

VIMI.

Digital Services for the Food and Beverage 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



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

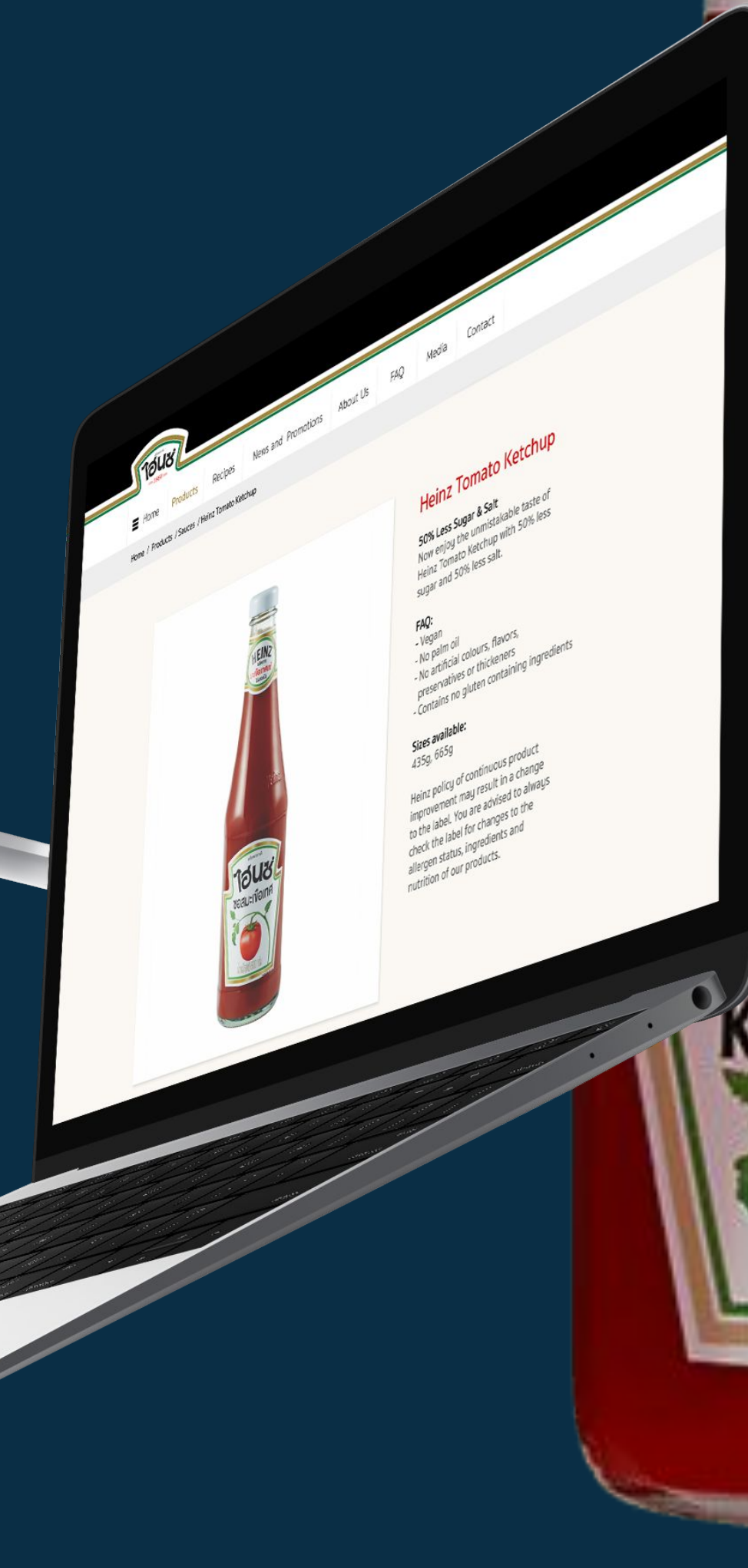
HTML

Kiosks

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Kraft-Heinz

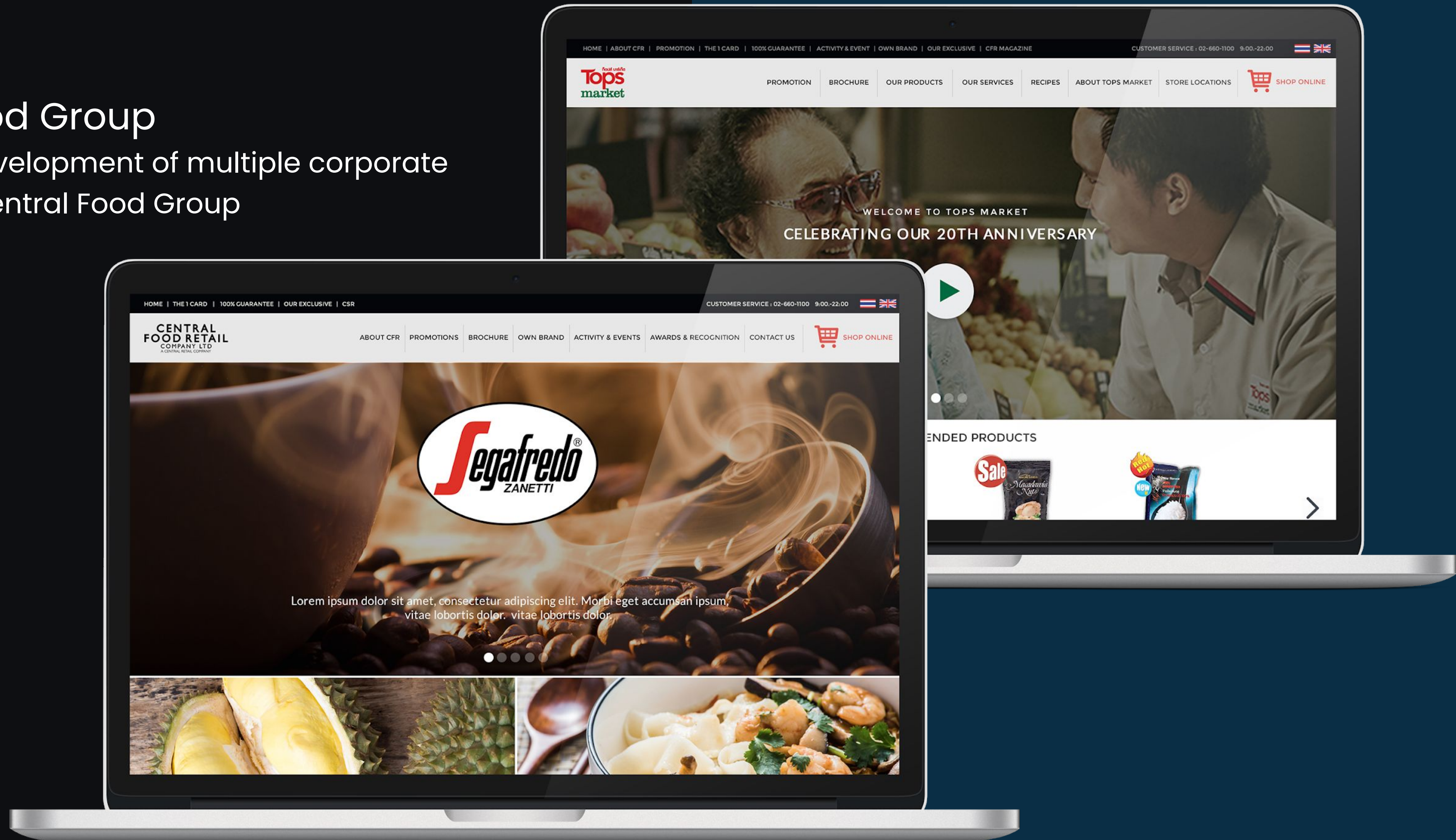
Design & development of local websites for Kraft-Heinz



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Central Food Group

Design and development of multiple corporate websites for Central Food Group



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Central Food Group

Design and development of an enterprise iPad app for information kiosks in Central Food Halls.



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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

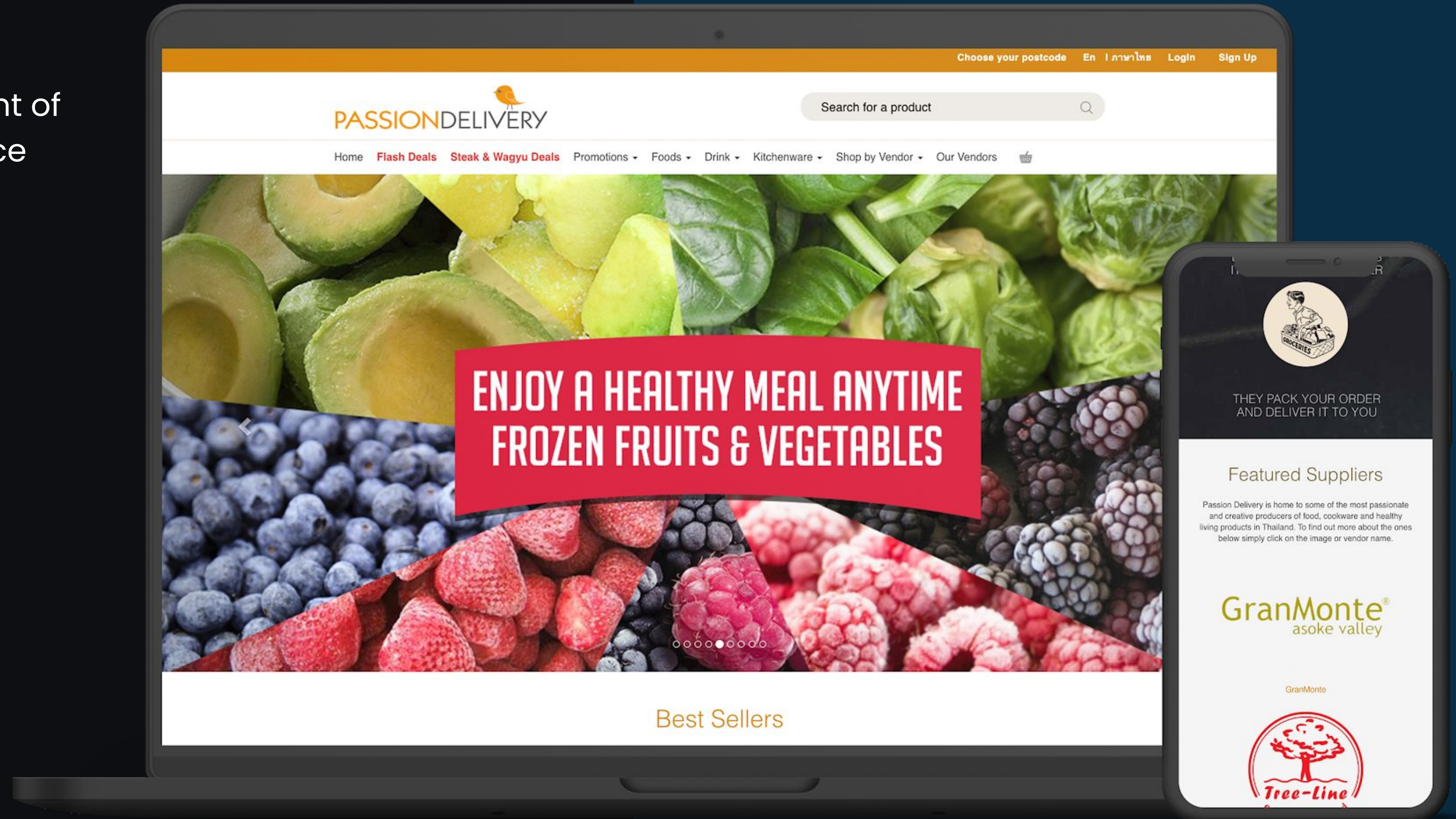
Deployment

Website Maintenance & Servicing

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Passiondelivery

Design and development of
custom food ecommerce
marketplace for
Passiondelivery.com.



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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.



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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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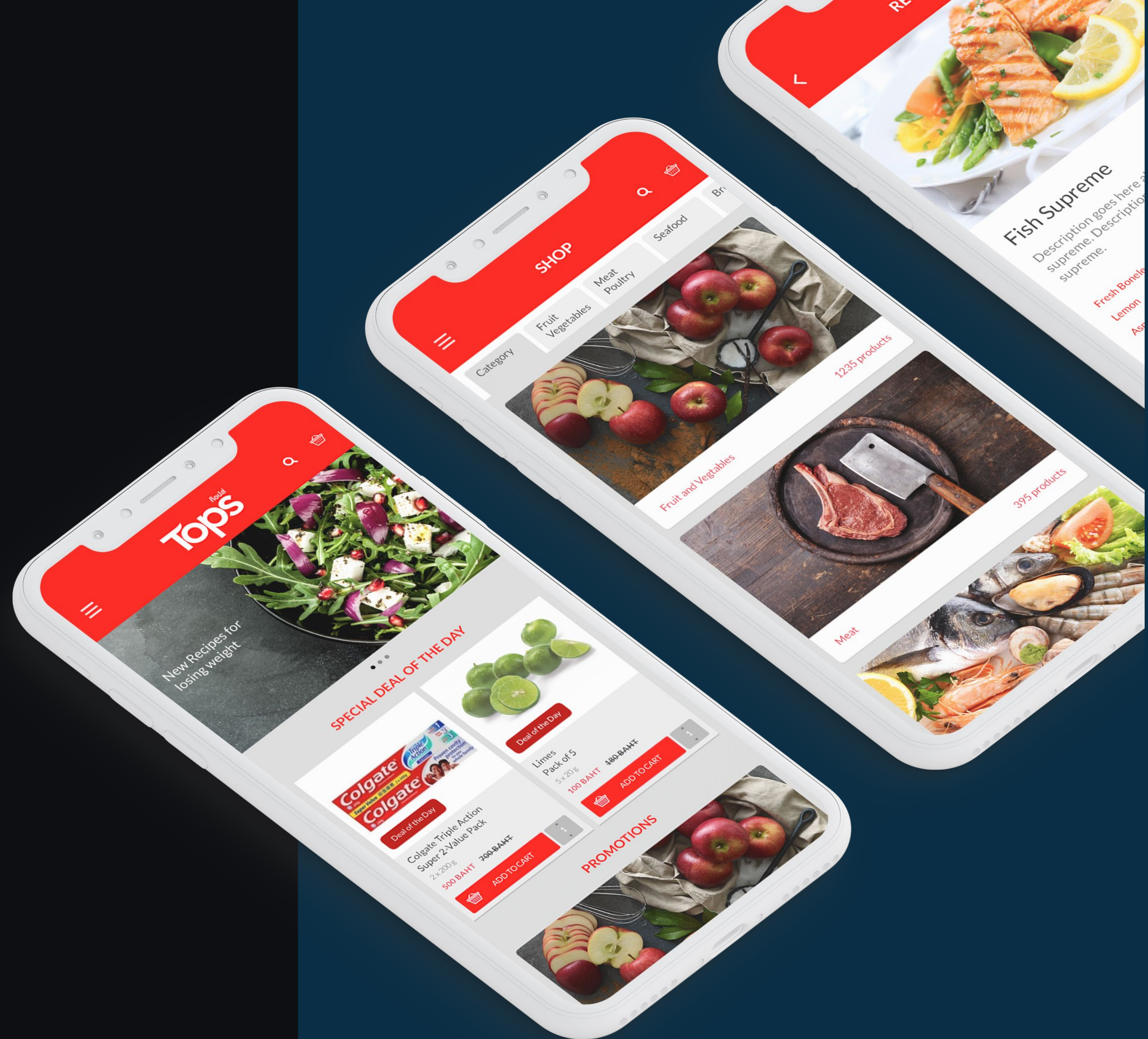
Tops

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

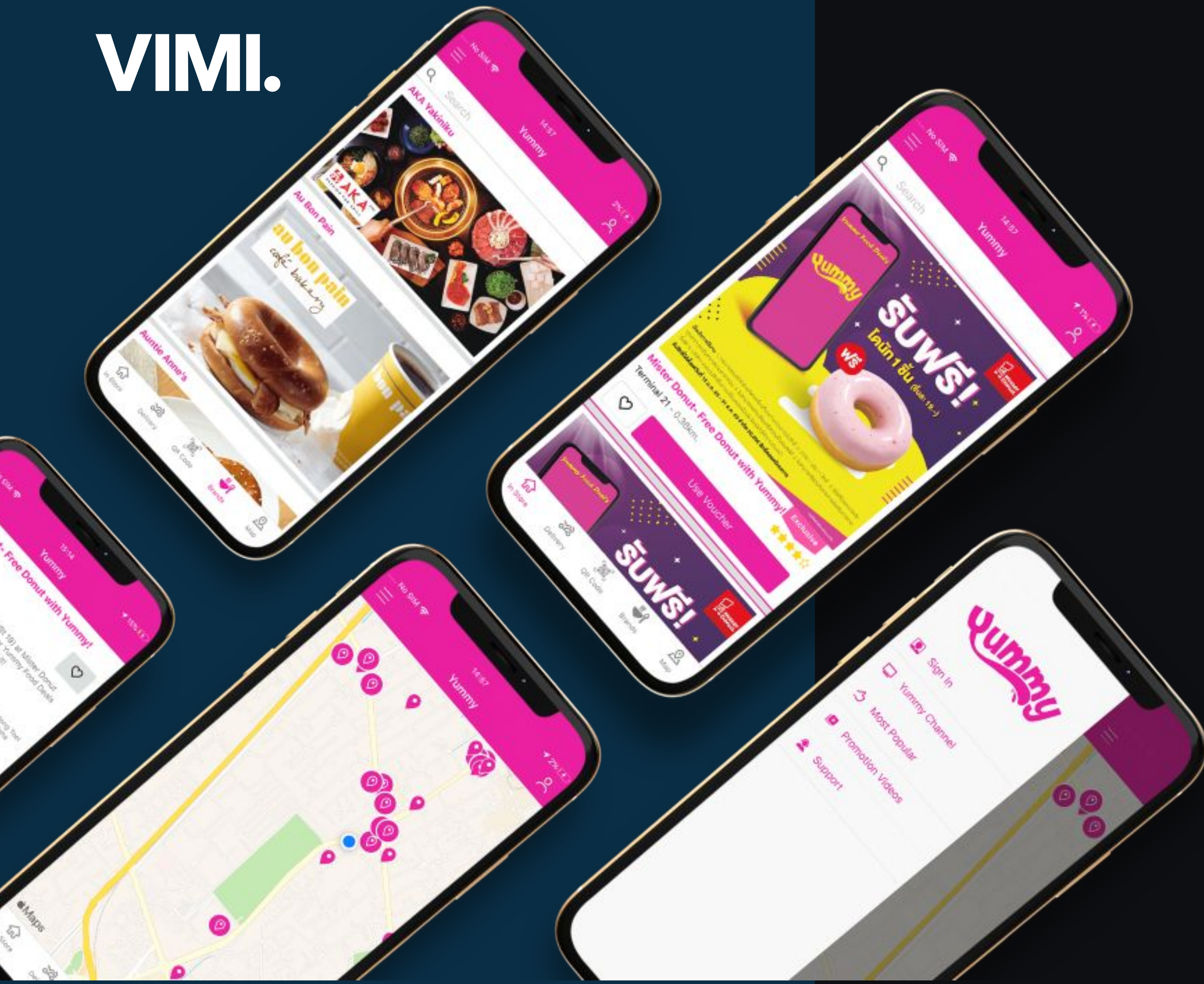
"...This is the first time I'm dealing with a partner whose work I can accept immediately. Vimi knows UX very well..."

Gerald Lim

Assistant VP Digital & Innovation, Central Food Retail Group



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YUMMY

Design & development of Yummy
food coupon 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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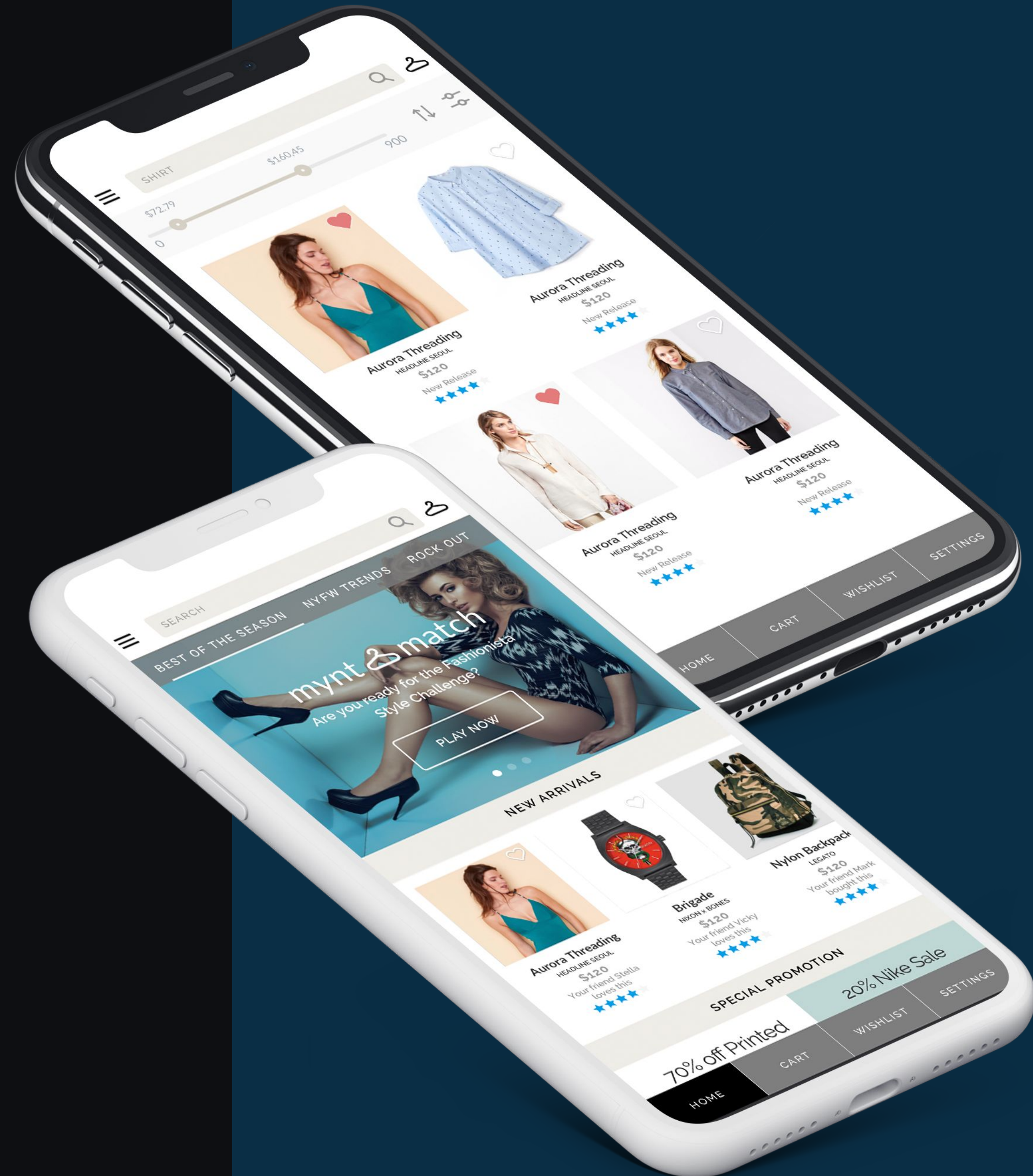
Bemynt

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





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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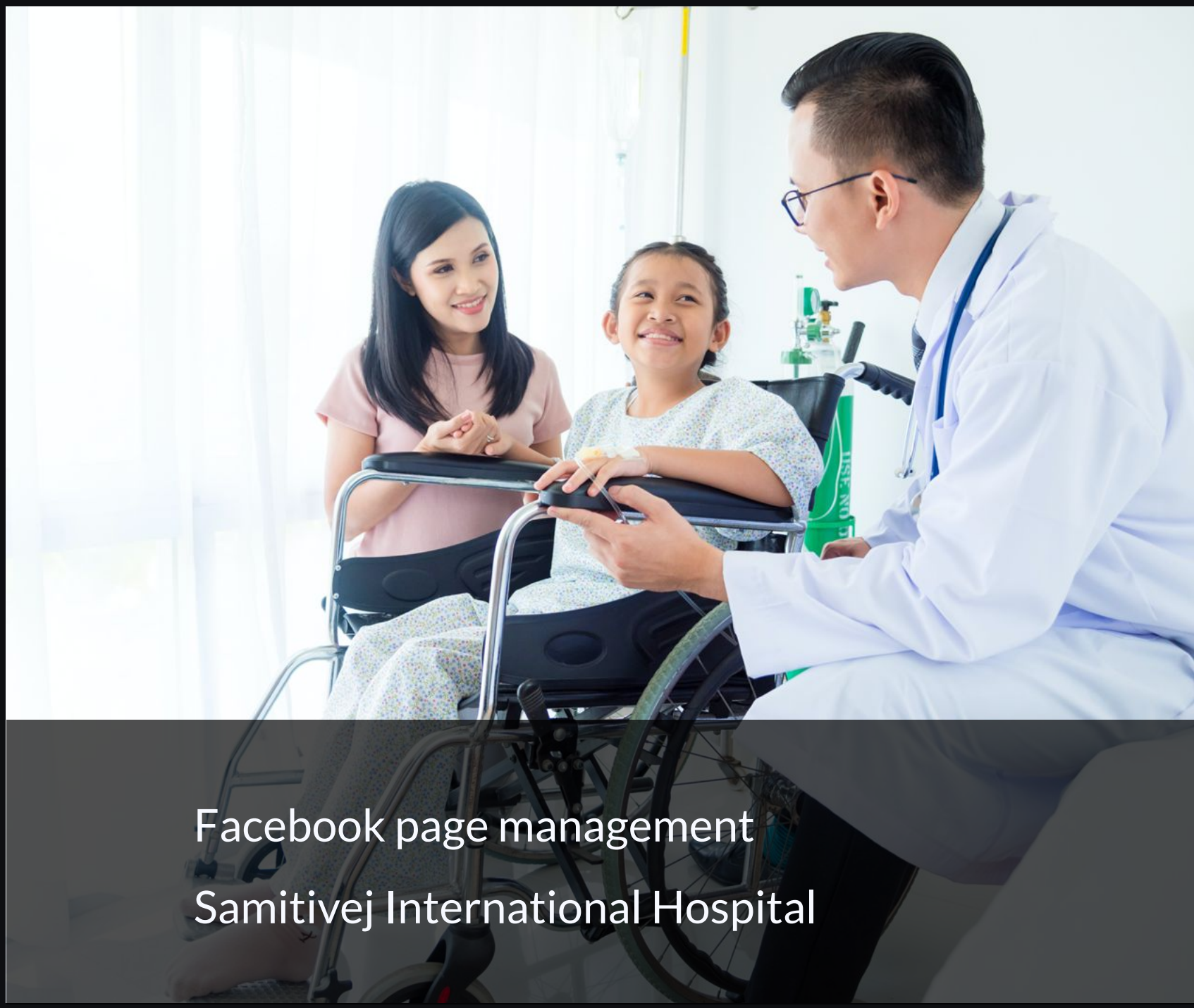
Using remarketing to convert leads



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Appendix

Social Media Management
Content Marketing
Newsletters



Facebook page management
Samitivej International Hospital



Blogging
Zi-Argus

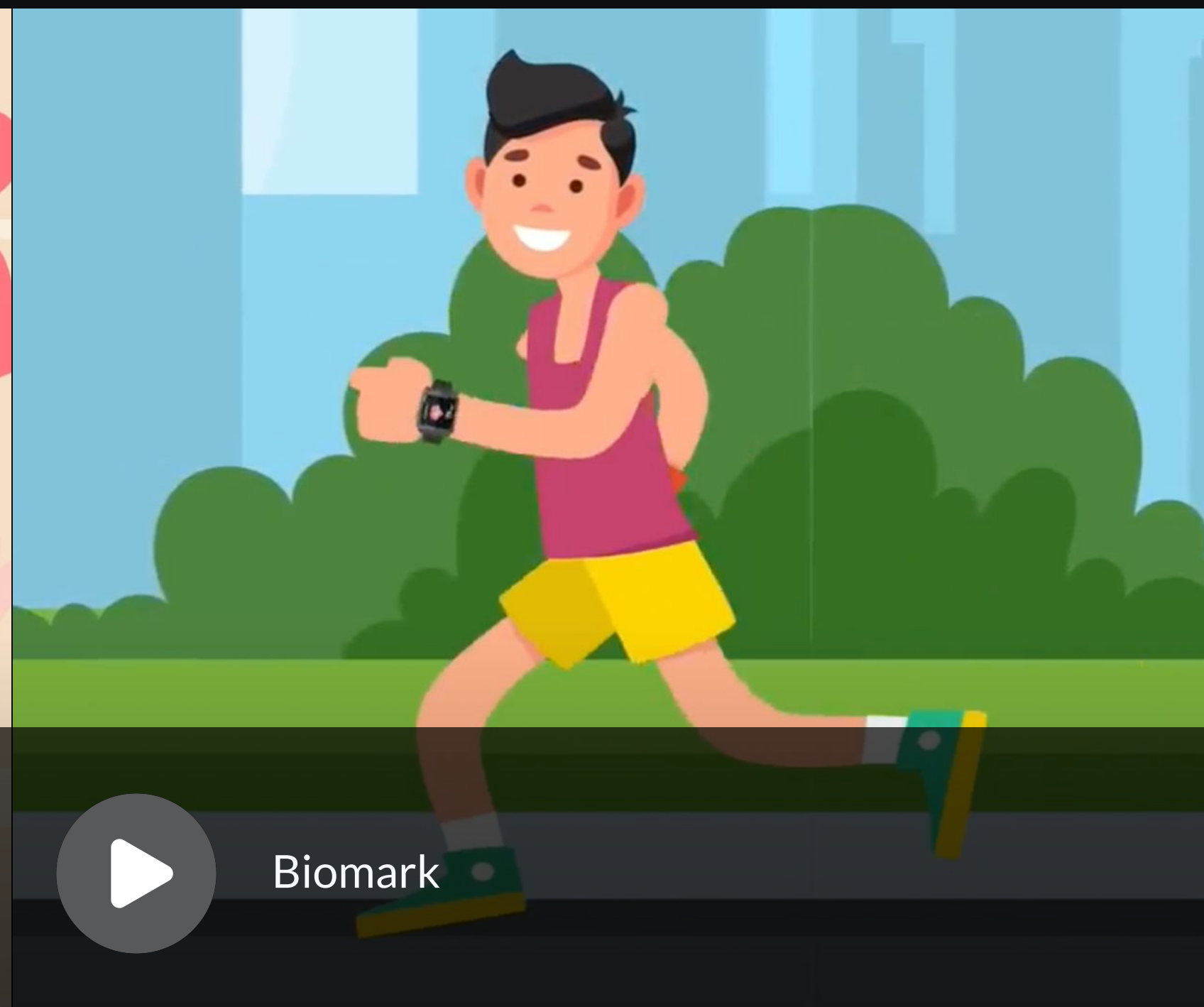
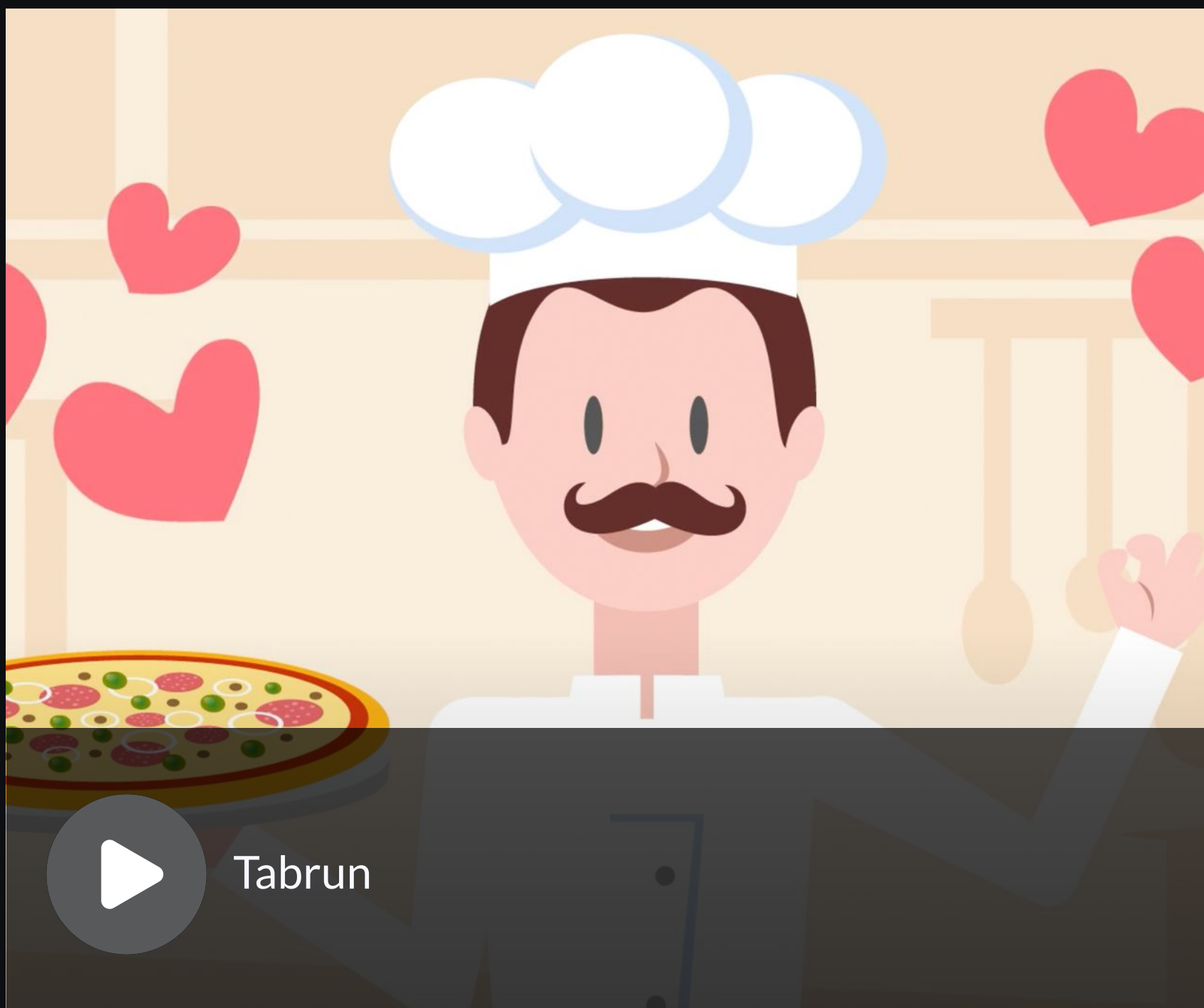


Newsletter
B-Accounting

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Appendix

Video / Animation / 360



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Thank you

CONTACT US

Mike Darnell / Director

Mobile/Whatsapp: +66-9-1003-7545

Line/Skype: mikedarnell

mi@vimi.co