

VIMI.

UX&UI Design Package
Q1 2021

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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:



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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

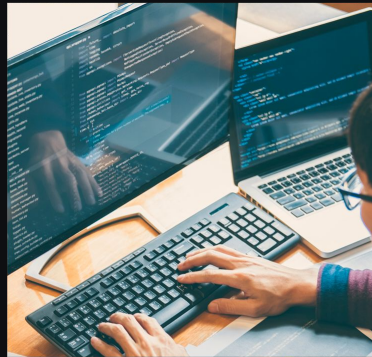
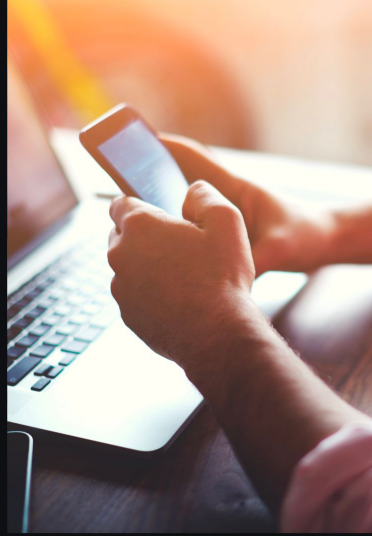
Ensuring the utility & appeal of any application & user interface requires targeted market studies & rigorous user-testing. Starting from the earliest stages possible, & throughout the project.



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

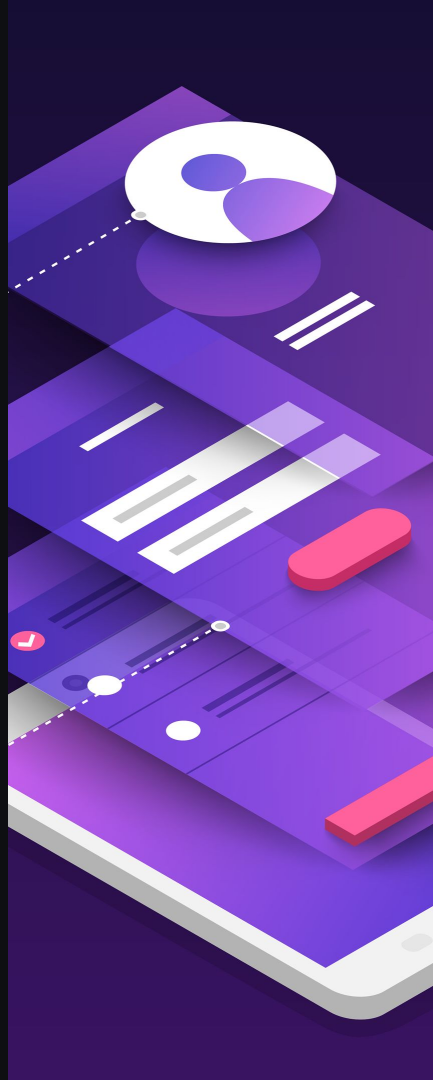
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UX UI Design:

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.



BEHAVIORAL 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

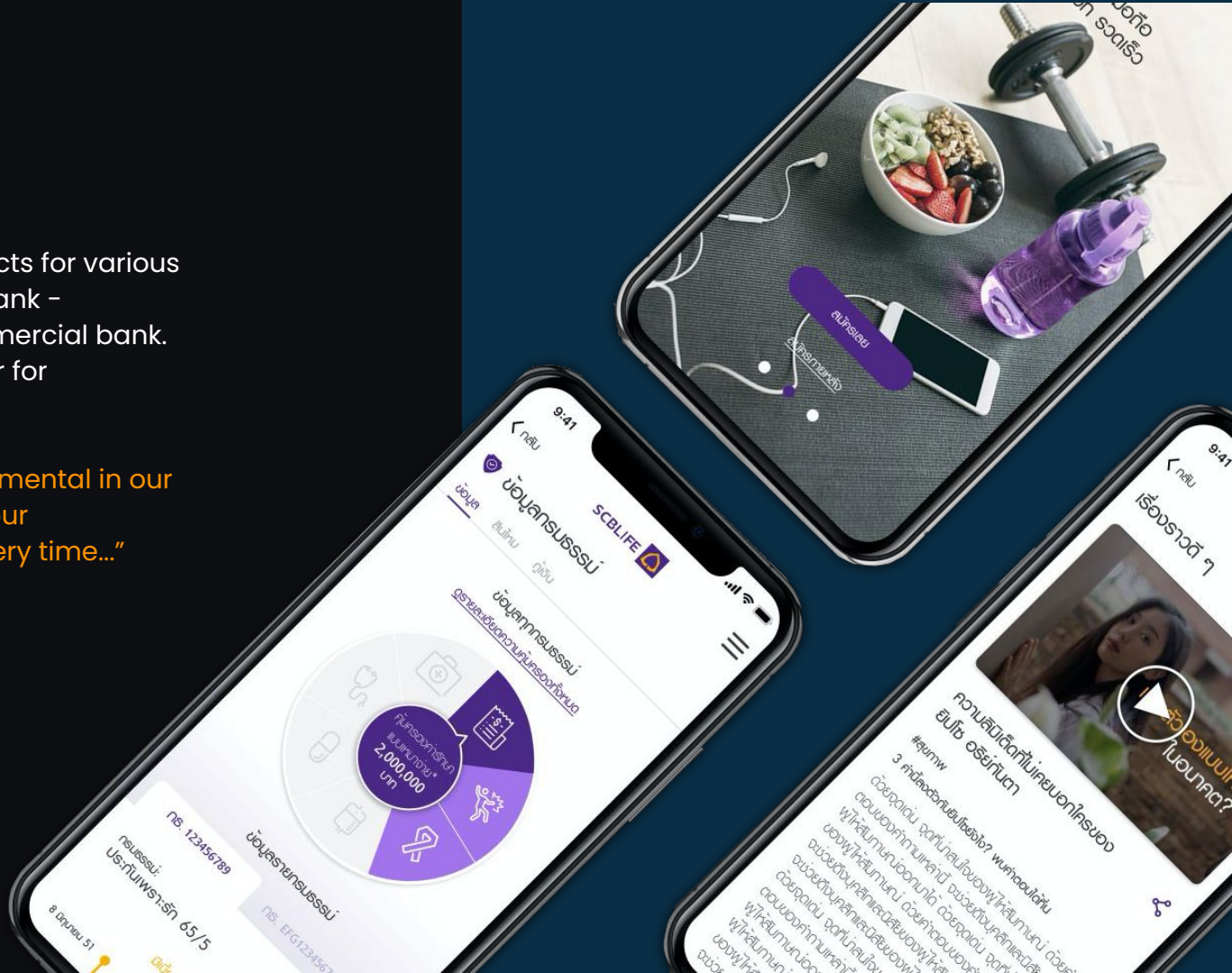
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SCB Life

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



บริษัทหรือخانพำจิติพรวาน
อายุ 30 ปี, รายได้อันเดือน 15,000.00 บาท

งบประมาณที่ควรลงทุนในประเทศไทย
18,000.00 บาท

3 สิ่งที่ยากให้ประกันช่วยคุณได้

(เมื่อ 3 อันดับที่คุณอยากได้ประกันจากการซื้อประกันชีวิตวันนี้มากที่สุด)

- เงินก้อนก้อนตอนเกษียณ
เมื่อเราจากไป
- เงินก้อนก้อนยามเจ็บป่วย
- เงินก้อนก้อนเพื่อรักษาแม่เรีง
- เงินก้อนก้อนเพื่อครอบครัวหากเกิดอุบัติเหตุ
- เงินก้อนก้อนยามเกษียณที่โรงพยาบาล
- เงินก้อนก้อนและค่าการลงทุน

←ย้อนกลับ

ถัดไป →

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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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Red Cross

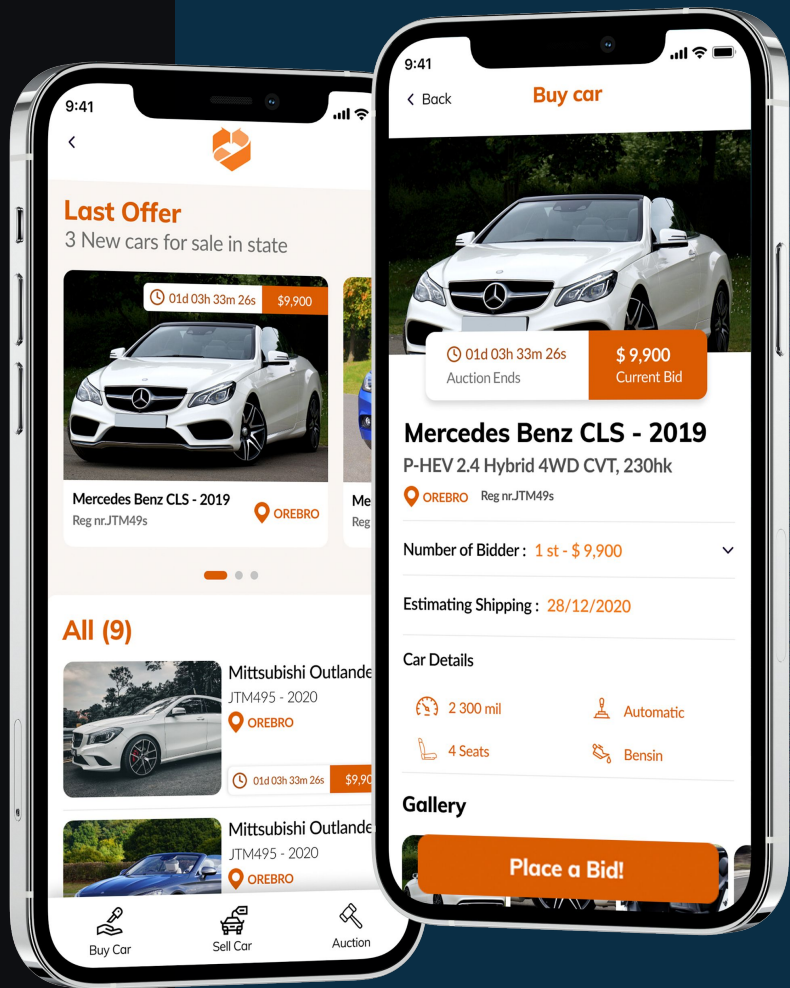
Design concept for the Red Cross app (Thailand)



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Internal Cars

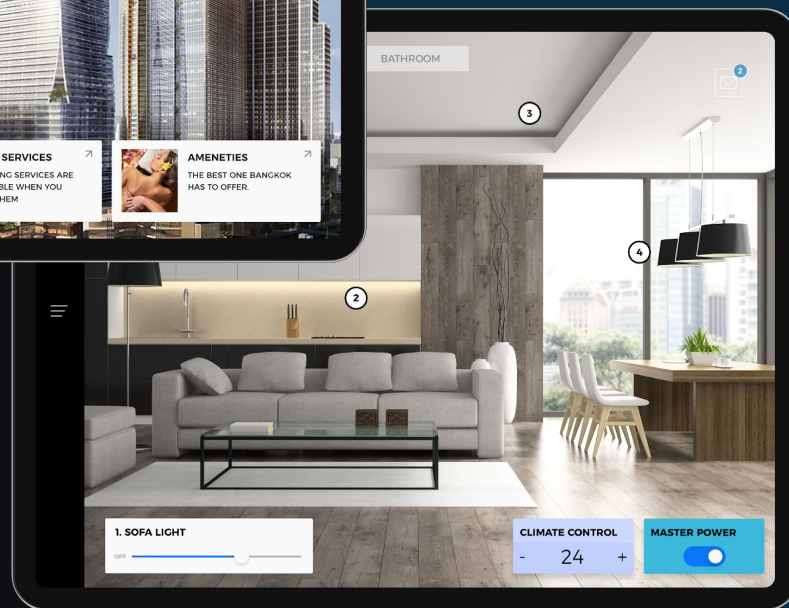
Screens for a car auctioning and dealership solution application (Denmark)



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One Bangkok

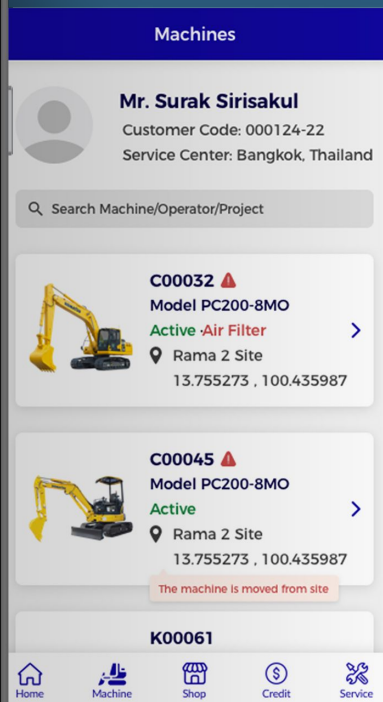
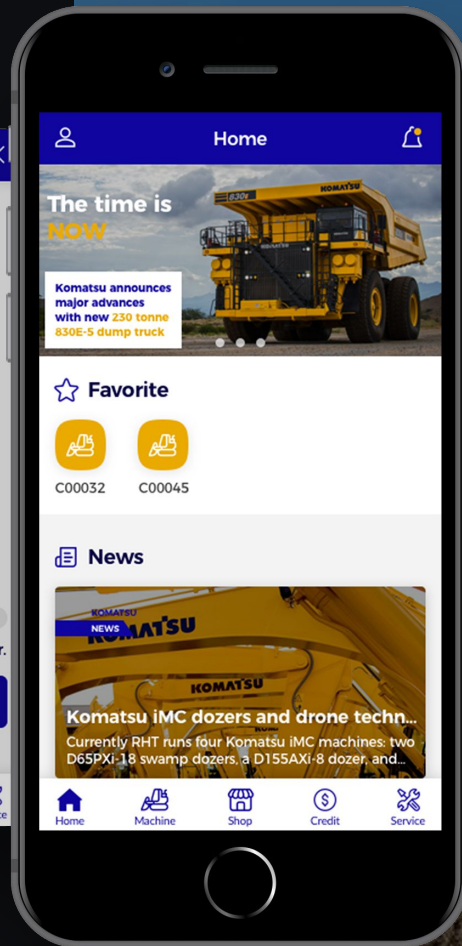
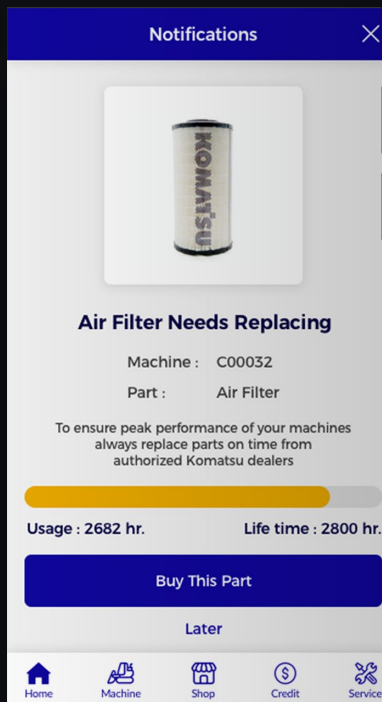
Design concept for One Bangkok real estate project with smart home applications.



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Komatsu

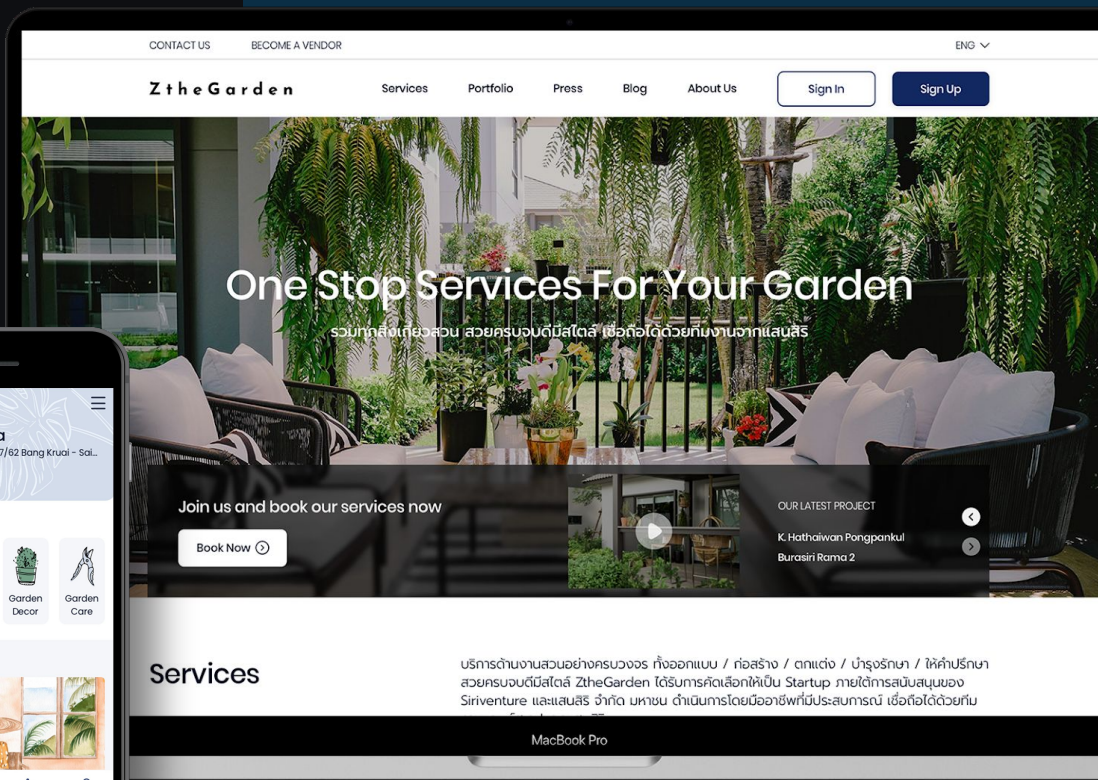
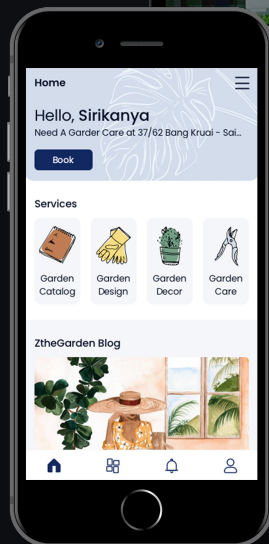
Concept for Komatsu – Equipment owner and operator app. Users can check status and location of machines via mobile, from anywhere.



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ZtheGarden

Concept for a one-stop-service platform for gardening services created for Siriventures (by Sansiri Ltd.)



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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



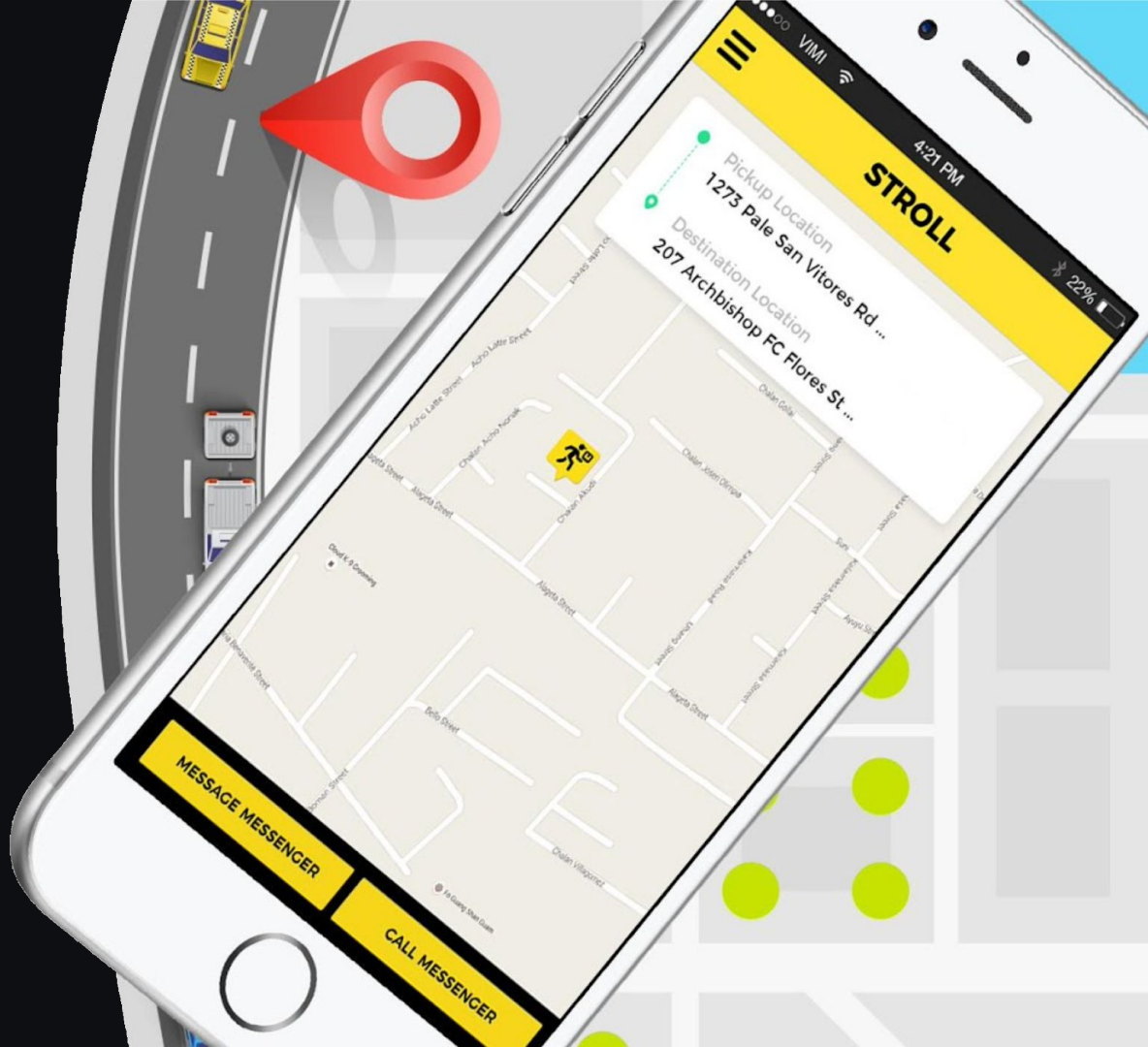
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Ride Hailing Platforms

Design and development of Android and iOS apps to support taxi and motorcycle ride hailing in Bangkok, Guam and Brunei.

"...I wanted a vendor that would go beyond merely delivering on my requests, and would be able to give valuable insights for the business as well. I've been consistently pleased with the quality of work and ideas I've been getting, and look forward to working with the team for years to come..."

Amit Sachdev,
Founder, Stroll Guam



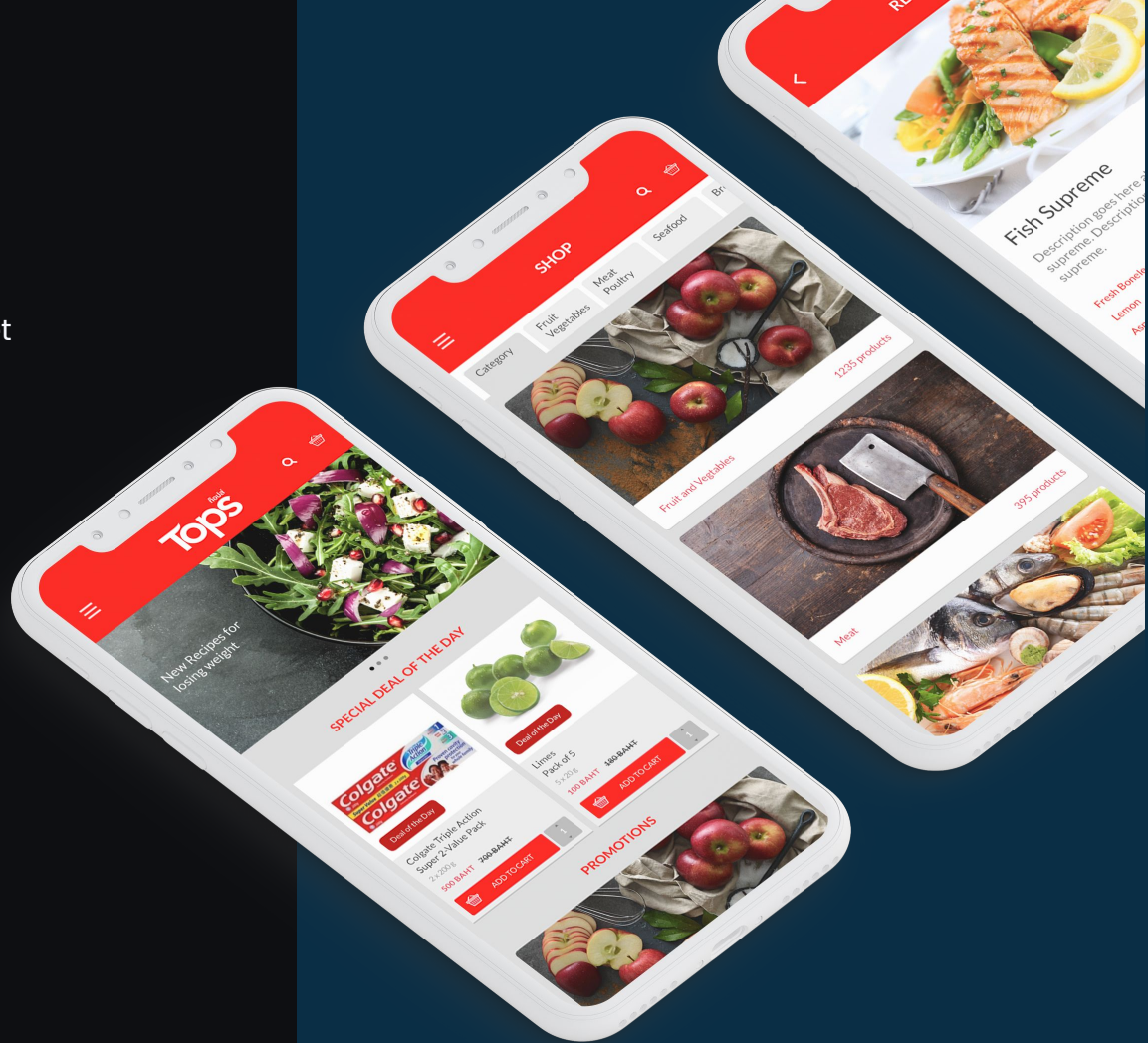
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Tops

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



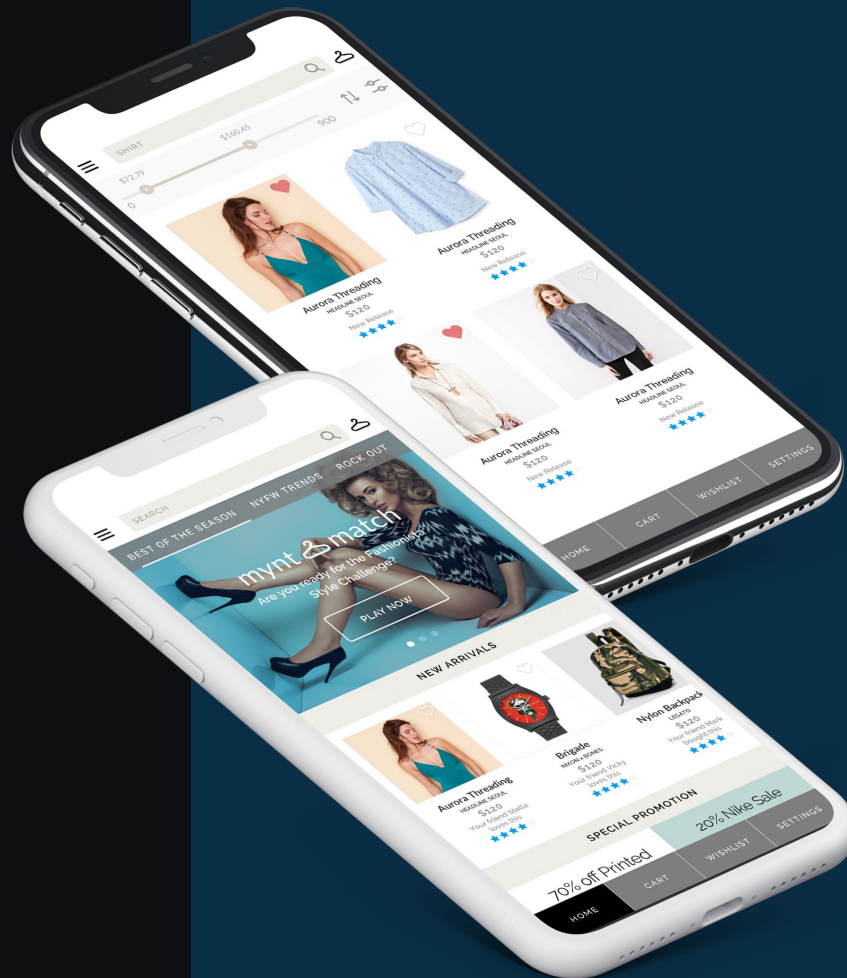
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Bemynt

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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Example:

The new sign-up process we created for Rabbit Rewards 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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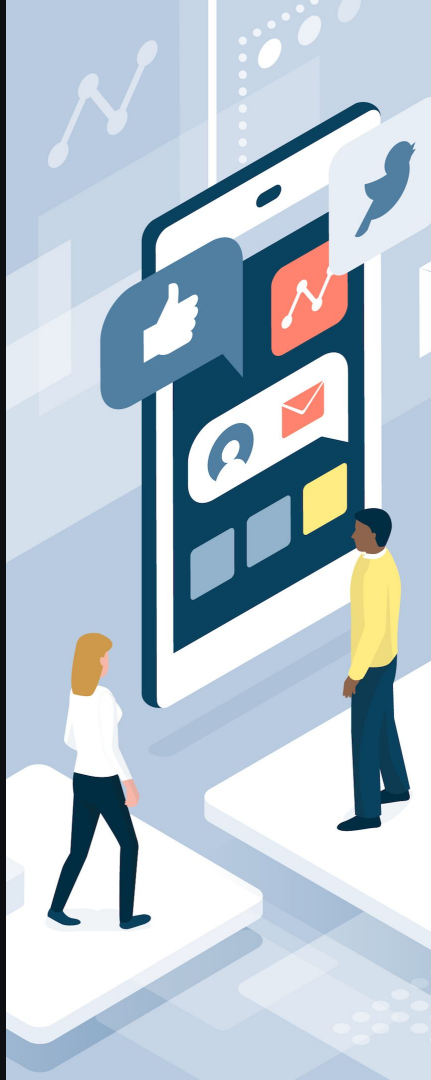
UX UI Design:

Rates per screen (us\$)

Item	Details	Price
5 Screens	Includes PM & QA for up to 2 Revisions	\$2,979
10 Screens		\$4,797
25 Screens		\$8,514
50 Screens		\$15,372

Effective Full Time (Day rates)

Name	Description	USD
Designer	UX / UI / Graphic designer	\$252
Designer (monthly)	UX / UI / Graphic designer - 20 days	\$4,455



PACKAGE DETAILS

- ★ Custom design from scratch
- ★ Process includes provision of:
 - Flow diagrams
 - UX / wireframes
 - UI designs
 - Export for Zeplin
- ★ Two revisions at every step of the process

SPECIAL PROMOTION

- ★ Design documentation and Prototype dynamic mock included

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Thank you

CONTACT US

Mike Darnell / Director

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

Line/Skype: mikedarnell

mi@vimi.co