

# VIMI.

Digital Services for the Finance sector



## WHO ARE WE?

Vimi is a digital agency registered in Thailand in 2010.

We provide a full suite of digital solutions to help your business grow:



Web Sites



Apps



UI/UX design



Lead  
Generation



Content  
Marketing



Video  
Creation

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## WHY US?

We create digital opportunities beyond the horizon of your project requirements.  
Let's create, design, build & launch your next success together.

Reference clients:





## METHODOLOGY

Our methodology is based on 3 foundations:



### BEHAVIORAL DESIGN IDEATION

Building products people love requires a deep insight into how they feel and think. We leverage the Nobel prize winning research of psychologists & economists such as Daniel Kahneman, Richard Thaler, Robert Cialdini, & others, to give you the edge you need to WIN.



### USER TESTING

Ensuring the utility & appeal of any application & user interface requires targeted market studies & rigorous user-testing. Starting from the earliest stages possible, & throughout the project.



### RETURN ON INVESTMENT

Determining the success of a design or application is always in relation to quantifiable goals & benchmarks set for the project.



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# Solutions





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## UX UI Design:

Are you engaging enough users?

Corporate software development teams & startups looking for proven UX / UI designed in-line with behavioral design best practices come to us as their outsourced design partner.

We provide UX & UI proven to increase user engagement & satisfaction.



### BEHAVIOURAL DESIGN

Reward learning

Cues, Action, Reward

Choice architecture / Flow diagrams

Cognitive load balance

### USER EXPERIENCE DESIGN

Wire-framing

Empathy Maps

Users Stories

Customer Journeys

### USER INTERFACE DESIGN

IOS

Android

HTML

Kiosks



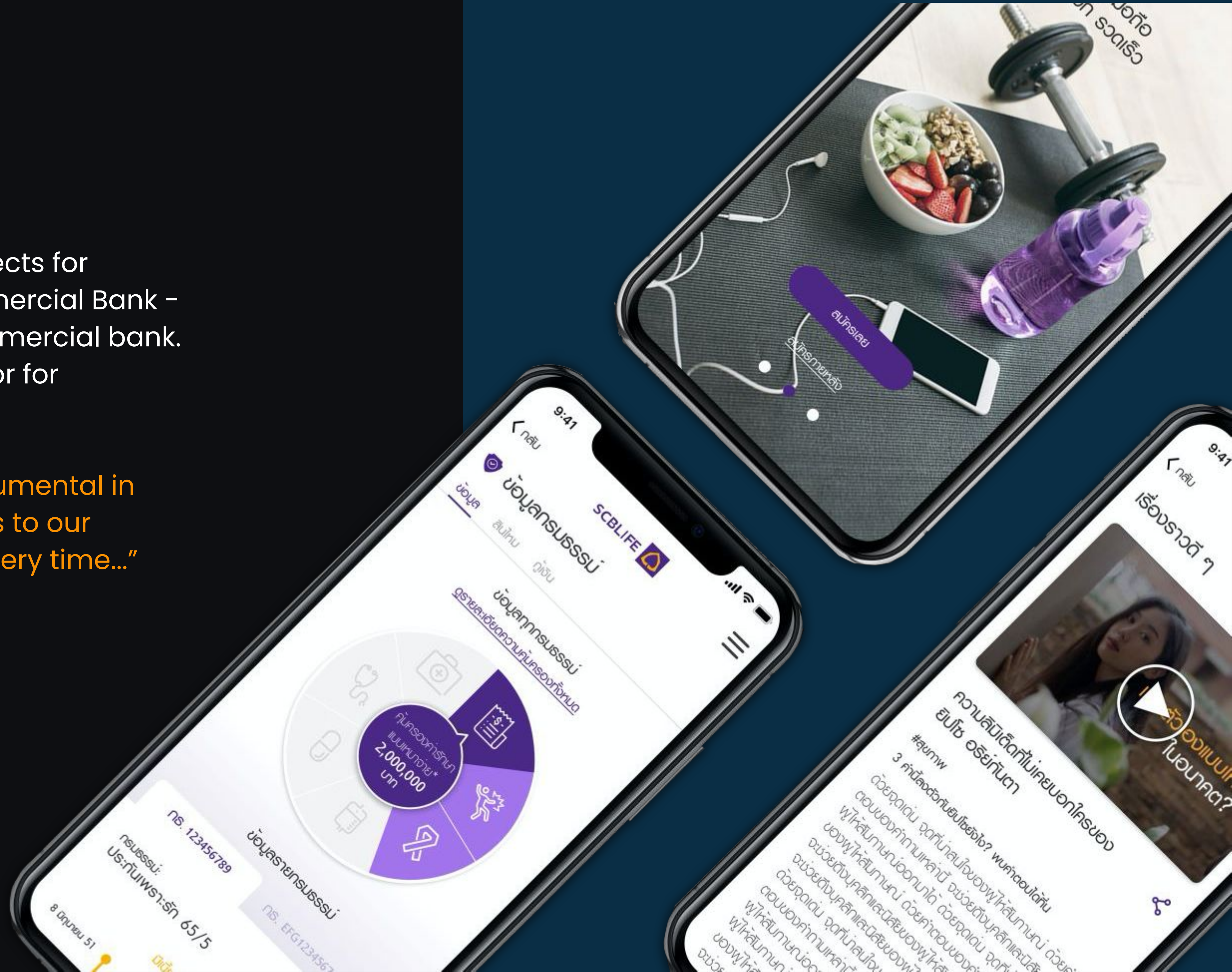
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## SCB Life

Multiple interface design projects for various groups at Siam Commercial Bank – Thailand's first, & largest, commercial bank. Vimi worked as sub-contractor for Capco.com.

"...Working with Vimi was instrumental in our delivery of timely solutions to our clients...Vimi came through every time..."

Jon De-Potter,  
Managing Principal, Capco.com





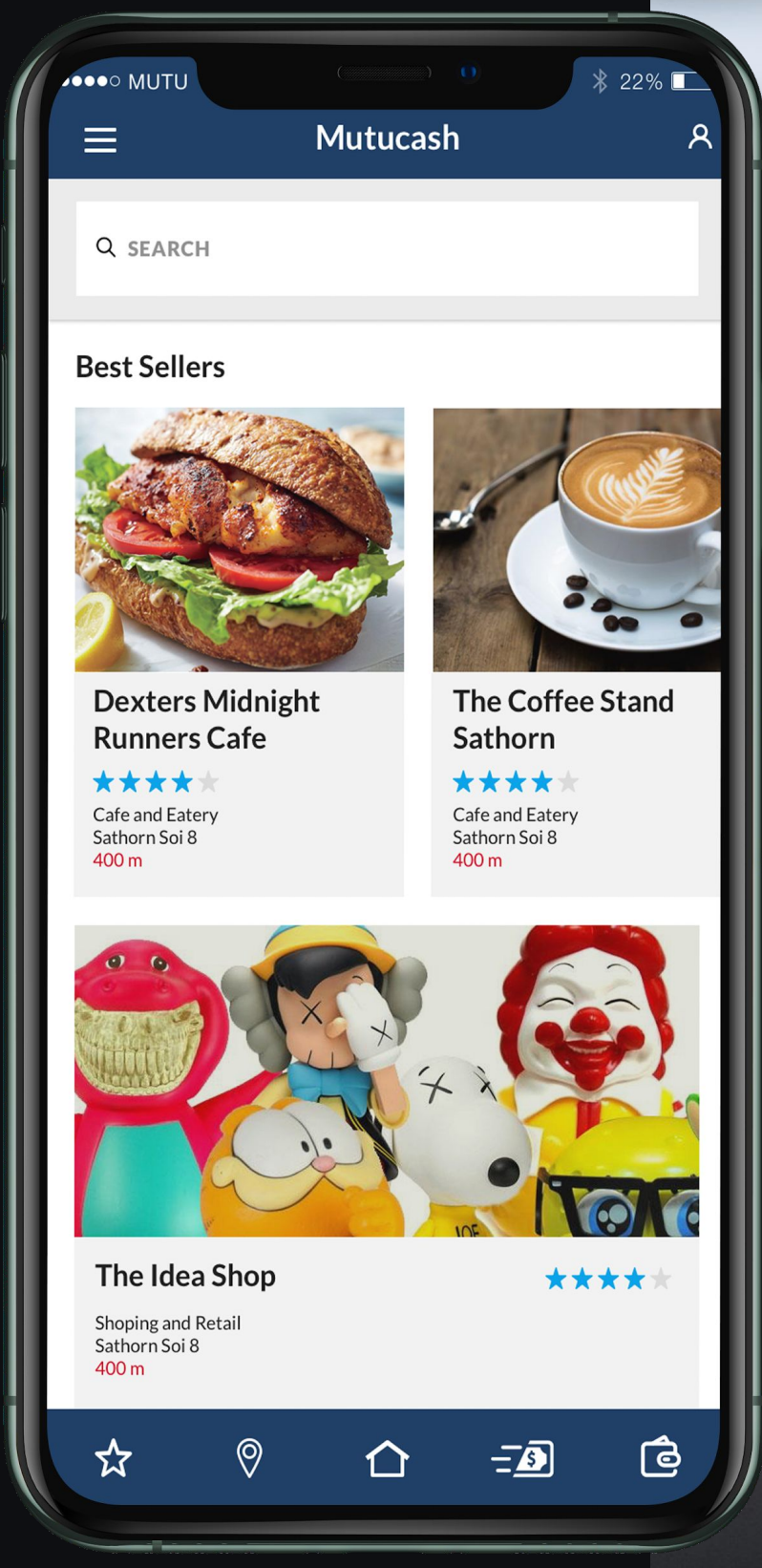
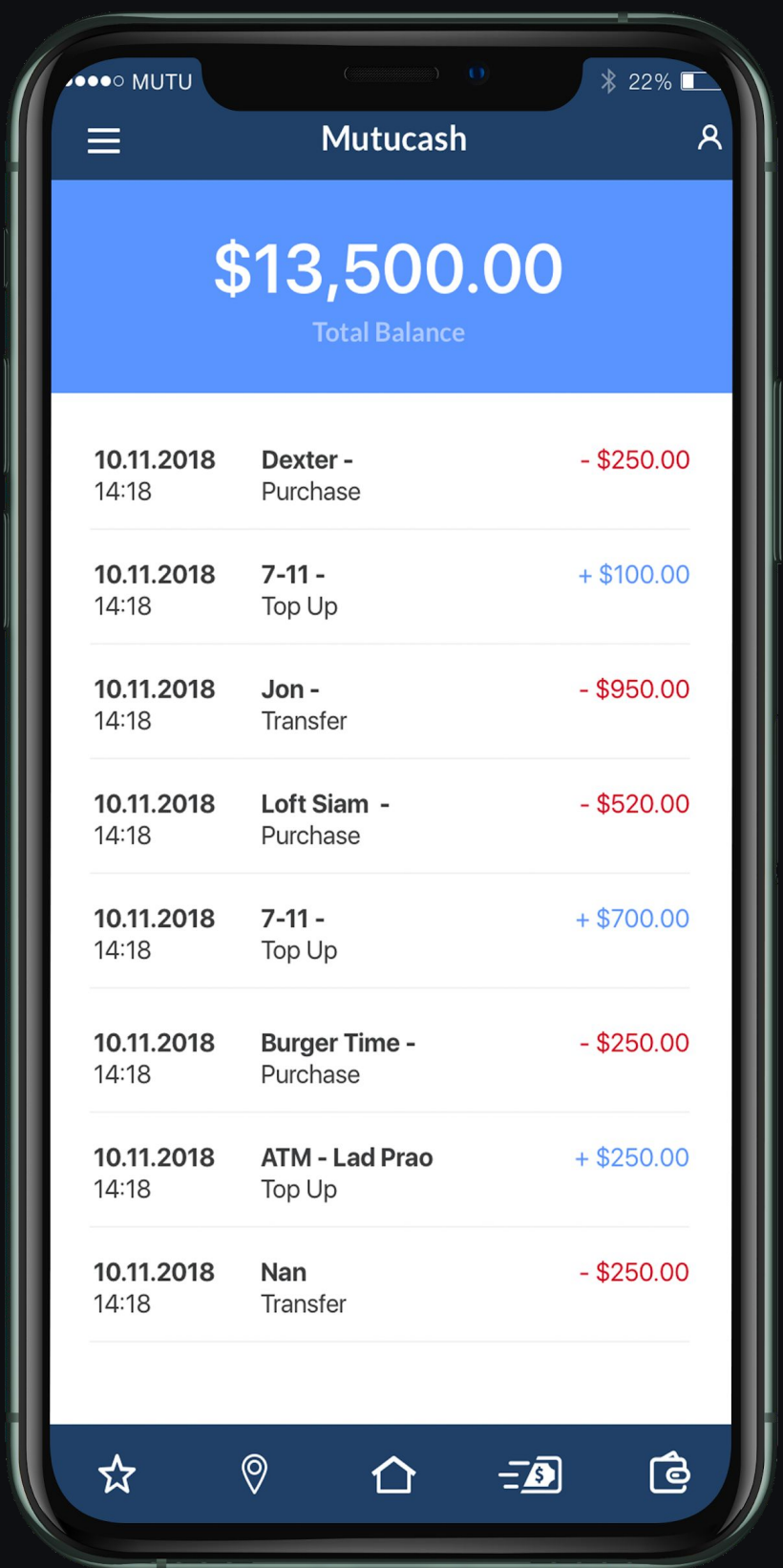




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MutuCash

Concept for ewallet and money transfer app







## Website Development:

Are you happy with your website?

Building a successful website requires creating an effective conversion funnel, designing interfaces for optimal user experience, preparing content, writing secure code in compliance with best practices, & more.

Our team has launched successful websites & apps for globally recognized brands & corporations such as Heinz-Kraft, Central Foods, Rabbit Rewards, etc.



## SERVICES

- Website Brief
- Design Direction
- Brand Analysis
- UX Design
- UI Design
- Website development
- Deployment
- Website Maintenance & Servicing



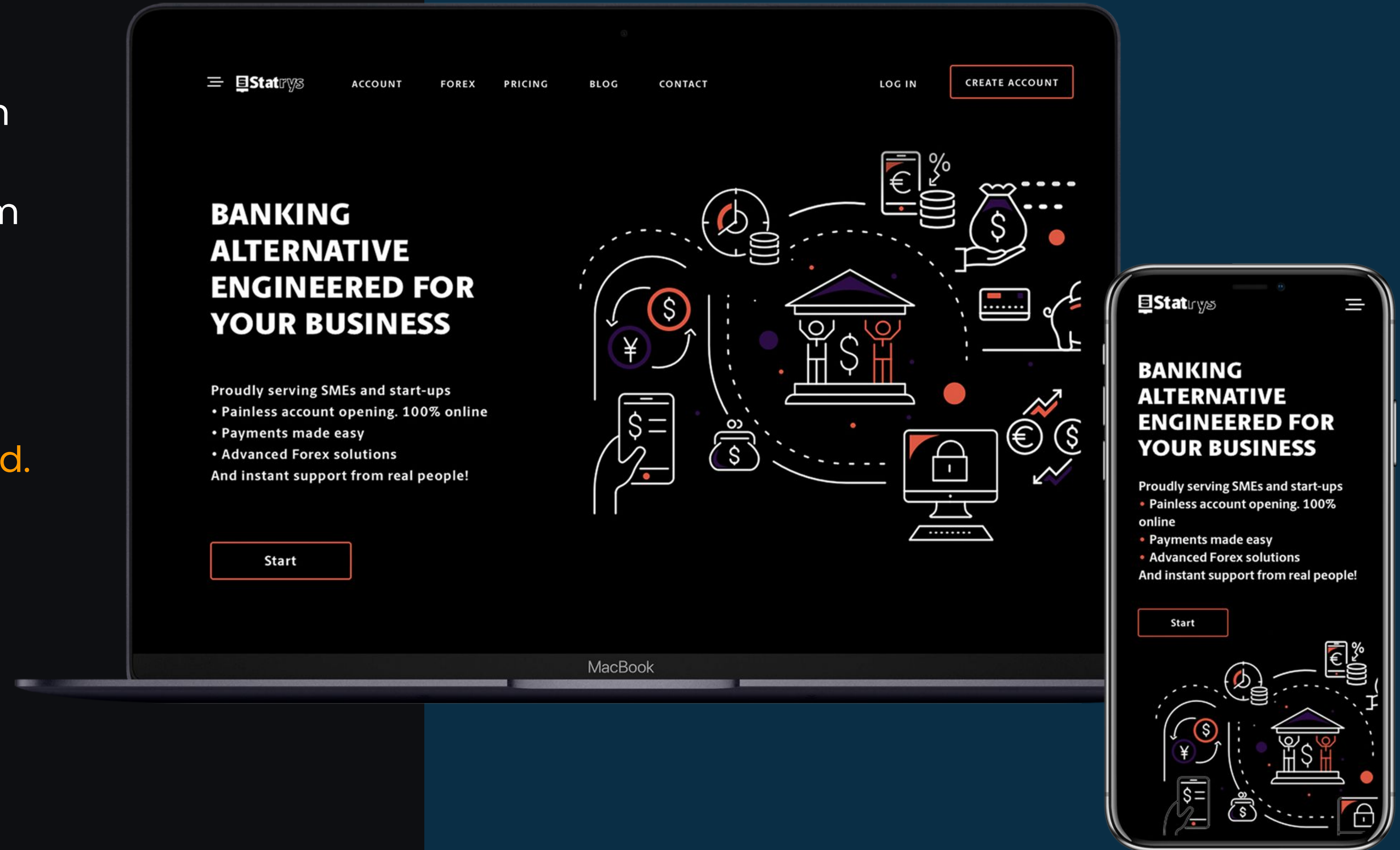
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## Statrys

Brand strategy and consolidation. Design and development of corporate website and front-end application for Statrys.com

“...Vimi helped us clarify our brand's corporate identity visuals and supported us with our website and platform frontend. We're happy with their work, and gladly recommend them to others...”

Bertrand Theaud,  
Founder & Director, Statrys.com





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## Trustdock

Design & development of global website for Trustdock





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## Beehave

Design & development of Beehave  
brand and global website





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## MutuCash

Brand strategy and design. Development of corporate website and pitch video for Mutucash.com

“...We've been working on our startup with the Vimi team from day 1 and are consistently pleased with their creativity, support, and work processes. We really feel like they're a partner and not just a solution provider. If you're looking for someone who really cares about your success – Choose Vimi ...”

Jon Brygge,  
Founder & Director, Mutucash





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## App Development:

Do you need a development team  
you can trust?

Are you looking to deliver new systems or enhance existing ones? We build mobile & web applications for corporate IT departments, & serve as the development partner for startups looking to avoid the costs of running an in-house team.



## SERVICES

Digital Transformation as a service

Big data analysis

System architecture

Software development - Front End

Software development - Back End

Software development - Database

App development - Native

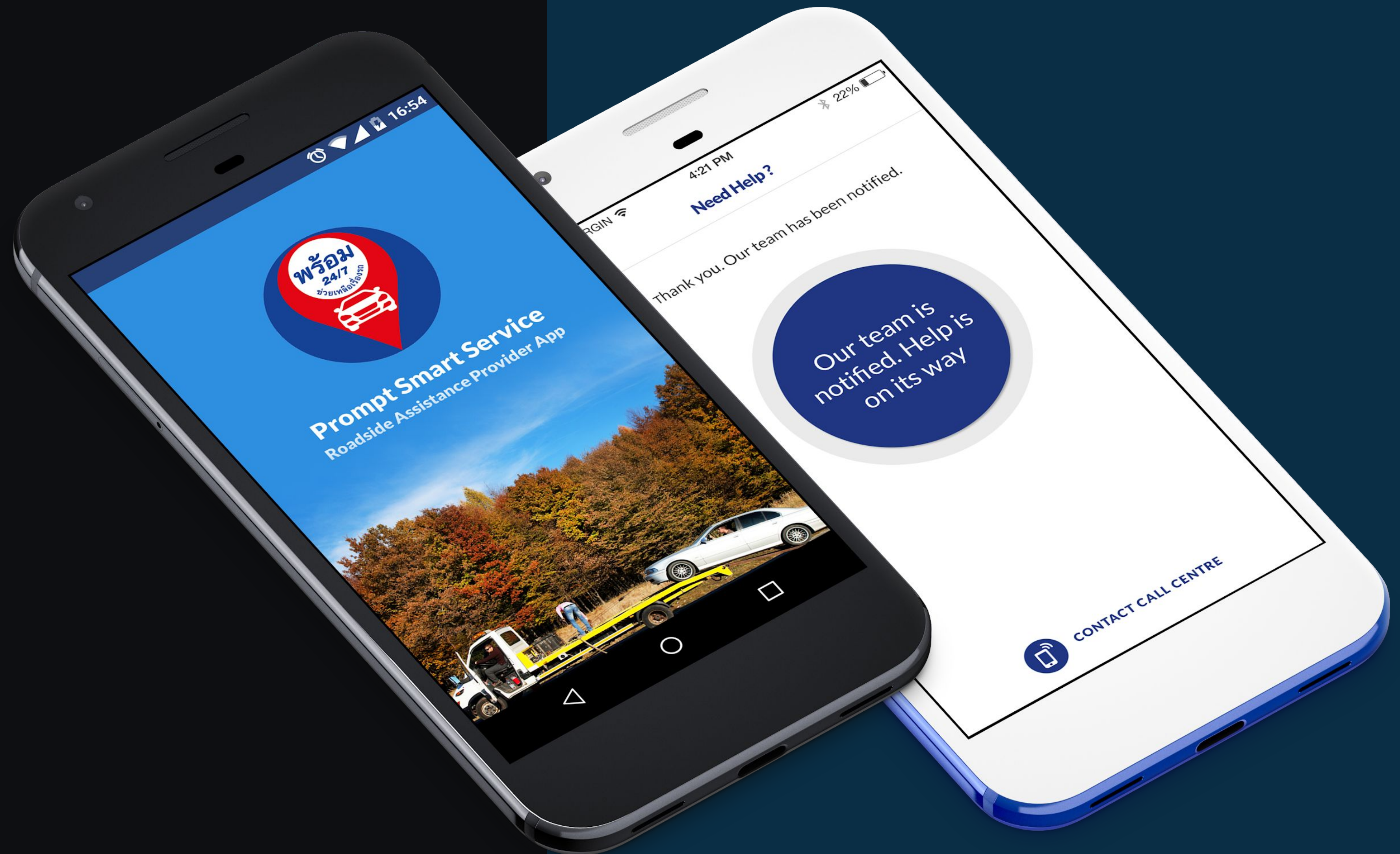
App development - Hybrid



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AXA

AXA roadside assistance app







## E-Commerce Development:

Are you selling enough?

Building a successful ecommerce business requires handling challenges above & beyond those involved in building brand or corporate websites. User experience, inventory management, order fulfillment, payment processing & security are just some of the issues you need addressed in order to be successful.

Our team has designed & built profitable ecommerce websites & apps for leading Thai retailers including Tops Supermarkets, Rabbit Rewards, Passion Delivery, BeMynt etc.



### SERVICES

- Website Brief
- Design Direction
- Brand Analysis
- Copywriting
- UX Design
- UI Design
- Website development
- E-Commerce development
- Deployment
- Website Maintenance & Servicing
- E-Commerce Maintenance & Servicing



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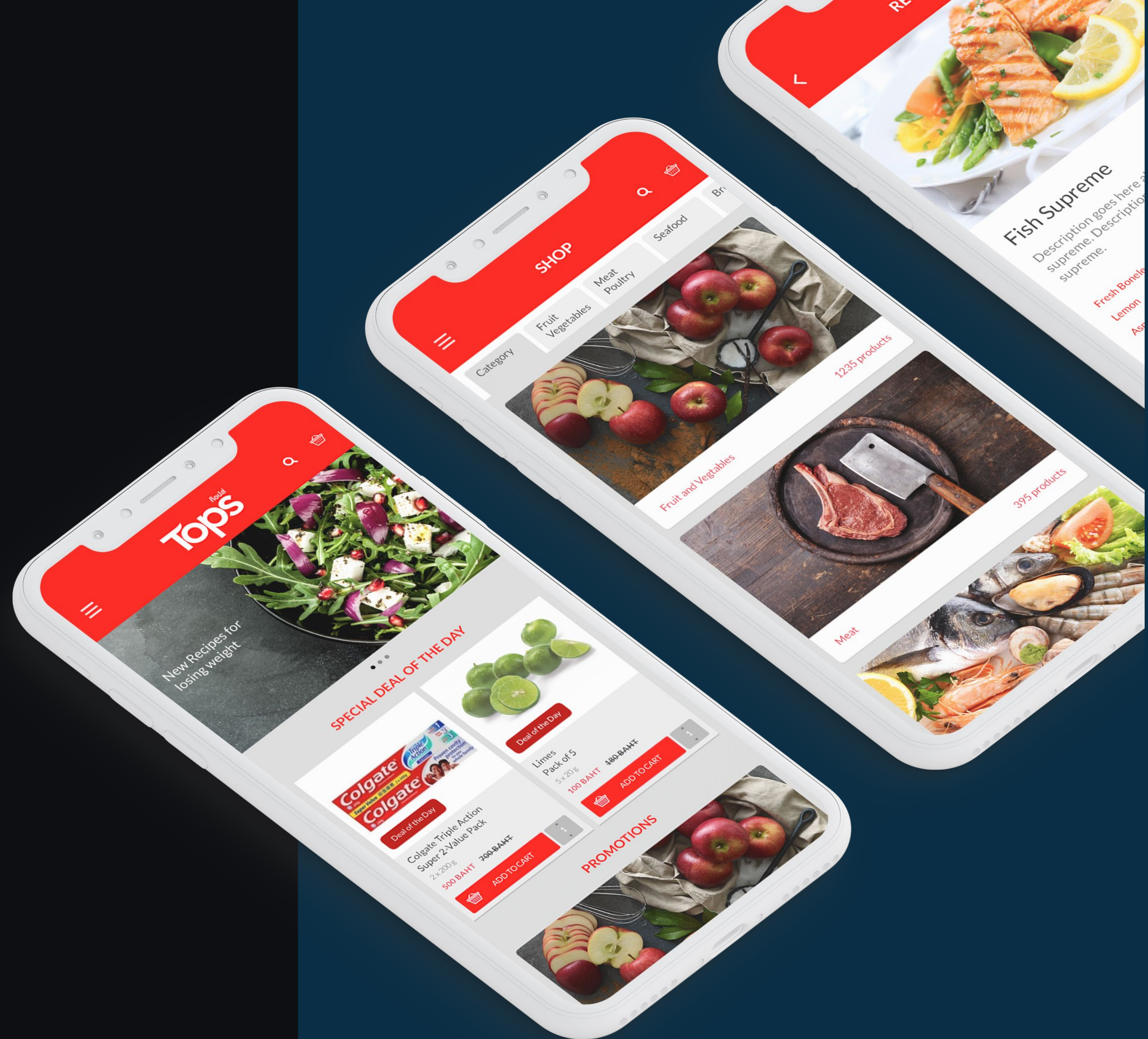
## Tops

Design & development of apps for Tops Supermarket – Thailand's largest supermarket chain. To date the apps have been downloaded over 350,000 times.

"...This is the first time I'm dealing with a partner whose work I can accept immediately. Vimi knows UX very well..."

Gerald Lim

Assistant VP Digital & Innovation, Central Food Retail Group





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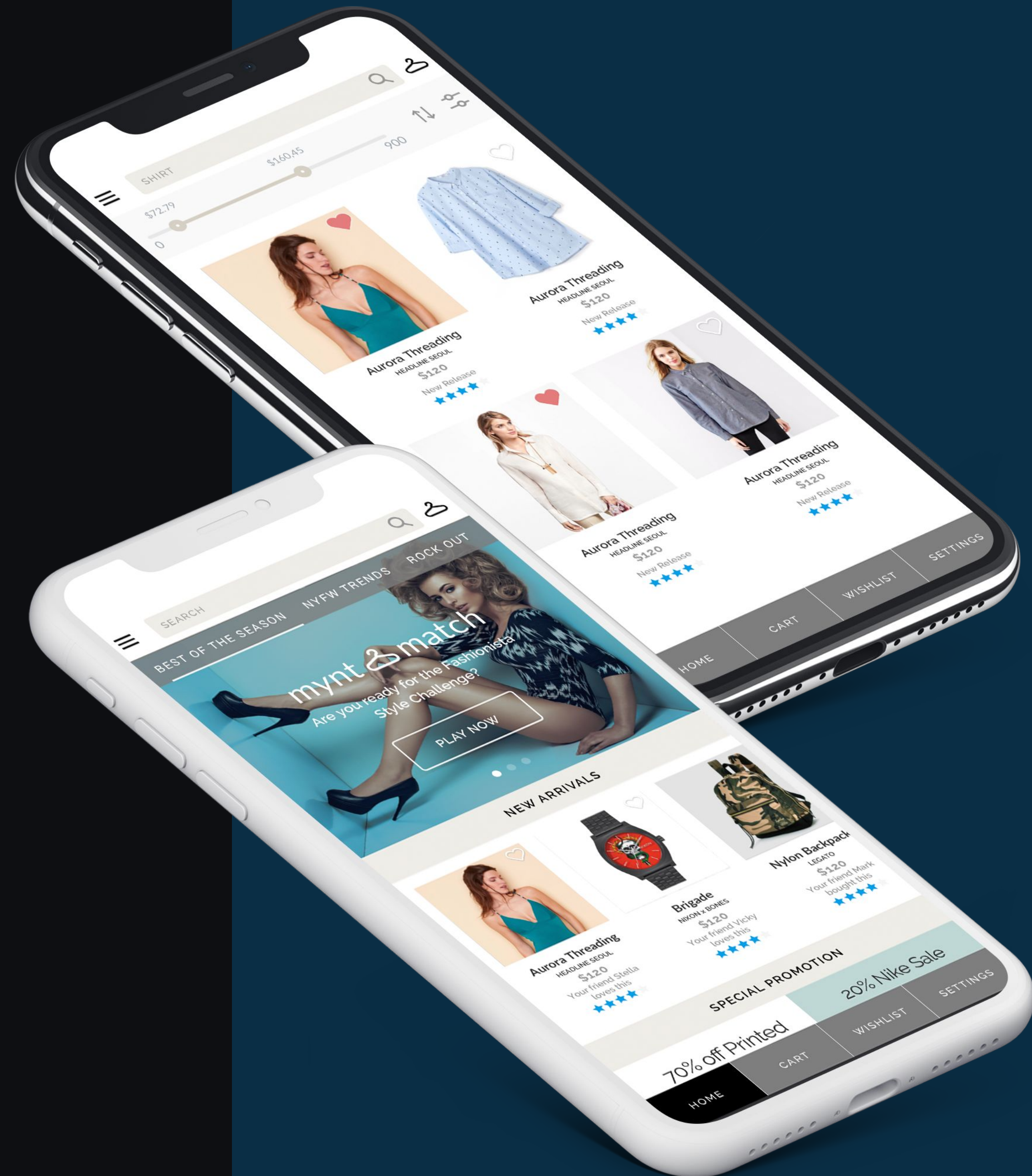
## Bemynt

Design & development of the Bemynt  
ecommerce apps for Minor International

"...As a seasoned E-Commerce director i've  
had the opportunity to work with many team  
over the years. Vimi stood out with their  
results oriented approach... I look forward to  
working with them again..."

Edward Morales

Business Director – E-Commerce, Minor Corp PCL.





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## Digital Behavioral Design

Are your users acting the way you want?

Looking to influence your audiences to behave a certain way in your application or website?  
Behavioral design has the answers!

Our behavioral design work leverages the research into motivation & influence of Nobel prize winning psychologists & economists Daniel Kahneman, Richard Thaler, Roberto Cialdini, & others. The resulting UX & UI designs deliver measurably better engagement & ROI for you.



### SERVICES

Reward learning

Cues, action, rewards

Choice architecture

Personalisation

Cognitive load balancing

Cognitive bias leveraging

- scarcity biasing
- endowment biasing
- completion biasing
- reciprocity
- Ikea effect



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## Rabbit Rewards

The new sign-up process we created for Rabbit Reward boosted sign-up rates by +289% & reduced user acquisition costs by 66%

“...Vimi’s team collaborate effectively with our in-house team to deliver & enhance our core platforms & apps. We are seeing quantifiable ROI across the board...”

Eddie Lui, Managing Director,  
Rabbit Rewards





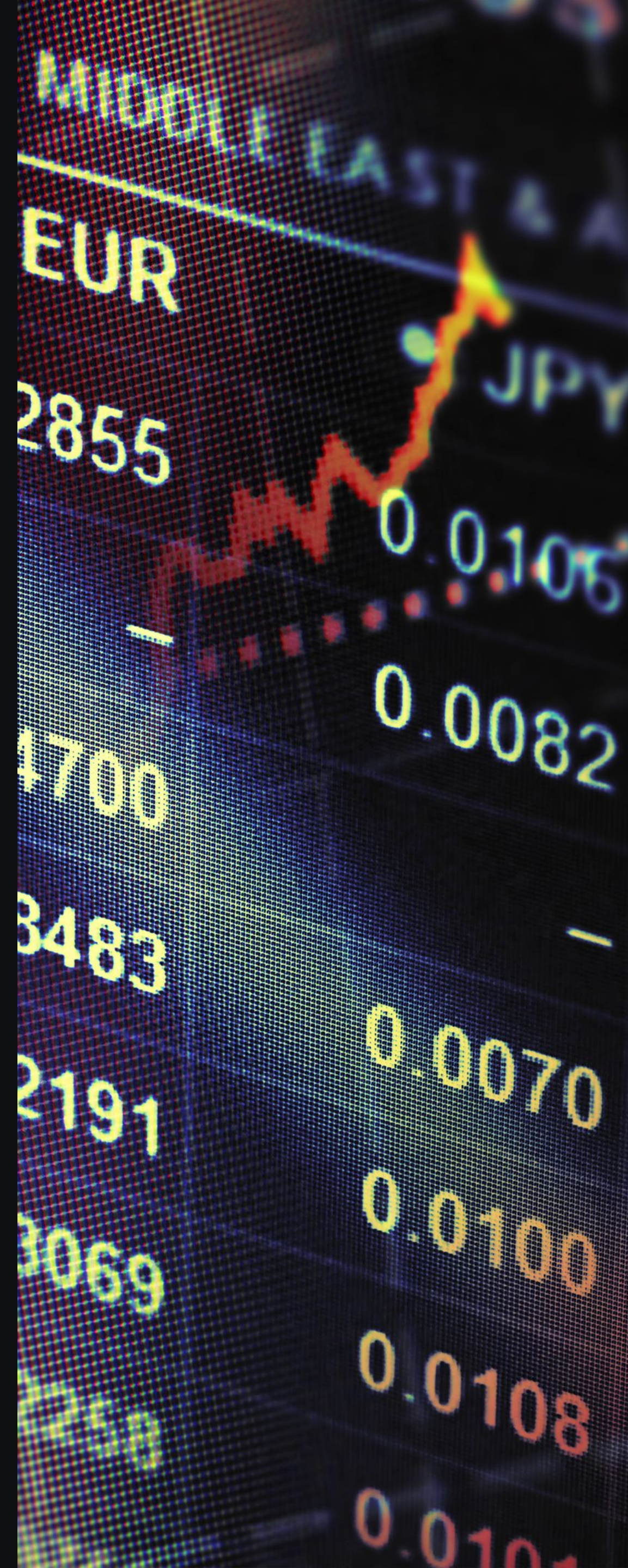
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## Lead Generation:

Is your pipeline full enough?

We help build your business development pipeline by identifying & engaging key decision makers & procurement officers in your target markets.

Most B2B companies still rely on offline activities like word-of-mouth & trade shows to generate most of their leads. We use proven digital marketing techniques to grow your funnel & generate new qualified leads for your sales team to work with.



## DIGITAL MARKETING SETUPS

- Social media accounts
- Landing pages
- Marketing automation
- Analytics & reports

## CAMPAIGN SETUP AND MANAGEMENT

- Google
- Facebook
- Linkedin
- Newsletters
- PR Services

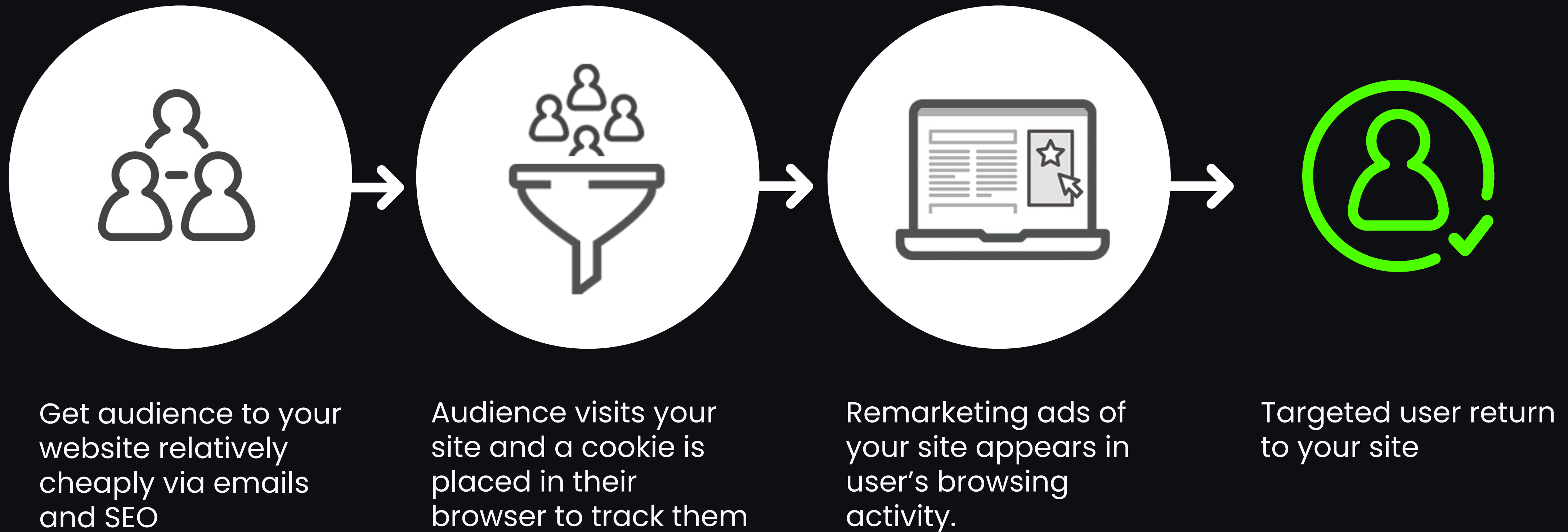
## MARKETING CONTENT

- Copywriting
- Social Media posts
- Videos
- Presentations



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## Using remarketing to convert leads

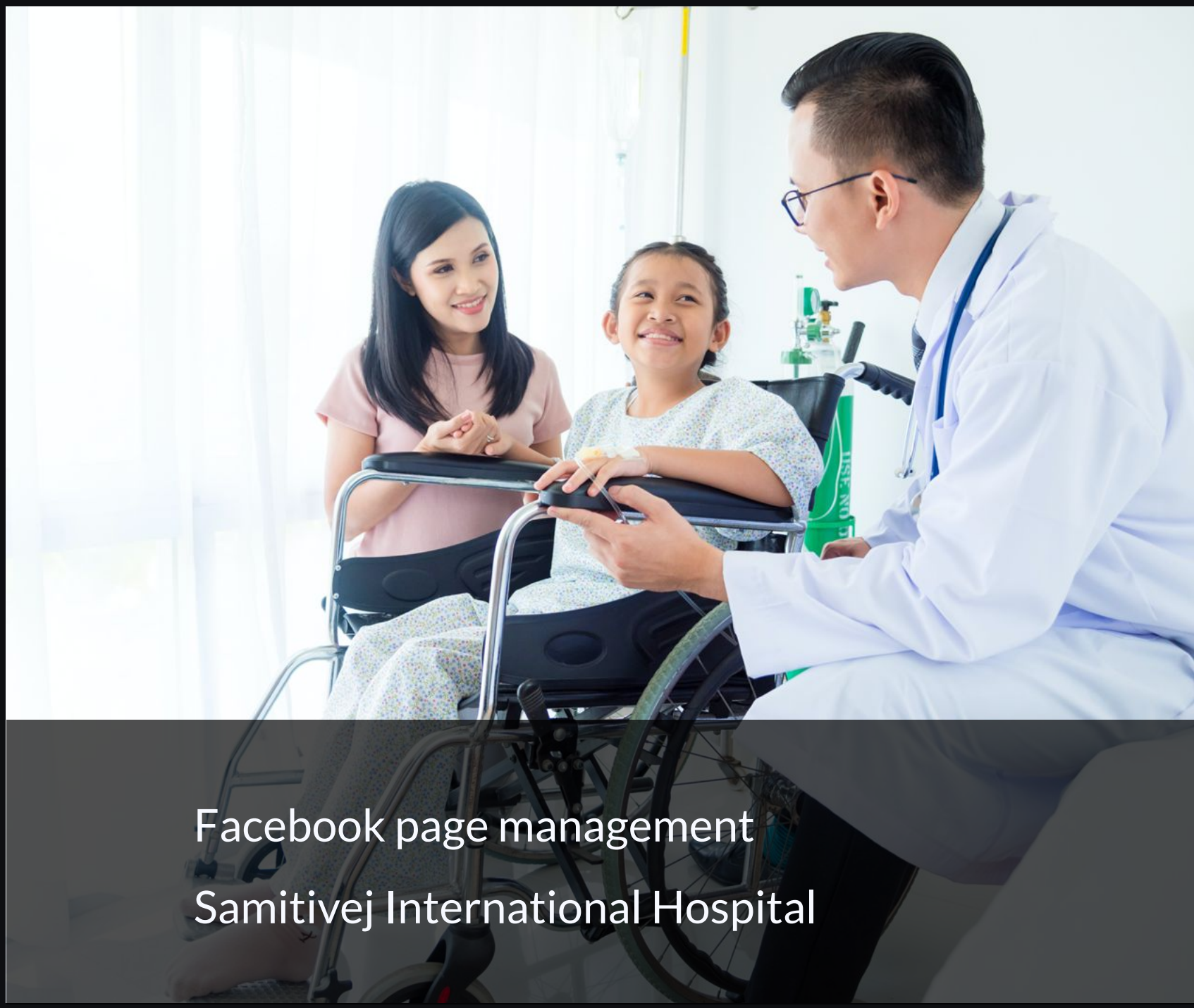




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## Appendix

Social Media Management  
Content Marketing  
Newsletters



Facebook page management  
Samitivej International Hospital



Blogging  
Zi-Argus



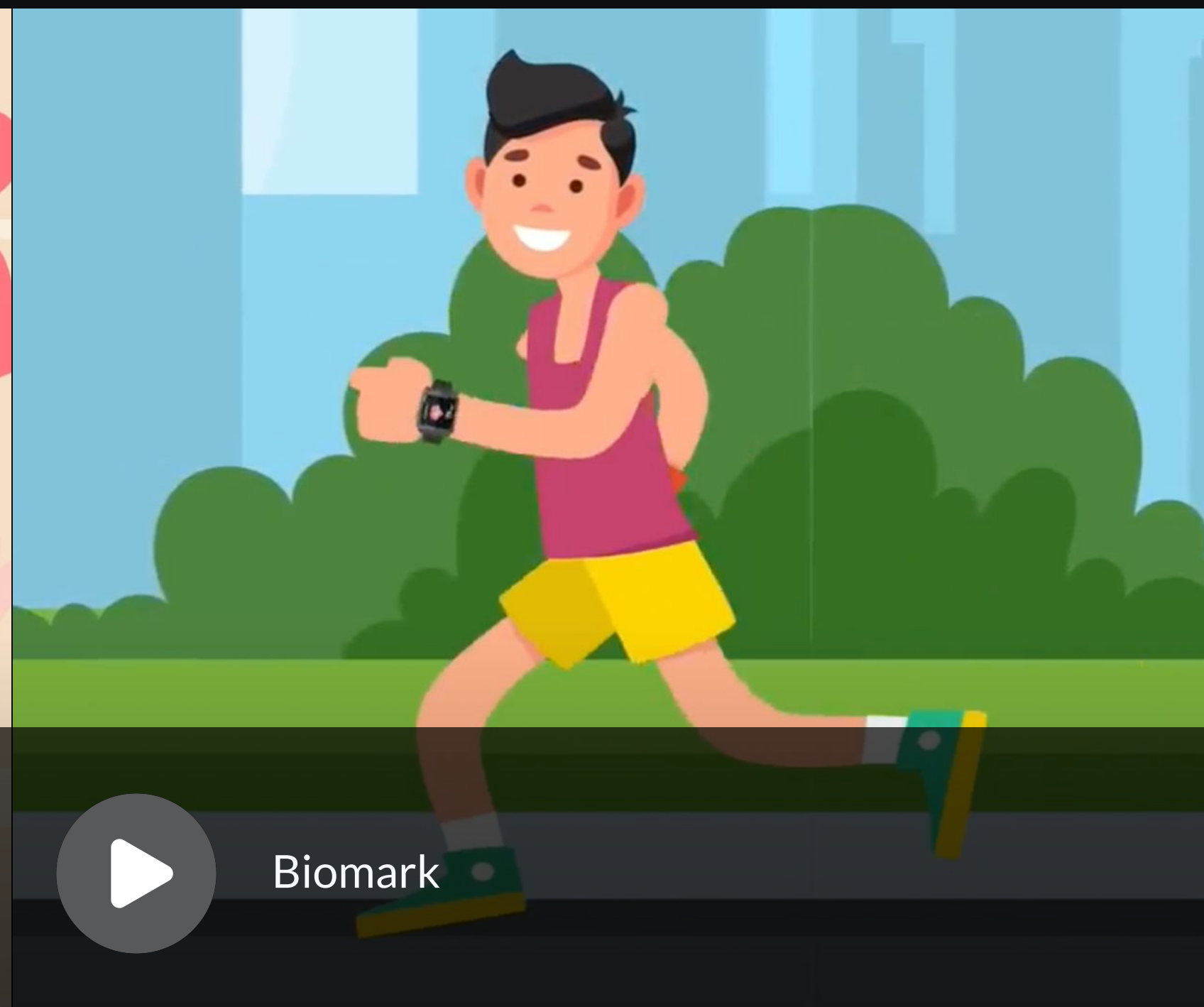
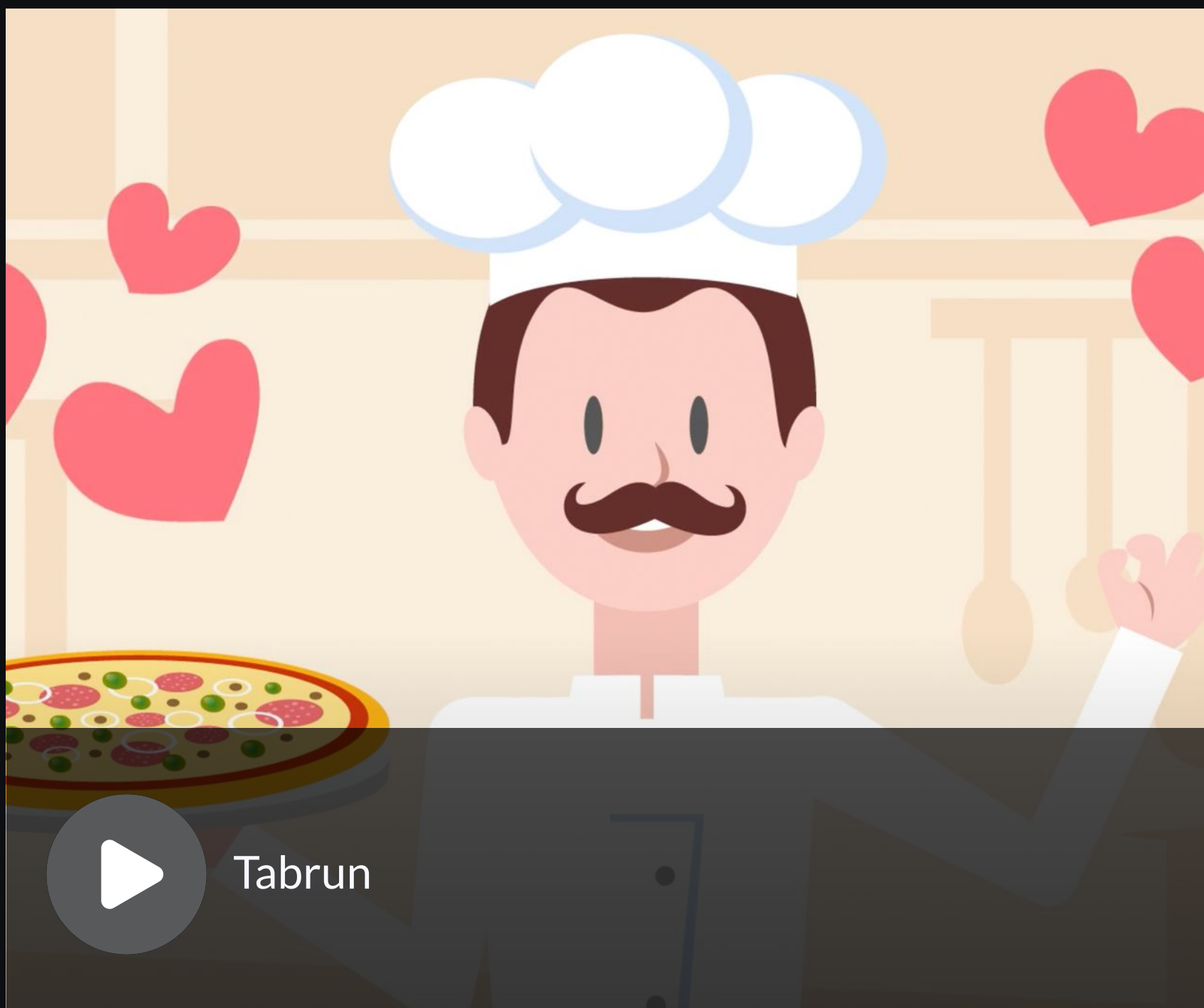
Newsletter  
B-Accounting



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Appendix

Video / Animation / 360



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Thank you

**CONTACT US**

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