

Competitive

# Relisource



[www.relisource.com](http://www.relisource.com)

# User Interface design for Software and Website

## The Useful Aesthetics

In ReliSource, we make good looking functional things. As an expert in user-centered design our UI design process blends technical functionality and scalable visual elements to create a system that is not only operational but also usable and adaptable to changing further user needs. For a given software or Web UI, ReliSource Design Team starts with **Task Flow Analysis**. Once it's sorted out, it moves on to **Storyboarding and creates wireframe**. Finally, the Design is done in Photoshop or Illustrator and the optimized output is given for development. **A focus group of users** are involved in every step of ReliSource's UI design process that delivers a unique blend of **functionality, usability and aesthetics** which is a rare quality in most other UI design team or company. ReliSource's specialty is it understands factors that measure success criteria of the UI with a deeper insight of usability and thus taking the client a step ahead towards achieving higher ROI.



## Usability testing and enhancement

### The Art of making things explicitly usable

ReliSource brings the best of both Art & Science through its **Usability Testing services** to measure how well users are responding to the **design, presentation & workflow of the application**. Properly optimized User Interfaces can **enhance user efficiency, reduce errors, minimize learning curve and save up to thousand hours of production time** in a high intensity production environment. ReliSource helps its clients to save significant amount of investment which they might have otherwise incurred in redoing interface optimization after facing various issues during production or after receiving negative user feedback.

# Web content creation & Copywriting

Web Banners, Advertisements, Icon set and Artworks for Web

As an expert in creating Stand-Out Web Content, ReliSource can help you get the most out of your current or new website by creating effective customized contents like **Banners, catchy Advertisements, Icon set, web graphics** and **web artworks**. Also ReliSource's copy-writing team are experienced in creating **trendy write up** with **latest buzz-words** for your website that your customers can **easily comprehend and connect to** in a very enthusiastic and positive way. The write ups are cleverly written to reach your target audiences and customers by gaining the **required visibility in major search engines**.



## Logo design

Logo that reflects the Essence of your Company, Product and Brand

A Logo should not only be beautiful, it should have specific purpose as well. **A good logo may inspire Trust, Recognition and Admiration for your Company, Product or Brand.** It should be simple enough to remember and decipher against your purpose with least possible elements. So, keeping a balance between simplification and hard core illustration is extremely important.

ReliSource Design team is biased towards creating **meaningful and stand out logos** that can uphold your company's motto, goal and individuality effectively in a **world of competitive crowd**.



# Brand identity development

It's about how you want consumers to PERCEIVE your Brand

At ReliSource, the Brand Identity Development Process begins with rigorous Research & Analysis of a Marketing Scenario that sets the foundation of a Broad Line Marketing Strategy for development of its Identity. This foundation carries out creative works for elements like **Logo, Tag Line, Name Card, Letterhead, Website, Printable Items, Brand Color, Design Guidelines and other Offline & Online Marketing Materials.** ReliSource design team will help you achieve a Stand Out Brand Identity through consistent style, significant visual elements and precise guideline to create distinction with others and which is based on the ultimate principle of simplicity – ‘Less is more’.



# Printing Products and Marketing Materials design

Brochure, Flyer, Presentation Folders, Poster, Stickers, Event and Advertisement Posters



To get the most out of your Offline Marketing Campaign, ReliSource Concept & Design Team can design Printing & Marketing Materials to effectively communicate to your customers and prospects. We will help you Inspire, Inform & Influence your audience by participating in your bold ideas and reflect those in the final design. ReliSource design team strives for **Perfection, Precision and Distinction** when it come to the matter of your companies image through some mere pieces of paper!



# iOS & Android Apps Development

## Design, Development, Enhancement & Porting



ReliSource Design team produces compelling User Experiences and User Interfaces across multiple versions of iOS and Android following their individual Design Guidelines. Our design process blends **Technology and Aesthetics** to build a system that is highly efficient and adaptable to further changes. ReliSource team has wide range of experience in Designing & Implementing various types of **Mobile Device Management (MDM)**, **Location Based Services**

**(LBS)** and **Next Generation Business Applications, like Map & Navigation, Advertisement, Data Management & 3rd Party Tools, Business Management and Utility Applications.** Our specialty is in leveraging the cutting edge recently released technologies like **Bluetooth Low Energy (BLE)**, **Near Field Communication (NFC)** technologies to deliver next generation applications and devices.

# Games for iOS and Android

## Game Concept Design, Artwork and Development



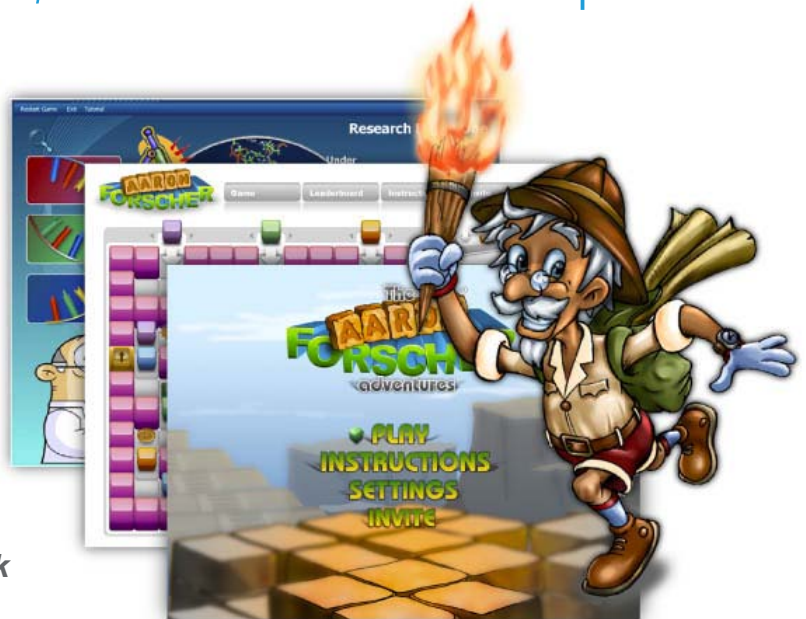
An engaging gameplay and aesthetic finesse coupled with a perfectly working game engine may make a gamer to **“Lose track of Time”!** ReliSource offers design and development support of **games for iOS and Android platform.** Our engineering team is equally proficient developing **2D/3D games** using both **in-house game engines and commercial third party middleware.** With our in-house asset development team we can deliver wide range of games from **puzzle to platformer, from racing to RPG** capitalizing **multi-touch interface, accelerometer, GPS and camera** to bring amazing new experiences to the gamers.



# Games for Facebook

## Game Concept Design, Artwork and Development

As an early adopter in Facebook Game development, ReliSource prides itself in efficient Development to bring your Game Product to Reality in time. Our Game development process starts with a thorough analysis of your target market to identify and visualize how game dynamics will be perceived by the actual gamers. With extensive experience in **Game Concept, Game UI, Game Engine, Game Logic design, advanced skill set of Facebook platform** and other necessary **tools & scripting**, ReliSource has successfully



developed games that actually realize your vision. Like other social games, Facebook Games need continuous supply of quality assets, which is one of the inherent capabilities of ReliSource having working experience in a variety of platforms giving a competitive advantage over your competitors.

## Concept design and storyboarding

### For TVC, Online and Newspaper Advertisement

Rather than going BACK to the Drawing Board, ReliSource believes in starting with it. Regardless of the type & extent of your marketing & business propositions, ReliSource rigorously brainstorms and captures all the possible Concepts & Ideas in a storyboard before starting the actual implementation. We provide the **Concept Design & Storyboarding services** for various organizations for planning their **marketing campaigns, Commercials, Online & Offline advertisements**, even **proposals and presentations** to convince their customers or stakeholders.



## Case : Revamping Social Music Network website

A Digital Content provider unsatisfied with the results in-house came to ReliSource to build their referral-based Social Music Network linking both artists & listeners. After a thorough analysis of the workflow, ReliSource designed an exclusive UI with Intuitive Navigation and easy Interaction to engage more users, while keeping the environment fun & engaging. Streamlining User Experience, Designing homepage, profile pages, music player, icon sets, web banners, advertisements for other sites, posters for road-shows was the integral parts of this whole project. The client was extremely happy about its outreach to its user base that was triggered by the UI built by ReliSource team.



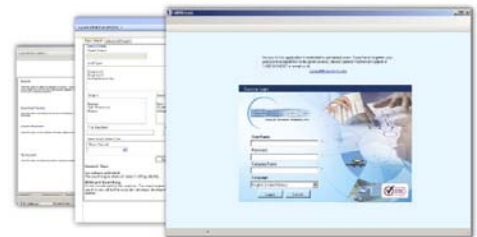
**Before**



**After**

## Case : Usability Enhancement for a web app with high traffic & sensitive data

A global provider of Cold Chain Visibility Solutions wanted to improve Usability of a High-Traffic Web App of sensitive data. With a thorough workflow analysis, ReliSource came up with a new UI that will significantly simplify the core operations of the application. The optimization included restructuring elements, redefining user types and workgroups, introducing visual clue for quicker recognition of Tasks, assigning distinctive Color & Shapes for faster adoption of features and a new look-and-feel for the whole application. Finally, a 'Design & Usability Guideline of Best Practices' was created for all future web and software interface designs. The client was satisfied with the redefined usability and streamlined workflow in place, contributing to higher productivity & minimum learning curve for new users and thus achieving a higher ROI.



**Before**



**After**



# “ Testimonials

*“We had the fortune of finding ReliSource after a negative experience with another firm. ReliSource not only re-affirmed our commitment to offshore development, but delivered results that consistently exceeded our expectations. They routinely went above and beyond the call of duty, providing us with a true extension of our core team that we could trust.*

## Chief Technology Officer

Online based Digital content provider company

*“As usual, we have high expectations from the ReliSource Design team. We're now used to with the impressive effort that was exhibited on the Graphics & UI Design, and that makes me confident that this set of projects will be a success as well.*

## Director of Software Engineering

A global provider of Cold Chain Visibility Solutions

*ReliSource is a leading IT Consulting and Software Development firm established in 2003, powered by diverse skilled engineers and experienced management team. With years of expertise in offshore business model, it provides technology services for a broad range of industries. ReliSource works as a “Technology Implementation Partner of Excellence” for its clients to help them gain a higher ROI. It has extensive expertise and domain knowledge of Embedded Systems Design, Development & Engineering, Enterprise Application Development & Integration, Mobile Applications, Software Quality Assurance and Creative Art & Design works. ReliSource is committed to quality service and complete customer satisfaction, on time and on budget.*

## Contact

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