

# SWITCH

● to a smarter future



## What is switch?

Switch is a full service design & development agency for iOS, Android, Mobile & the Web.

We are a dedicated team committed to materialize your ideas on paper & bring them to life on digital media.



**Android app development - native and hybrid**



**iOS app development - native and hybrid**



**Website development - HTML5, Bootstrap, AngularJS, PHP, Javascript**



**Cross Platform Development over multiple devices**



**Search Engine Optimization & digital marketing**



**User Experience & User Interface Design**



**CMS, Backend & Ecommerce systems**



**APIs - .NET Framework, NodeJS, Loopback, Sails, Express**



**Marketing & Business analysis & strategic planning**



**Internet of things & home automation services**

# Our Values

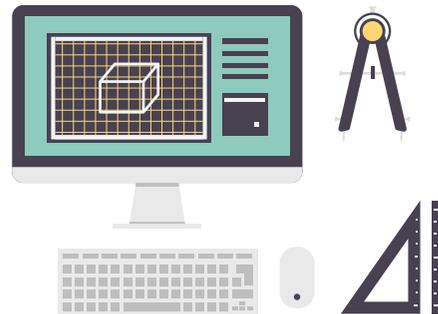


## DISCOVER

Life is a do-it-yourself project. We live, breathe & thrive on the discovery of new ideas & models.

## IMPLEMENT

In our company strategy is very straight-forward. We pick a general direction & pursue it relentlessly.



## IMPROVISE

It's all about the flow. We can't improve if we are over-thinking. We let the project grow in new directions.

## We Endorse ASAP



We love Rapid Application Development! We have extremely high engagement levels and take pride in our ability to go to market, the quickest.

## We love Simple



Be it UI, UX or the development process we employ, we believe in keeping things clean and minimalist. Let's cut the noise!

## We dig Everything



From small applications to enterprise level apps, we have done it all. Our team of specialists provide tailormade solutions for your next mobile project.

## The Cloud way



We are ardent believers of all kinds of clouds and all the advantages they can bring to your enterprise.

# Industries

We have built our experience by always pursuing different kinds of projects that challenge us and improve our ability as a collective & due the consistent progress we have a vast knowledge in a variety of different industrial fields plus their requirements, so we can guarantee to you that we have a solution to your problem.



**Trolley Transportation & Delivery**



**Offline to Online Industries & Commerce**



**Digital Media, News & Communication**



**Healthcare & Patients Management**



**Comprehensive Social & Business Network Infrastructure**



**Home Automation & Internet of Things**



**Food Delivery Service & Restaurant Management**



**Highway Management Systems & Transport Management**



**Education & Teaching based services**



**Online Retail & Ecommerce Platforms**



**Energy & Utilities**



**Financial Services, Banking & Insurance**



**Manufacturing & Construction**



**Telecommunications & IT**



**Automobile & Travels**

## Our Services

The diverse skill set of Switch's team allows us to deliver services to match your requirements across strategy, design and development for web & mobile projects. From Full scale projects to MVP's, we help our clients launch the best products possible. In our thirst for pursuing greater challenges to reach newer heights & be better than we were yesterday, we always keep moving forward.

### APIs & Webservice

Since we're trying to achieve perfection in digital wizardry & for this we require end-to-end control. This basically implies that we also manage how the apps communicate with the server & what kind of data should be transferred between the users & the servers, this is very important because this allows us to make sure that we provide the greatest efficiency & ease of use when a user is interacting with the app. For example keeping in mind that the data transferred should be managed differently considering the user could be using 2G connection or a high speed Wi-Fi.

### Our Technologies

- NodeJS
- .Net Framework
- Loopback
- Sails
- Express
- MongoDB
- MySQL



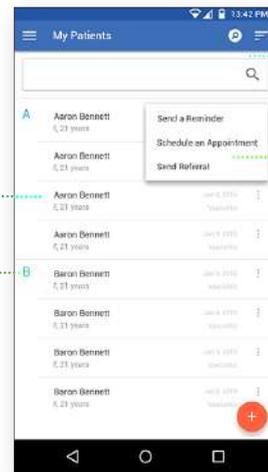
## UI/UX and Designing

Obviously the most important part of any communication over digital media is relaying information through graphical representation. That is very important when it comes to Apps & Websites because how the user interacts with the app will dictate the experience of the user & the performance of the app in the long-run. We do comprehensive intensive research and heavy critiquing of our wireframes to provide the most intuitive user experience. At the end of the UX phase we will provide you the blue print of your app or website. Once the UX is done, the UI is built. The UI extends the blueprints in the brands language. To top all of this we ensure that the design builds over the concept & the soul of the project to deliver a fun but also efficient user interaction.

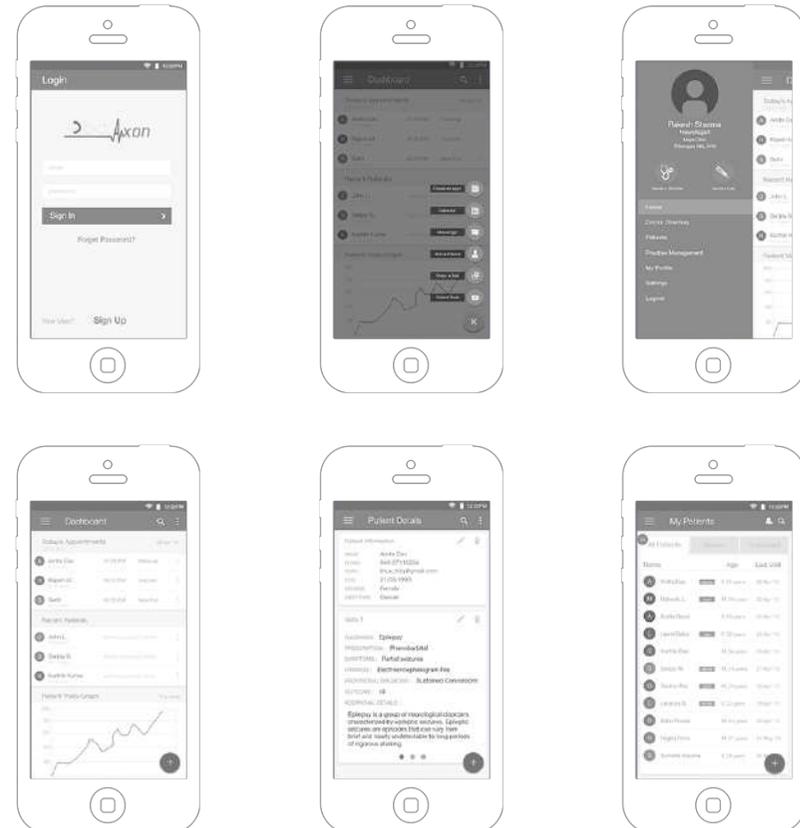
## Our Playgrounds

- Photoshop
- Sketch
- Adobe XD
- Illustrator
- After Effects
- Premiere Pro
- Invision

You can easily view the patient's relevant data in the list such as **name, age, medical affliction**  
Quick search, advanced search & filter access for easy browsing on the list



Add patient button on the go  
Alphabetical sorting for jump navigation  
Quick relevant actions such as sending reminders on the overflow



## Development & Engineering

This is where the magic actually happens, where dreams begin to take shape in the real world. Here the developers reign supreme, this is their domain, they write the code which is presented to the user in the shape of the UI. We assign specialists that match with the technologies selected during the architecture phase. Our agile-based development runs in two-week sprints that result in a new, incremental build at the end of each fortnight, allowing you to regularly review and assess what we're building.

Ongoing quality assurance analysis means that there are no surprises at the end. Once the app is completed we will launch it in beta mode for your closed group of users. And once the app is ready for the public, we launch it to the store and your website/ admin panel goes live.

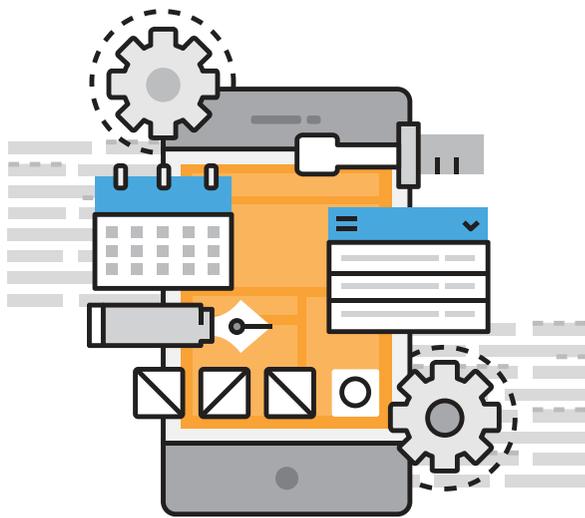
## Our Workbench

- Android Studio
- Xcode
- HTML5
- AngularJS
- Javascript Framework
- CSS & JQuery
- Bootstrap Framework



## End-to-End Control & Real-Time Teamwork

We have the UI/UX, we have the developers & we have the APIs, all the required ingredients to make digital wizardry happen. Now what we also have is great co-operation between all these departments, because we're a family at switch. And why does this matter? Because, this ensures that everyone is involved with the project from it's inception to it's delivery every step of the way & this ensures that everyone is continuously working with each other to constantly figure out the best possible solution for any kind of obstacle we face, we face it together. This ensures that we all know & work with limitations of each other's domains, but that is what makes the impossible into a possibility, for example - a problem or a limitation of code could easily be resolved by slightly improvising on the UI, the is how innovation happens in a real time scenario.



# How will our experience help you?

In today's world & lifestyle, every kind of information we want to access, we use the web & generally we use a mobile to access this information. And these days everyone has different display sizes but that is not the only thing to consider, we have to consider what your idea is and what is the best way to present it.

With today's technologies you are presented with many options for example building an app with a native platform or a hybrid app for cross-platforming or a website with a responsive view. So here's where we come in, based on your idea we will build your mobile strategy and then debate over the required device functionality, the importance of security, offline capability, interoperability, etc., that must be taken into account & after intensive research & analysis select a platform that is best suited for your needs.

With our experience with a multitude of varied projects, we can construct the digital identity of your idea & ensure that the vision not only flourishes but also grows in the long run.

- **Native - iOS or Android Apps**
- **Hybrid Apps - using HTML5, CSS & Javascript framework.**
- **WebApps - basic HTML5**

## Our Projects

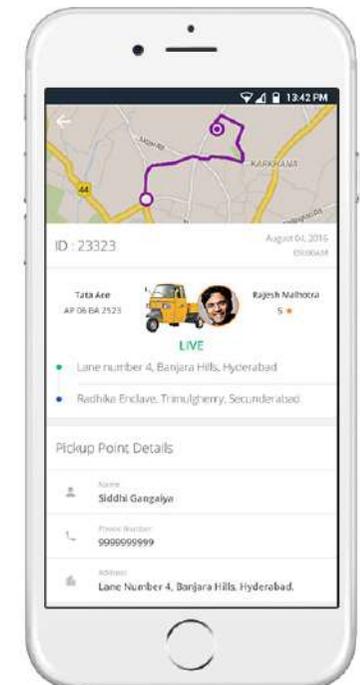
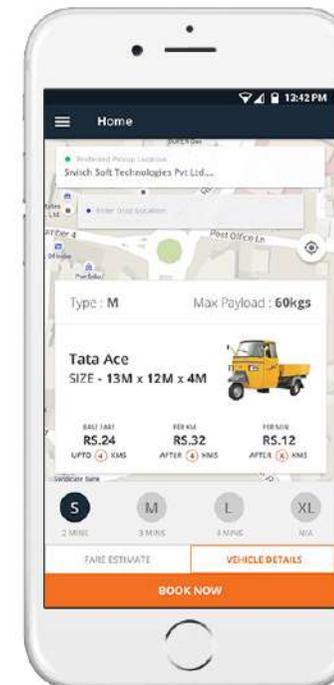
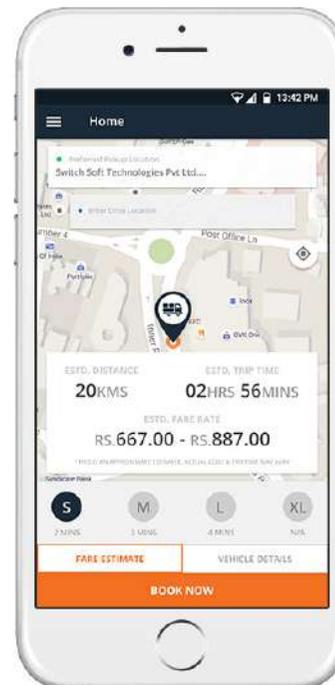
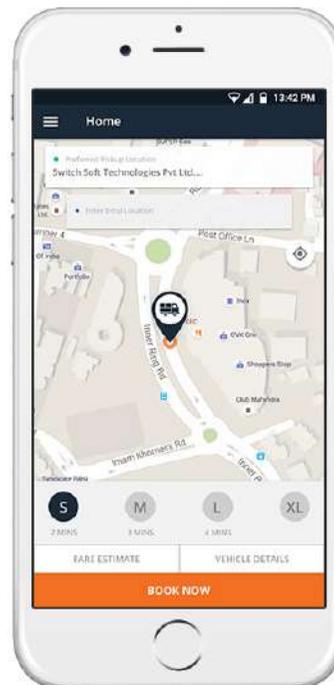
From ideas on a napkin to fully evolved spec sheets. The projects come in different shapes through our doors. Working hand in hand with the client, we take your initial idea and combine it with our knowledge on mobile, apps, market, what works and what doesn't work. We turn your idea into product.

- **Grey Ticket** Trolley, Transportation & Delivery App
- **Laundry Kart** Hyper Local Services App
- **Eenadu** Digital Media, News & Broadcasting App
- **Docaxon** Healthcare & Patients Management App
- **Bablaboo** Social & Business Networking App
- **Ooven** Food Delivery Service & Restaurant Management App
- **NHAI** Crowdsourcing Solution for Infrastructure & Service Quality Maintenance App

# Grey Ticket

Grey Ticket came to us with an idea of creating a simple solution to a convoluted system for the local goods transportation logistics that is highly dependent on partnerships or word of mouth in the B-2-B sector. So similar to how Uber changed the user oriented market when it comes to on-the-go taxi services , Grey Ticket is the answer to the local goods delivery system for the on-the-go business users looking for an efficient and simple solution that is completely hassle free.

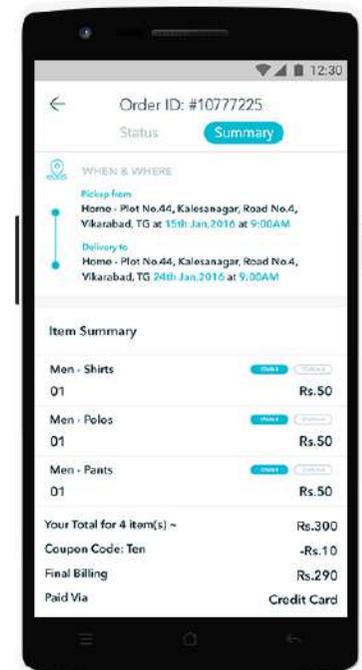
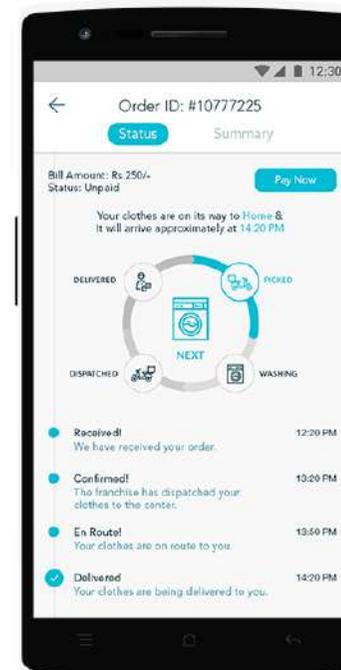
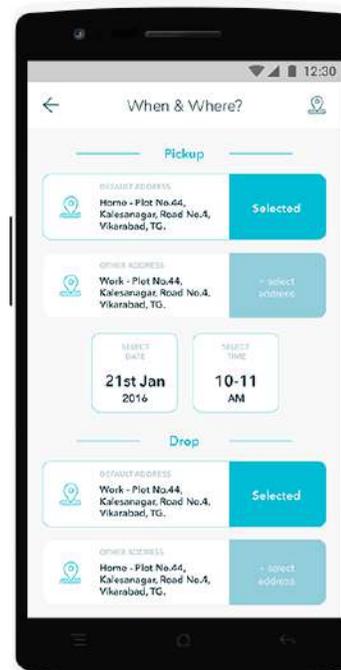
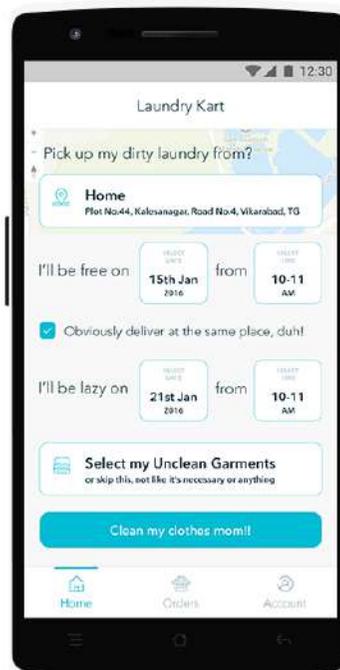
In 4 months, we have built an android app for customers and drivers and a web admin portal for the business to manage its operations.



# Laundry Kart

Laundry Kart came to Switch asking for a solution for an age old problem which is how to solve the hassle of filling data to order a simple cleaning service, and we did not disappoint them. You can now order by simply clicking the button on the home screen without entering any data if you so choose and the delivery guy will be right there at your doorstep to take your order details verbally and take it down on his rider app. And not only did we do this, we also send the user live notifications about the cleaning process.

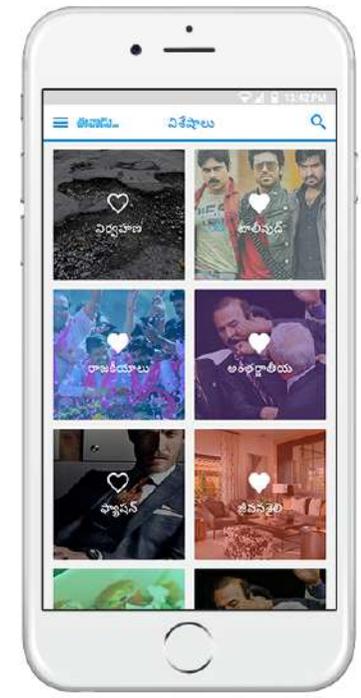
In addition Switch also created a neat & clean backend systems to manage their business process & the fleet boys.



# Eenadu

Eenadu approached Switch to build a mobile app for its news portal. Due to use of legacy backend content management, the process of content gathering & consistent updates was very complicated. However with more than 200 synchronised & scheduled daily operations, we were able to successfully develop the mobile app & provided a backend to manage the content exclusively for the mobile application & send push notifications to the user.

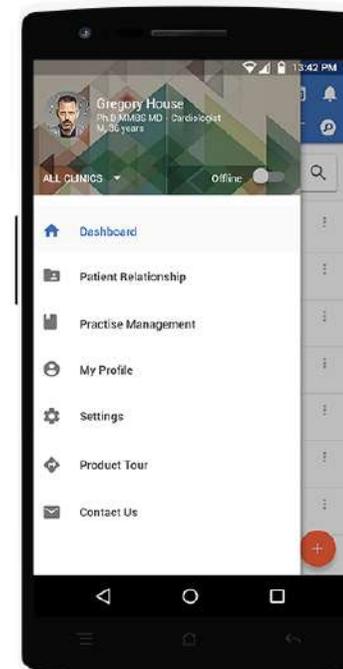
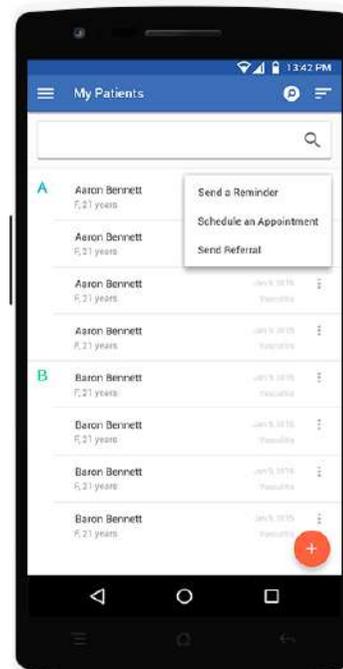
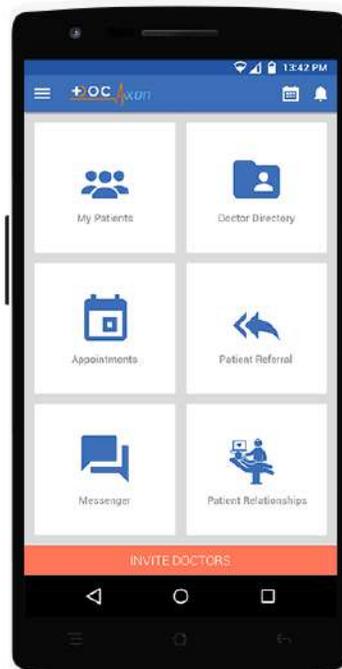
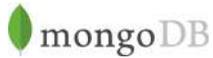
With in 2 months, more than 80,000 people have downloaded this app.



# Docaxon

Doc Axon is a Patient management platform used by doctors & healthcare professionals in USA. DocAxon offers several useful features such as storing patient's information, managing the calendar & appointments, receiving & sending patient referrals to other doctors, order diagnostics, follow-ups and other type of reminders to patients. DocAxon lets you to chat with other doctors to seek clinical advice, and also expand your referral network. Also it let's the doctor allow their assistants help them manage part of the data if the doctor wants to grant them permission if desired.

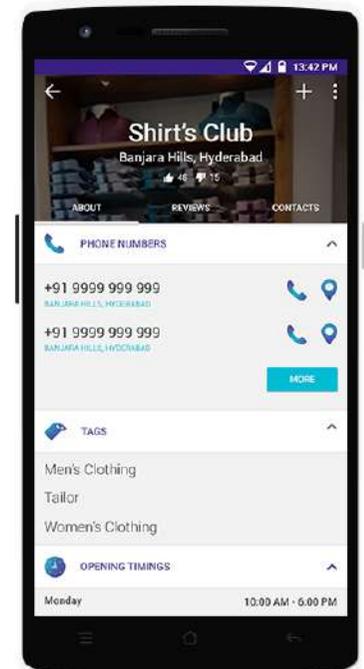
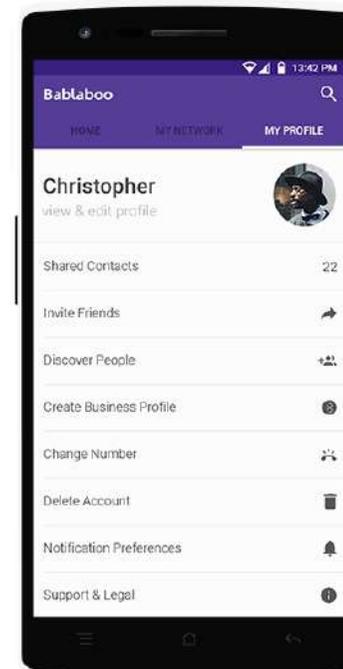
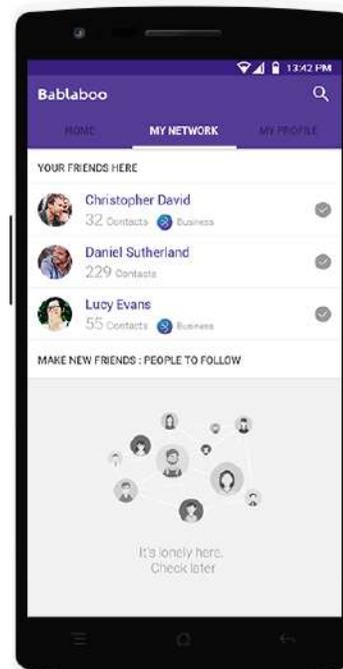
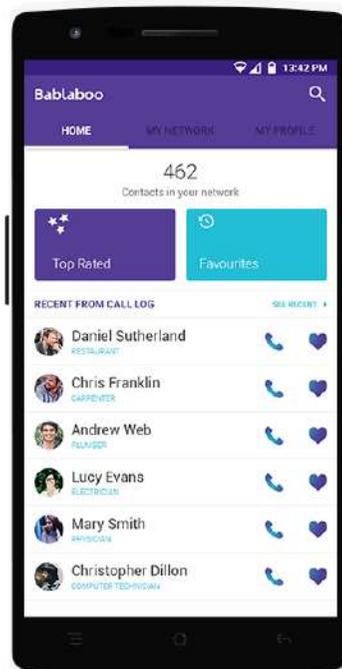
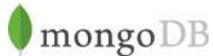
We designed and developed their mobile apps to ensure seamless experience & access to doctor's practice and patient information from anywhere.



# Bablaboo

Bablaboo had this brilliant idea where a user & their friends' network have a pool of contacts that they share on a cloud based platform for social or business purpose. This pool of contacts could be tagged via the purpose they serve such as a regular carpenter. For example you might require a business like "plumber", but then you have to personally ask from friends or look someone up, but on bablaboo you could just do a simple search in your network to find "plumbers" that your friends call upon in case of need.

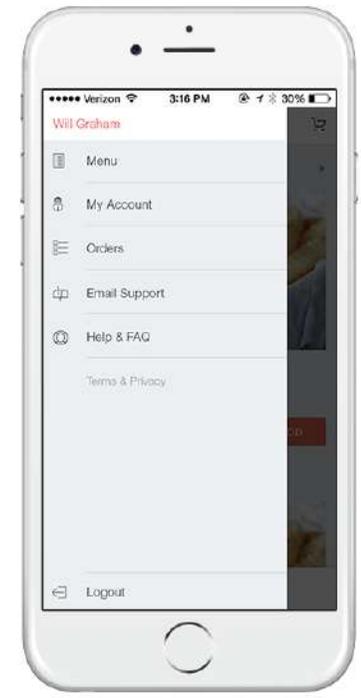
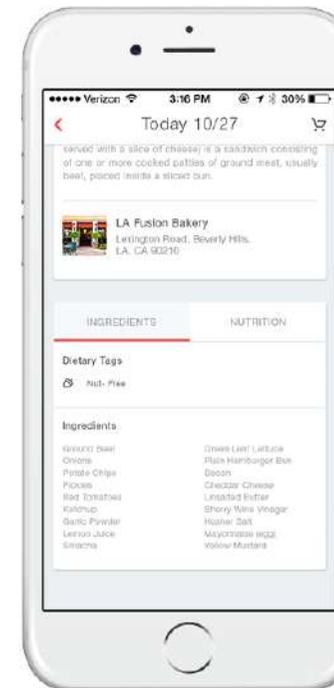
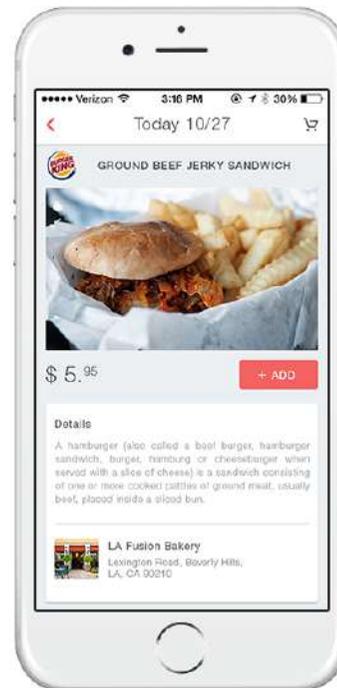
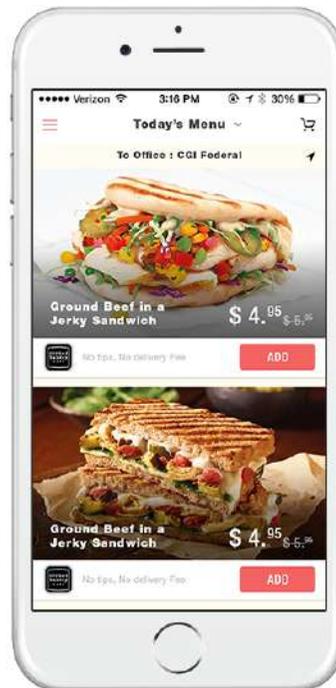
Now this also allowed Switch to magnify on the idea itself & come up with a rating system to make it a more efficient experience but also let the business compete by being listed on the platform by being verified and listed exclusively as business professionals on the app. We also made a comprehensive backend system to manage this complex idea.



# Ooven

Ooven approached us with a very delicate idea, that requires a lot of research & thought, they wanted to create a system that allowed a lunch based delivery service to partner with various offices to provide a canteen facility by curating specific foods from nearby restaurants. This idea just resonated with our ideals as this required the entire team to be challenged to provide a unique solution. So the app needed to have the basics of a food delivery app but also provide the ability to manage daily food items or food items pre-planned by the user over a period of time & the ability to show curated menus for the entire week.

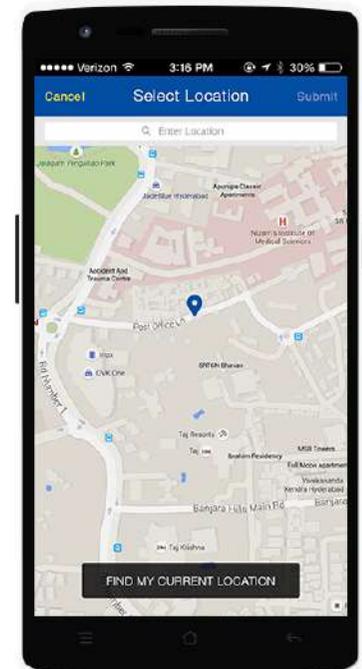
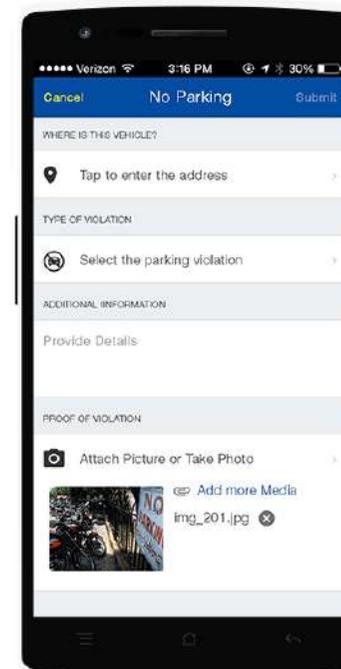
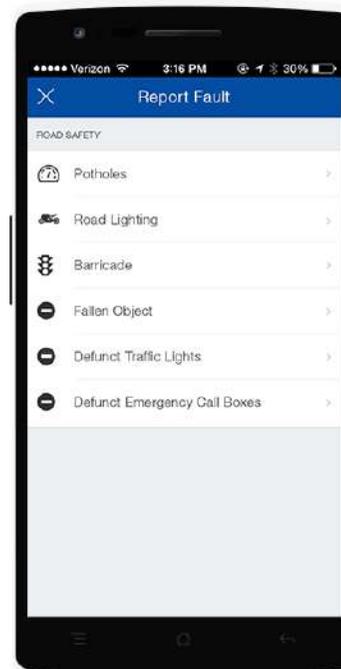
This required a dynamic backend system to be created that managed zones, and in these zones restaurants & offices were managed locally. This has to be one of the most thought-provoking projects we have done at Switch.

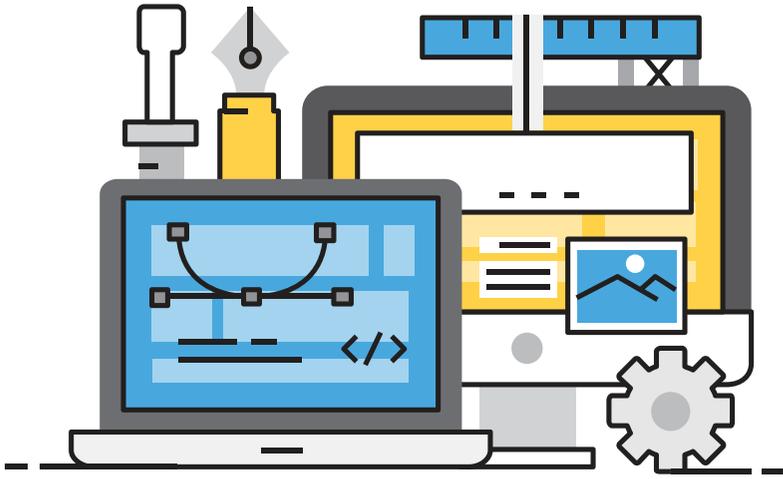


# NHAI

Imagine how does a small body such as the traffic police control the extensive amount of population breaking rules & regulations on an almost hourly basis. So NHAI came to Switch with the idea of using regular stand up citizens to report traffic & road related abuses by creating an app that allowed anyone to report a traffic crime & take photographic evidence of said crime.

And then we created a backend system that allowed authorities to manage & regulate user sent reports of traffic crimes thereby reducing the immense stress of relying on the traffic police to specifically monitor traffic by themselves in an immensely populated country like India.





# SWITCH

## Registered Office and Works:

8-2-460/2, 2nd Floor,  
Beside Union bank,  
Road no. 4, Banjara Hills,  
Hyderabad, Andhra Pradesh,  
India – 500 034.

## Phone:

Office: +91-40-40101121

## Email:

info@thisisswitch.com

