

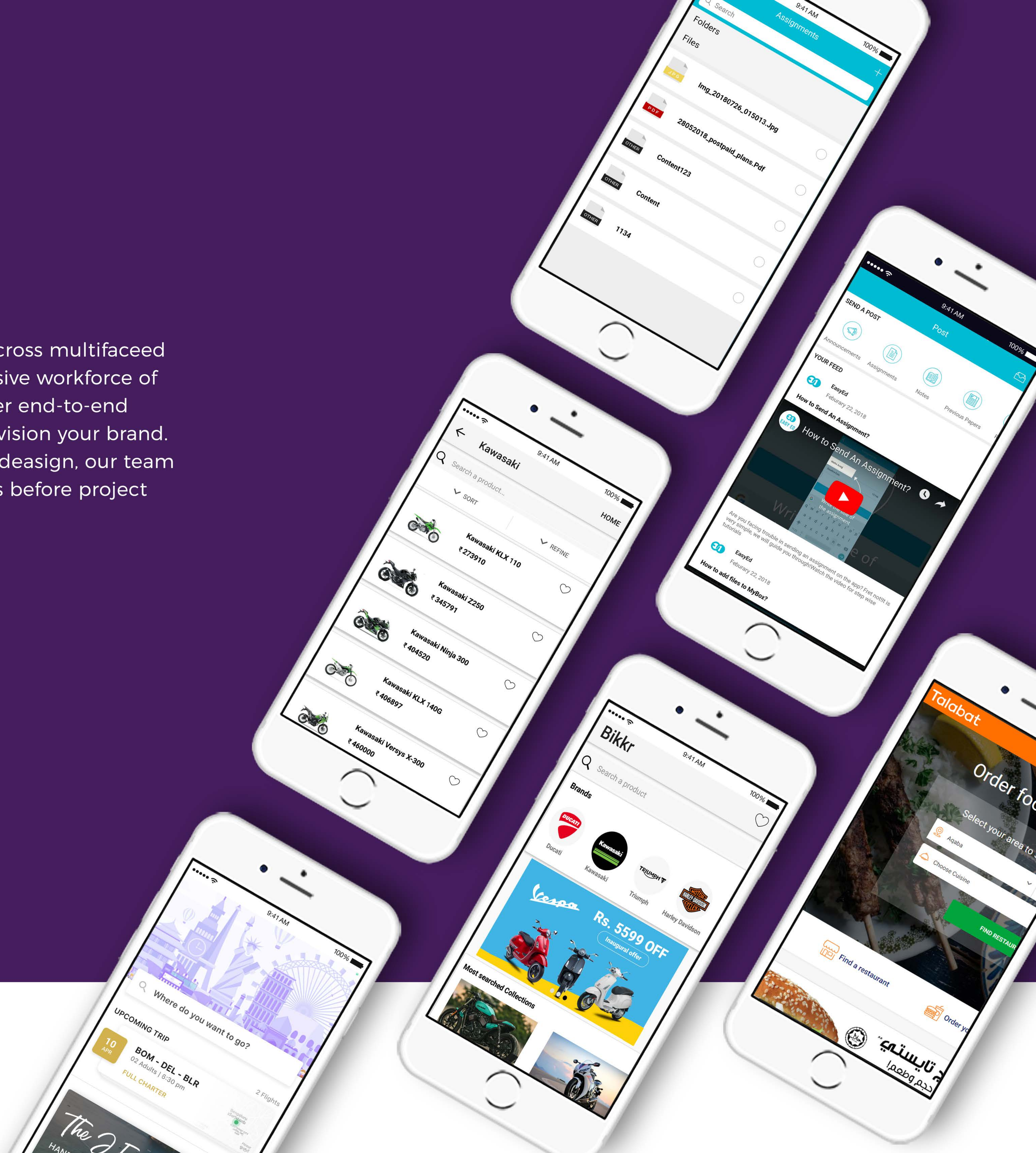
# UI/UX Deck



# About us

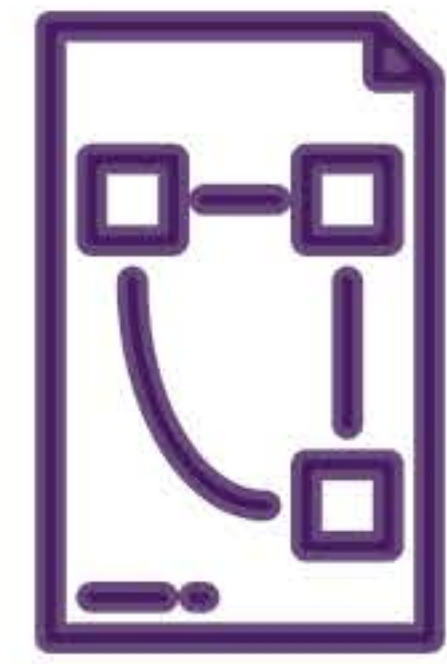
## Influxive Autonetics

has been delivering high octane UI/UX collaterals across multifaceted 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.

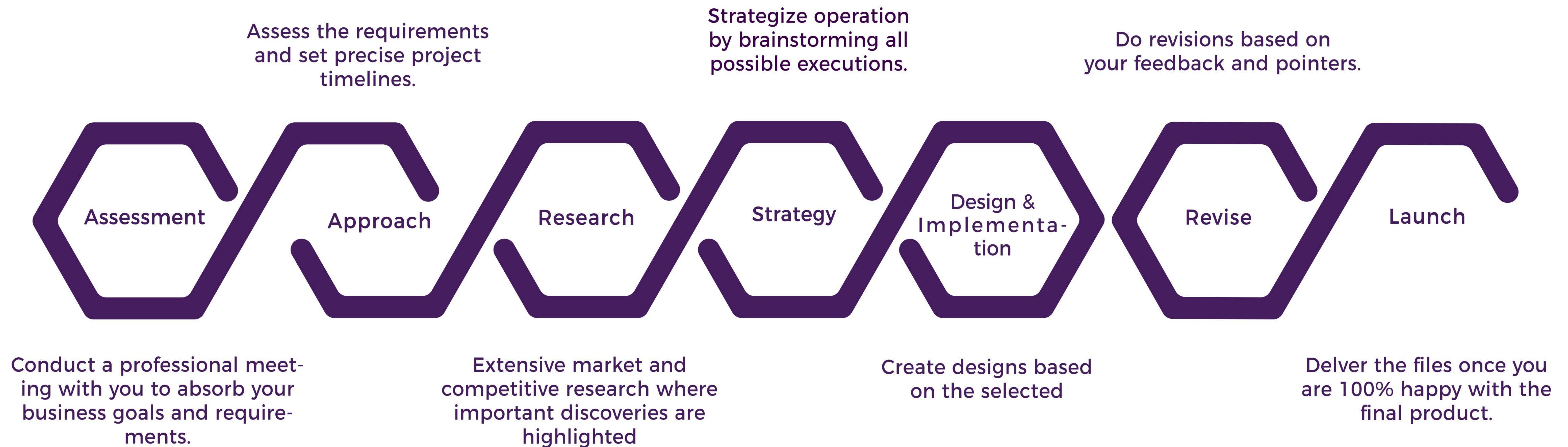


## Consulting

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

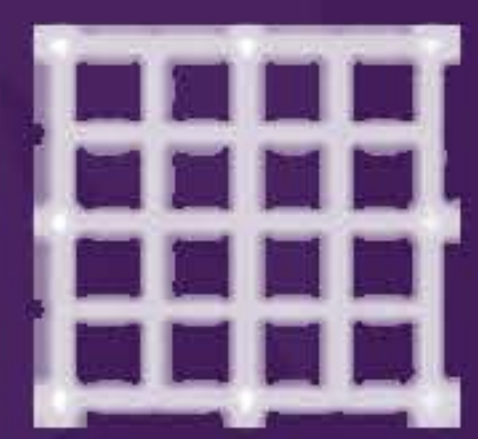


# Work Flow





# Our Services



UI Design



UI/UX Testing



UX Design



UX Research



UI/UX Consulting



Gamification Design

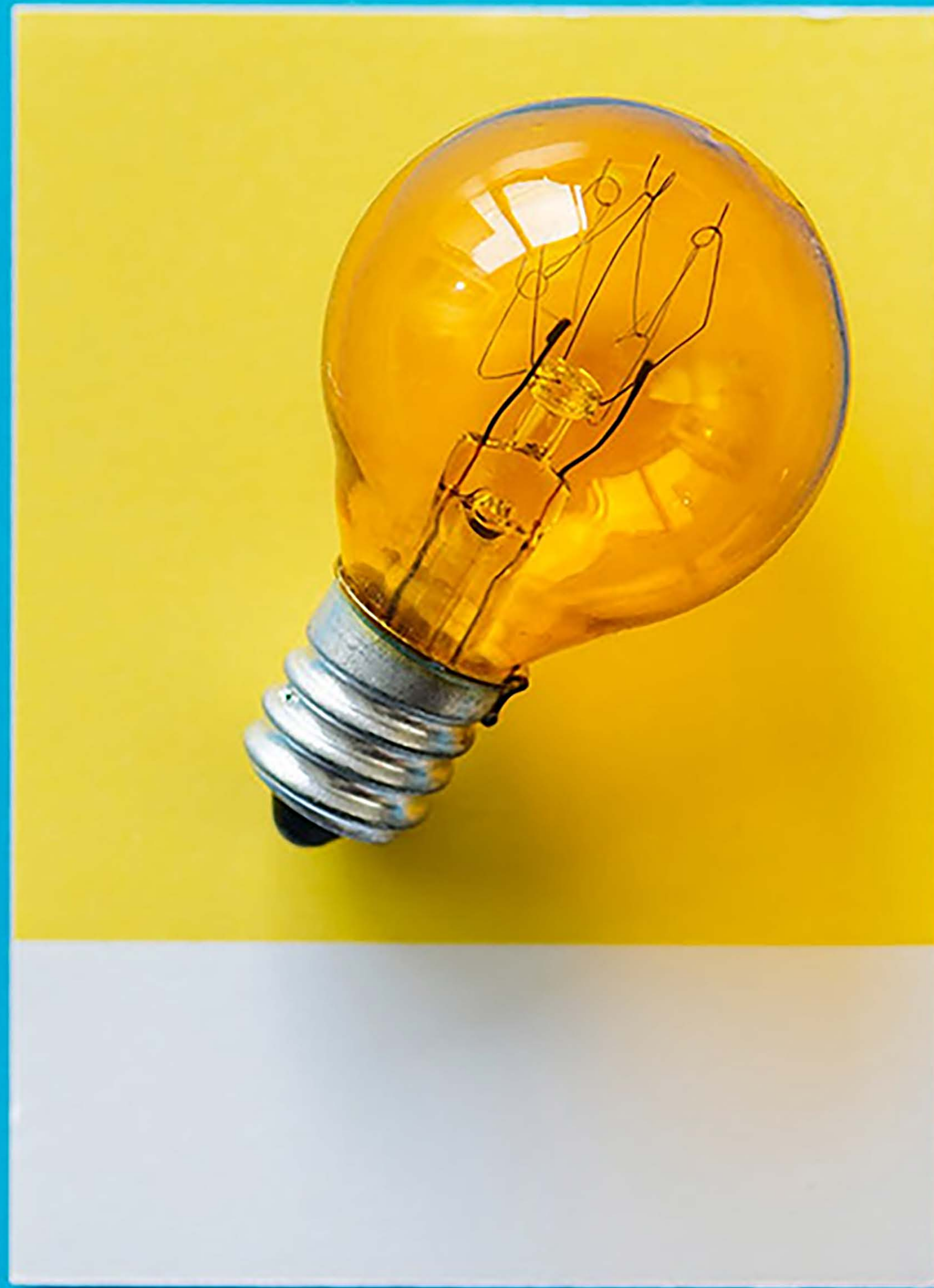




## UI/UX Testing

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.

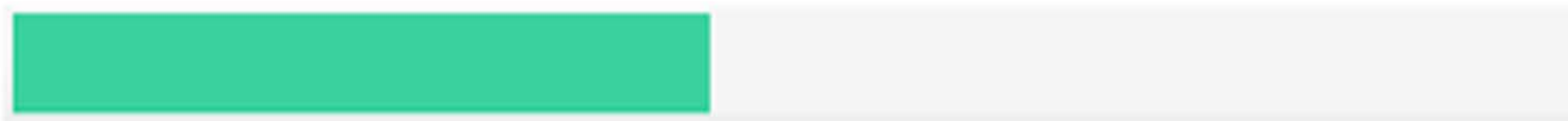
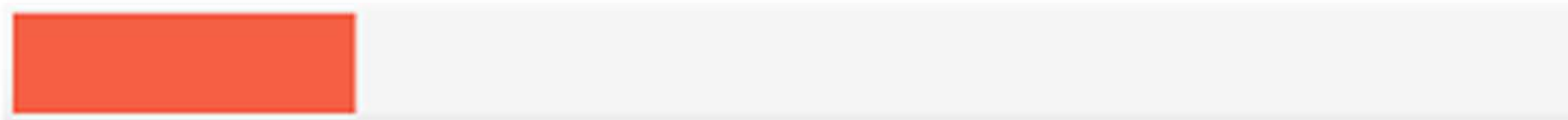




## UI/UX Consulting

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.



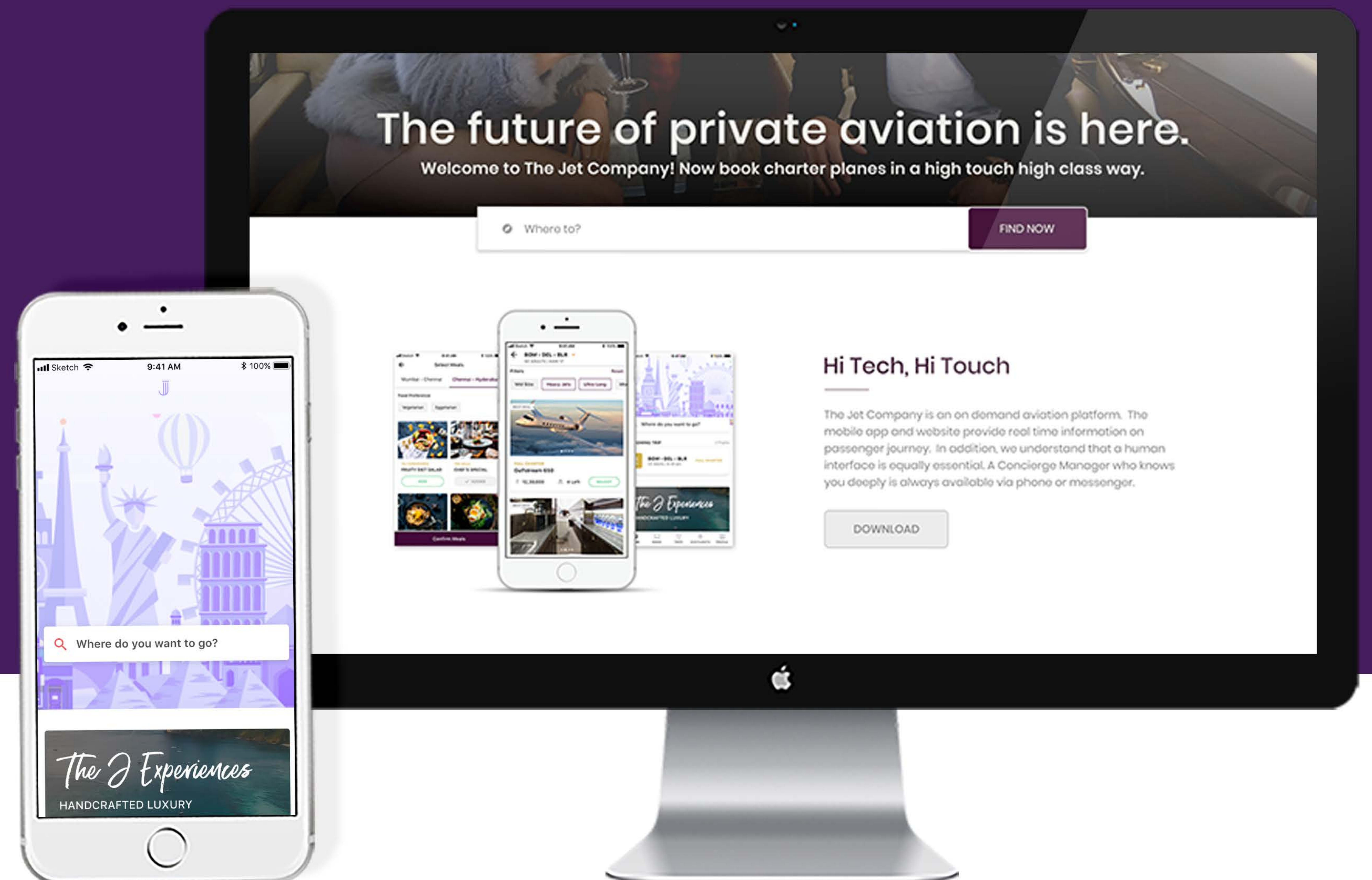
# The Jet Company

## 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.

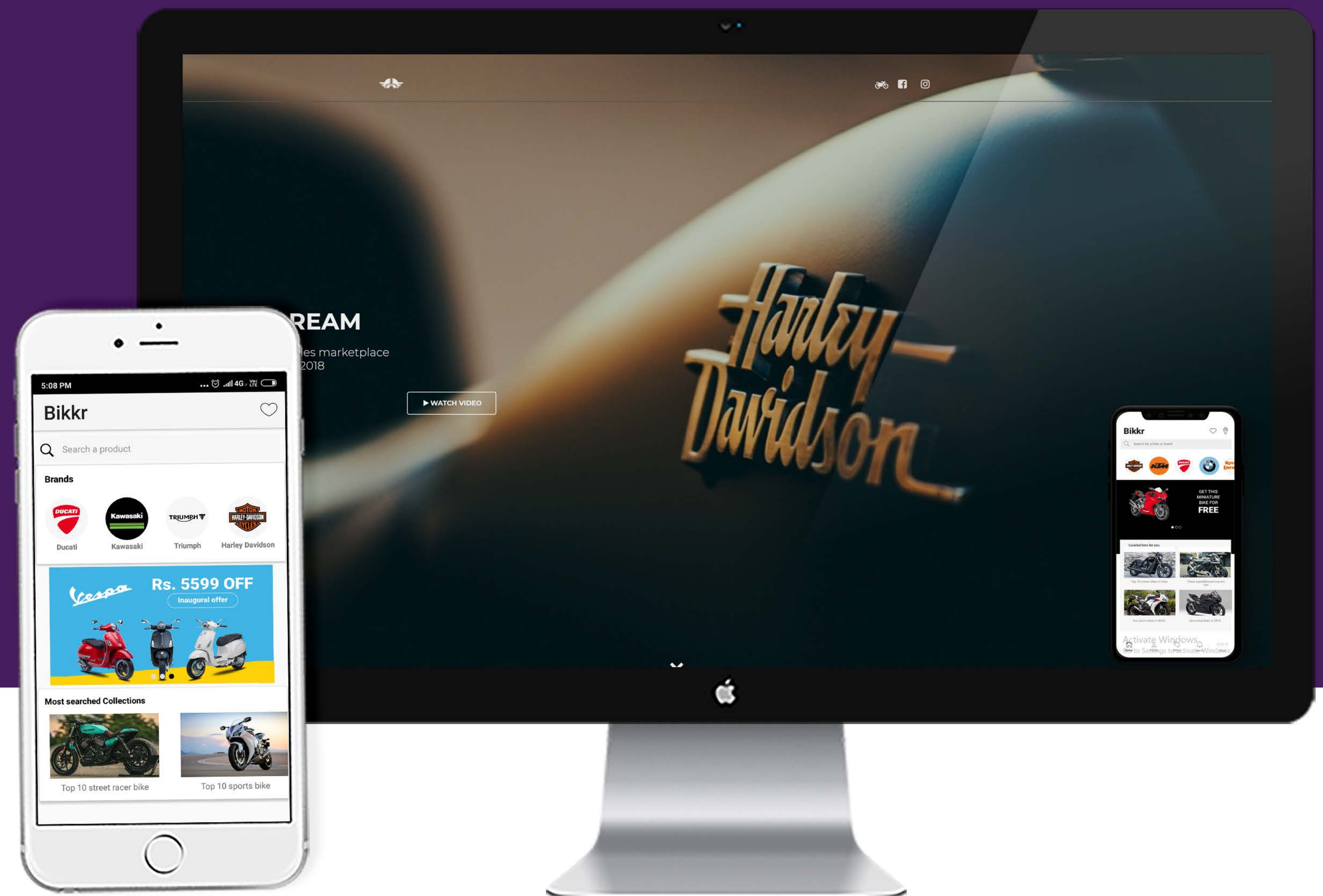
## Our Approach:

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





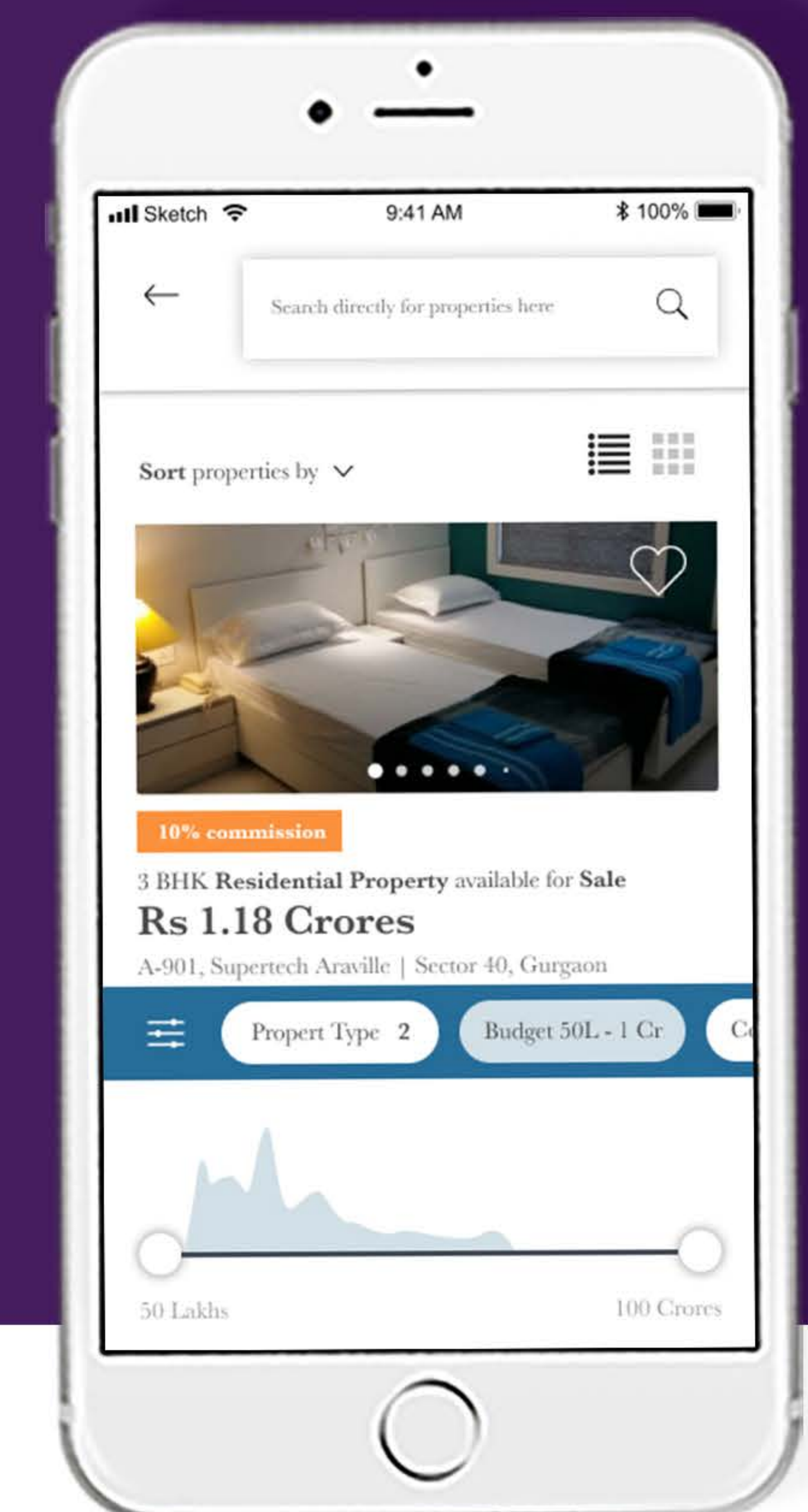
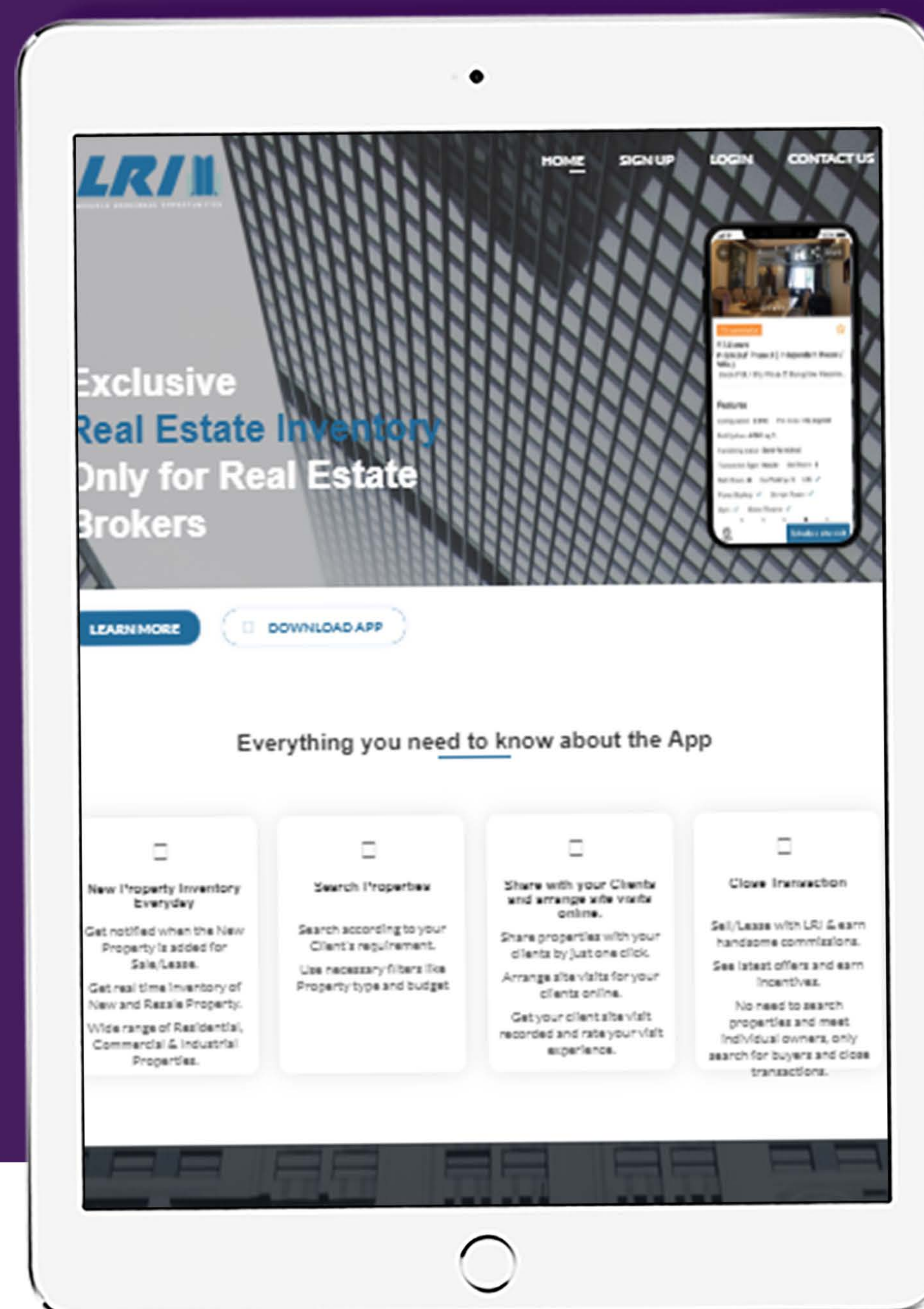
# Leading Realtors India

## 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.
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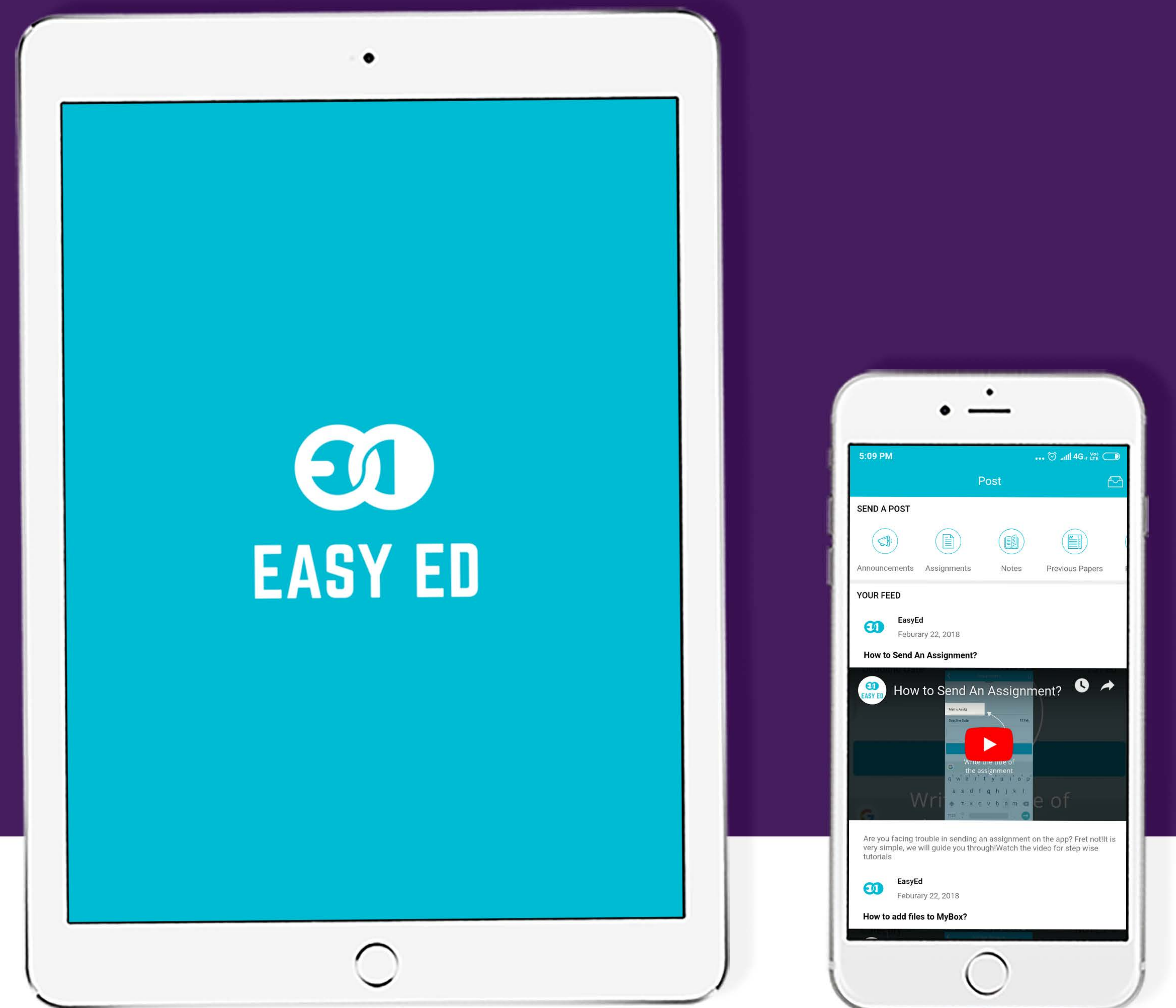
# EasyEd

## 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.





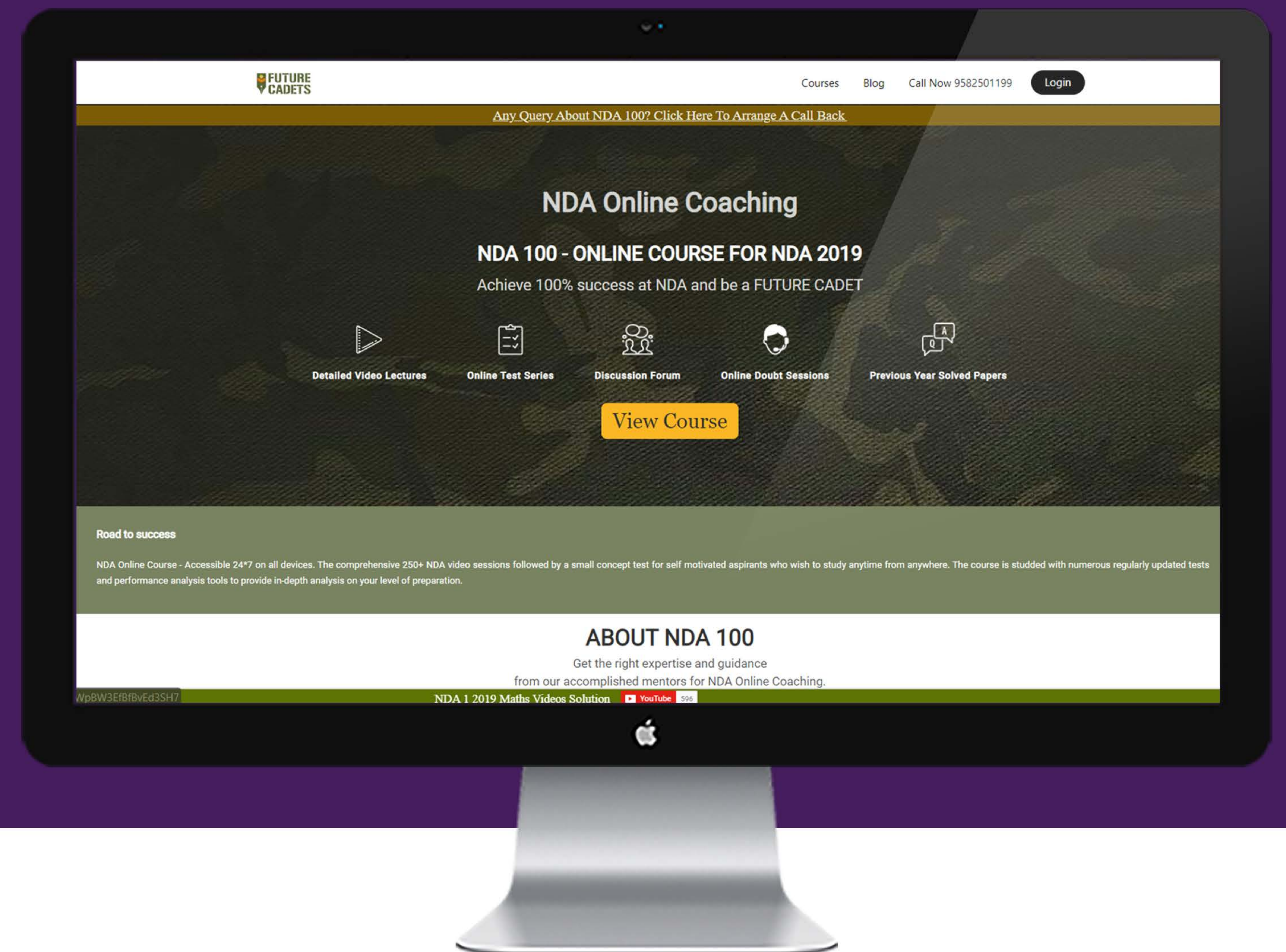
# Future Cadet

## 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 approched 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.





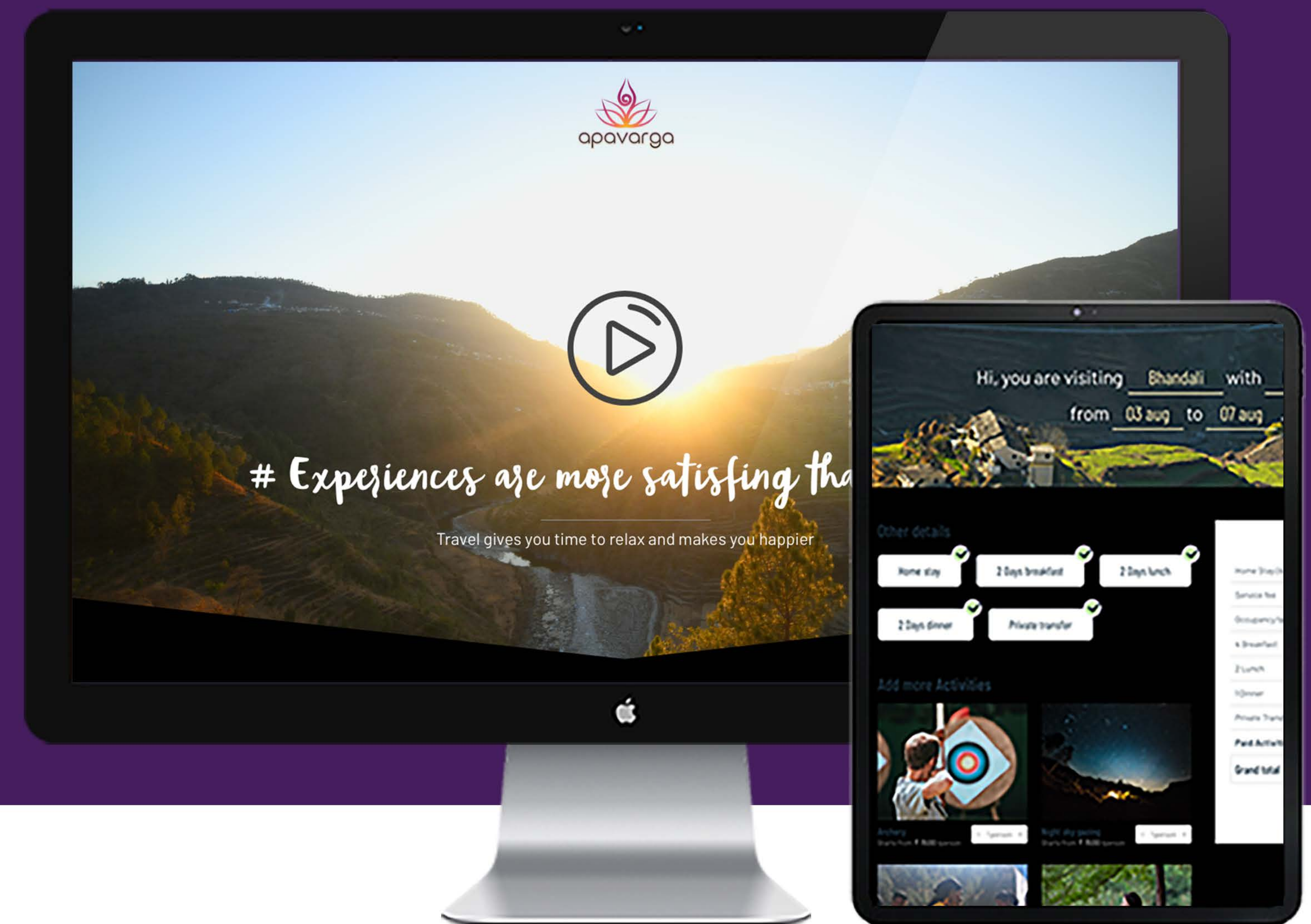
# Apavarga

## 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 starry night sky. The climber is positioned on the left side of the frame, with a rope visible. The background is a deep purple with small white stars.

**15 +**  
Years Experience

A map of Europe and surrounding regions, including North Africa and the Middle East, rendered in a dark blue color. The map is set against a background of crumpled, light-colored paper.

**35 +**  
Countries Clientele

A close-up of two hands shaking in a firm grip. Below the hands, there are documents with charts and graphs, suggesting a business deal or agreement. The entire scene is overlaid with a semi-transparent purple filter.

**500 +**  
Clients Served



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