



*“the ability to understand and deliver the expectations of customers”*

After successfully leading organizations with our special affinity towards creative design, the team of like-minded who invested their creative minds on design, innovation & creativity have come together to offer world-class design experience. The team with 50+ man years of experience in Visual Design, User Interface, User Experience, Usability, Web & Mobile, e-commerce Development, SEO and Digital Marketing Mpathy, helps Startups, Medium and Large organizations with specialized services with collaborative knowledge and experience.

## Mpathy

After successfully leading organizations with our special affinity towards creative design, the team of like-minded who invested their creative minds on design, innovation & creativity have come together to offer world-class design experience. The team with 50+ man years of experience in design, User Experience, Web, Mobile, and Usability. Established early 2019, Mpathy made a good progress in terms of clientele and headcount.

## Our Mission, Values and Motto

Mpathy, helps startups, Medium and Large organizations with specialized services with collaborative knowledge and experience.

While adopting the industry strategies, Mpathy emphasizes on improvising the processes for delivering results faster and on-time every time.

Mpathy comprises of process leaders in digital communication and interactive world. With collaborative and versatile skillset, mainly focusing on its core services those we endorse with expertise and pixel perfection and of course on-time delivery.

"We work with you, not for you"

**MPATHY**

**DIGITAL**

**AGENCY**

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## OUR SERVICE OFFERINGS

UX & UI	Mobile Apps
Branding	SEO/SMO
Graphic Designing	Digital Marketing
Web Design & Development	Open Source CMS & e-Commerce Solutions
Annual Maintenance Services	On Demand Services

Our primary focus is on User Centric Designs and human-screen interactions which should allow user to engage on our customers products and love to use it without any dropouts.

@Mpathy we believe that, a great User Experience with an elegant User Interface design will make any product stands out from the rest. As industry is shifting very fast with mobility and wearable computers and advanced technology, our expertise UI / UX strategy will help your business to target futuristic, stable and cost-effective solutions.

Mpathy provide services from UX Analysis to Strategy, UI Design to Development services for Web, Mobile and emerging new technology platforms.

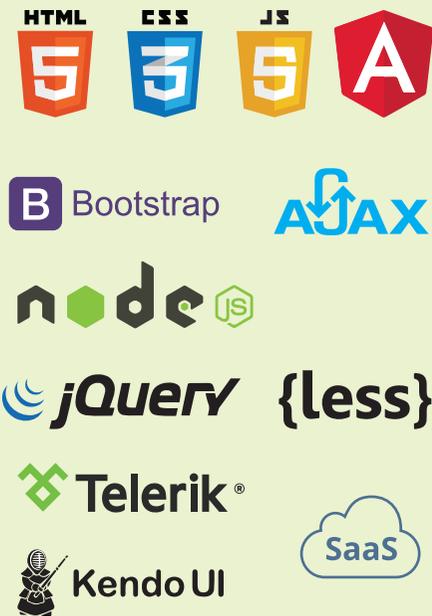


## UX & UI

### Our UX and UI service offerings:

- ▶ UX Analysis
- ▶ UX Strategy
- ▶ Information Architecture
- ▶ Web Interfaces
- ▶ SharePoint UX Branding
- ▶ Mobile Interfaces
- ▶ IoT & Kiosks Interfaces
- ▶ Interfaces for Wearable Devices
- ▶ Interfaces for VR & AR
- ▶ Click Through Prototypes
- ▶ Usability Audit
- ▶ UI Testing

#### Frontend Technologies



Branding all is start from your thinking, when you think you can visualize in your own way do not worry, let us know your thoughts we will bring life to your brand with visions and emotions. When we understand your interest and thoughts we will deliver beyond your expectations with layer of good design and color combination.

Brand is something creates an impact on your business or service, without bradding your business, it is something very hard time to succeed and hold an identity in any industry vertical.

## BRANDING

### Our branding service offerings:

- ▶ Competitor Analysis
- ▶ Brand Analysis
- ▶ Logo Analysis and design/redesign
- ▶ Brand Strategy and Planning
- ▶ Brand Identity Design
- ▶ Brand patterns and colors pallets
- ▶ Collaterals
  - ▶ Brochures
  - ▶ Flyers
  - ▶ White Papers/News Letters
  - ▶ Advertisements
  - ▶ Branded Booklets
- ▶ Stationary Design
  - ▶ Business cards
  - ▶ Envelops
  - ▶ Letterhead
  - ▶ Promotional effects
- ▶ Outdoor Ad's/Holdings
- ▶ Badges & Stickers
- ▶ Promotional Videos
- ▶ Social Media Campaign Ads



The right content, pattern, fonts, combinations and the visually appealing design that makes a great effort to reach out the targeted audiences. Our crazy team is highly experience cab easily able to deliver conceptual and generic graphic design for Web or Print media with a great visually appealing and eye-catching style.

It's all is about thinking out of the box thought process and crafting the design with cutting edge technology to give boost to your BRAND and business.

## GRAPHIC DESIGNING

### Our graphic design services offerings:

- ▶ Graphics for Web media
- ▶ Graphics for Print media
- ▶ Booth Graphics (Exhibition/event stall design)
- ▶ Graphics for mobile platform
- ▶ Bio Profiles
- ▶ Graphical Analytical Reports
- ▶ Graphics for Car Wrapping
- ▶ Theme based graphics for schools and organizations
- ▶ Personalized WhatsApp Invitations



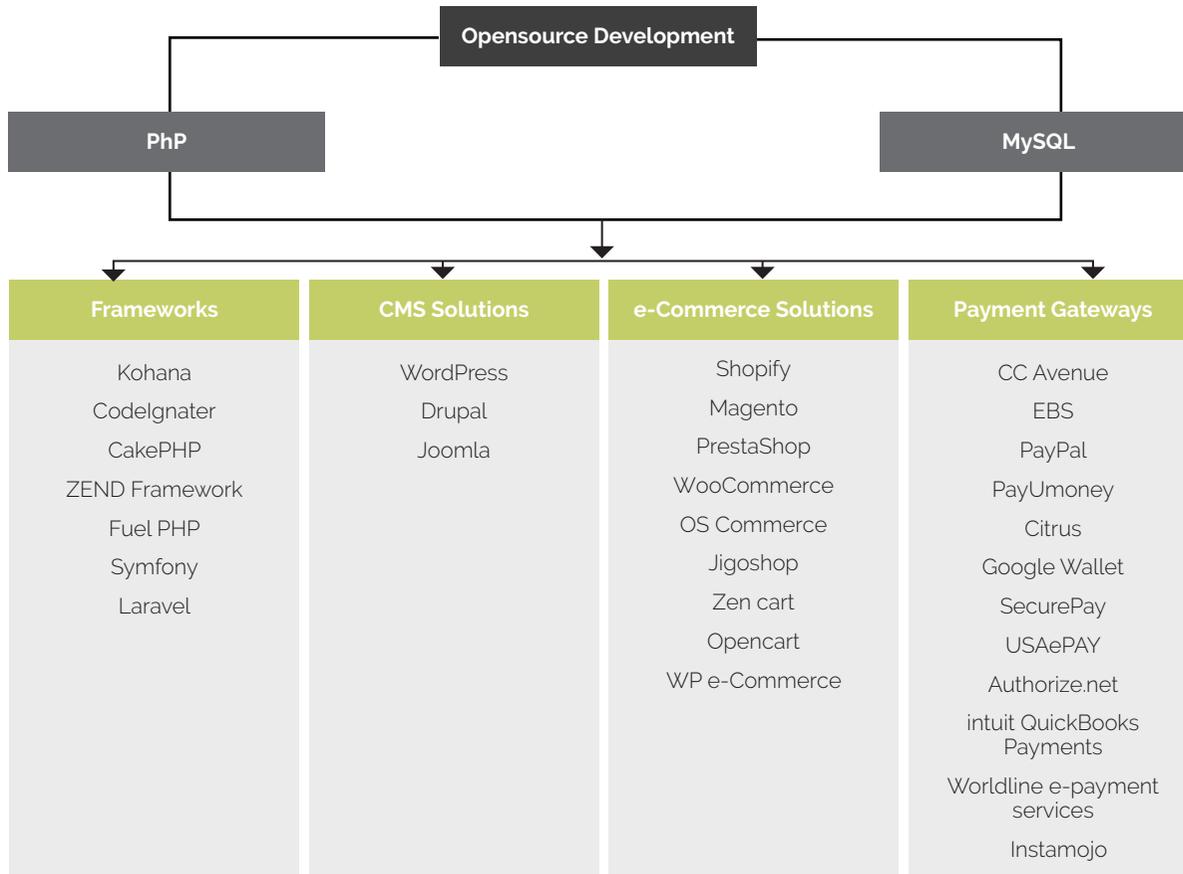
## WEB DESIGN & DEVELOPMENT

### Our web design and development services offerings:

A website is a channel of information about your company, business and your services, but unless there is an appropriate and innovative content distribution, easy user experience, intuitive content navigation, it is not worthy for the end users and that may damage your business identity and growth.

It depends on your business that required a specific design to engage your customers and make them to visit again and again, ultimately that is the goal of anyone and we will help to achieve that goal with our expertise and seasoned skillset.

At Mpathy, we do a simple static website to complete functional web portal, CMS driven websites, e-commerce portals and custom applications for any industry vertical.



We have rich, in-depth and years of experience in developing mobile applications for different industry verticals. We are specialized in Android and iOS development, but we also cater the cross platform and Hybrid apps too on PhoneGap.

Mobile App revolution started around 10 years back where it was a dream of every business and every service and product industry, but now as on date every industry every product has its own mobile app and it has grown up beyond estimation and growing rapidly and believe us MOBILITY is the future! Mobility is an easy way to reach out to targeted audience, increase the brand awareness and of Couse good returns on your investment.

We do comprehensive requirement analysis to store publishing services. We transparently suggest the most suitable solution for our clients to understand and take their decisions with confidence.



## MOBILE DEVELOPMENT

### Our Mobile App Dev process:

- ▶ Requirement Study/Discovery
- ▶ Risk Assessment and technology feasibility study
- ▶ Design Analysis, DB and Architecture design
- ▶ Wireframes & designs presentation
- ▶ Complete App flow on selected design (PDF)
- ▶ Admin module screens development (optional)
- ▶ UI Integration with back end system and logic coding (Native/Cross)
- ▶ Unit testing
- ▶ QA for entire system and reports the defects list
- ▶ Development team will fix defects and ensure quality of App and admin portal
- ▶ UAT
- ▶ Store Publishing
- ▶ Maintenance & Support

iOS



PhoneGap

### Search Engine Optimization (SEO)

SEO is process or a technique which makes your website coding and design in a standard usability and accessibility compatible and makes it crawl/come in the first page. In the optimization process, keywords are very important so you need to select your keyword very carefully. Once the optimization process completes your keywords will reflect on the top in the search results of major search engines like Google, Yahoo and Bing.

### Social Media Optimization (SMO)

This a continuous process for spreading your product, service, event or a brand awareness over major social networks and make viral publicity.

SMO can be through visual graphics, promotional videos, social news and bookmarking or Blogging. Like SEO it targeted for standing our keywords on first page, SMO goal will be bringing the traffic to your site.

We provide complete SEO/SMO services which eventually helps your business to grow successfully and to bring in more organic traffic to your website.

Our expert team is well positioned on latest industry analytics tools and implemented on our customer's website. And integrated the analytics tools for many mobile apps.

## SEO/SMO

### Our graphic design services offerings:

When we talk about SEO and SMO, alongside we work on Analytics part which is one of the most essential part for any Organization to understand the happenings on your website and social channel.

With ease you can generate required reports.

### We are well experienced in implementing:

- ▶ Google Analytics
- ▶ Adobe Analytics
- ▶ Open web Analytics
- ▶ Clicky
- ▶ Woopra
- ▶ Flurry (For Mobile Apps)
- ▶ Appsflyer (For Mobile Apps)



Below are the digital marketing elements which are very essential in complete digital marketing process

- ▶ Branding
- ▶ Web Design
- ▶ Content Marketing
- ▶ E-mail Marketing
- ▶ SMS Marketing
- ▶ WhatsApp Marketing
- ▶ Paid Advertisements

When you think of digital marketing, most important things are your branding and Web presence, that is your Website, if these two are missing, our recommendation would be you first get these ready and get into SEO and digital marketing.

You can connect your target audience effectively with below marketing strategies.

### Content Marketing

Marketing your content effectively over many channels

### E-mail Marketing

It is a process that distribute your service, product or an event in an e-mail campaign form and reach the target audience

## DIGITAL MARKETING

### PPC/Paid advertisements

it's a paid service that you can avail for more customer list, it helps really when there is more competition for the same keyword.

### SMS and WhatsApp Marketing

These are regular and cost-effective methods when our target audience are in more number.

**With help of digital marketing  
you can evaluate your ROI!**



## WHY CHOOSE US

### MPATHY DIGITAL AGENCY PRIVATE LIMITED

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### Quality Services

Our goal is to get you quick access  
to the quality you need.

### Valuable Ideas

Ideas that have the power to change  
the way you think, act or see the world.

### Budget Friendly

Work with us! Mpathy is a  
budget-friendly digital agency.

**THANK YOU !**