This is to give you full backend access and control of your website.
- Server side optimization (CDN and data optimization)
- Installing and writing security modules
- Website Deployment after testing Only after indulging in testing to figure out minor tweaks, take constructive feedback and make necessary changes.







## HOW WE DO IT?

We follow agile process which incorporates dividing entire project into weekly/fortnightly sprints and then:



Team collaboration is done via Monday/ Trello/Jira/Slack.



# FRONT END AND BACK END TECHNOLOGIES

Front end development incorporates designing client's side, analysing code, debugging and ensuring seamless user experience whereas Backend development is confined to server side of development, taking care of a site's working environment.

- HTML/CSS/Bootstrap/JavaScript- These are some of the most prominent front end programming languages.
- Angular.JS- A backend programming language which is unit testable, providing data binding capability to HTML.
- Ionic- An open source framework which is easily maintainable and readable in nature.
- React- A framework with excellent responsive time and less memory usage.
- Mongo DB- This backend technology supports auto-sharing, multiple servers and failure handling.
- MySQL- Open source and free database popular for speed and reliability.
- PHP- A backend object oriented programming language, which helps to create dynamic apps.
- Python- A backend, object oriented language that is easy to learn.
- Ruby on rails- This open source framework is time efficient, containing many ready-made plugins and modules.





## CUSTOMIZED DEVELOPMENT FOR E-COMMERCE

With e-commerce representing 14.3% of the total retail sales in year 2018, e-commerce platform is mandatory for the growth of your online business. There are a plethora of options for you to get your dynamic e-commerce store in place. We bring end-to-end management to the table, bolstered by secure transaction platforms. We work with:

- Shopify- A subscription based and self hosted platform providing ready to use modules.

- Magento- Available in both community and enterprise edition, it facilitates customization of existing modules and provides a platform to execute SEO more efficiently than other platforms.



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# CUSTOMIZED CMS DEVELOPMENT

It is the content which can save a business from hustling through the tough competition and captivate the audience. A customized content management system runs faster, is scalable, flexible and provides powerful solutions. We develop easy to use CMS solutions using:-

- Drupal- With flexible architecture, high security and multilingual nature, Drupal is one of the front-runners when it comes to CMS development.
- Joomla- Robust in handling extensive and complex content, this is a highly scalable open source CMS platform.



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## USE CASES



### The Problem statement:

To create a digital enterprising model enveloping super bikes and premium motorcycle lovers across India.

### Solution We created:

After doing extensive research on the super bike owners in the target area, we understood their different phases as a consumer, which helped us create a responsive website, catering to the need of this niche community.

It is essentially a landing page-oriented website wherein we're taking in key details from the end user at the first instant itself, helping us build this community and serve them better in the long run, using a minimalistic and clean design approach.



### The Problem statement:

To create a market-based website in order to give relevant info to students who are looking to study overseas.

### Solution We created:

- After understanding client offerings to the T and detailed competitive analysis, we found out that a simple yet informative design will be a difference maker here, given that the brand is targeting students internationally.
- So, we focused on building dynamic landing pages for lead generation right from the off; through proper funneling and segregation.
- Also, from an end user's perspective, we simplified the process of looking through multiple countries, universities and respective courses.



**MEDWAY**

EDUCATIONAL CONSULTANT (P) LTD.

## The Problem statement:

A highly accomplished designer wanted to enter the online fraternity with a seamless and intricate website which does justice to her flamboyant designs.

## Solution We created:

We helped build a design that showcases the conceptualization and development of delicate embroidered ensembles in their purest form.

First, we finalized a celebrity to endorse the brand in order to get that traction and engagement, then we segregated collections and showcased them individually with easy-to-navigate product and category pages.

- The key aspect was to highlight the amalgamation of design and tailoring, something which the brand abides by in every product they come up with. □





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