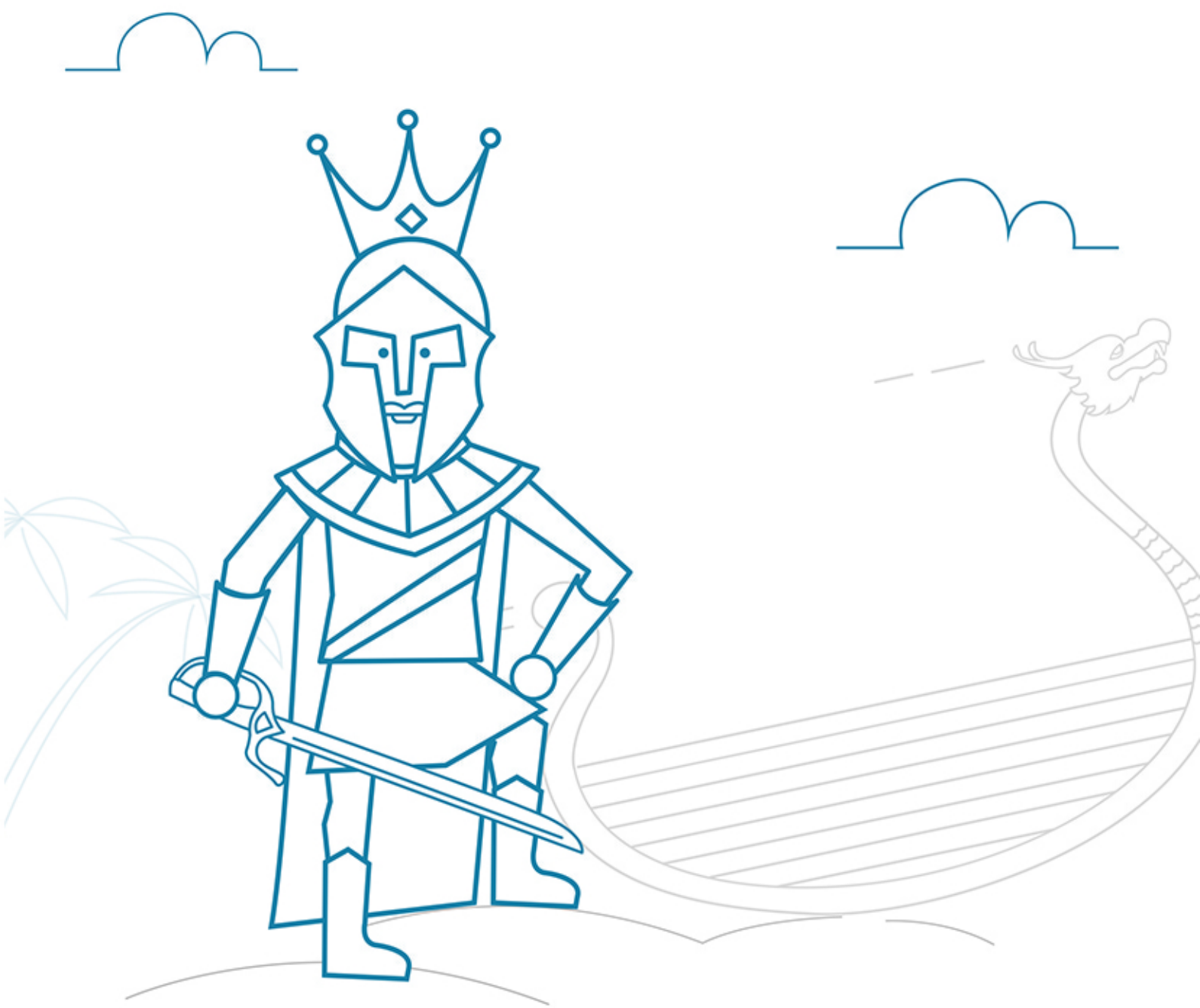




Hitasoft
thoughts sync with action



BRANDING

A HOLISTIC APPROACH For
Lasting Value

Using design, **Strategy, Analytics, and Technology** we help improve your conversion rate, refresh your brand, engage customers, or streamline your business — Hitasoft delivers lasting value to your entire organization.

INITIAL CONVERSATION



Schedule an **Introductory call with our Team**. Share the details of your project and get to know more about our Process, Relevant work, and Team.

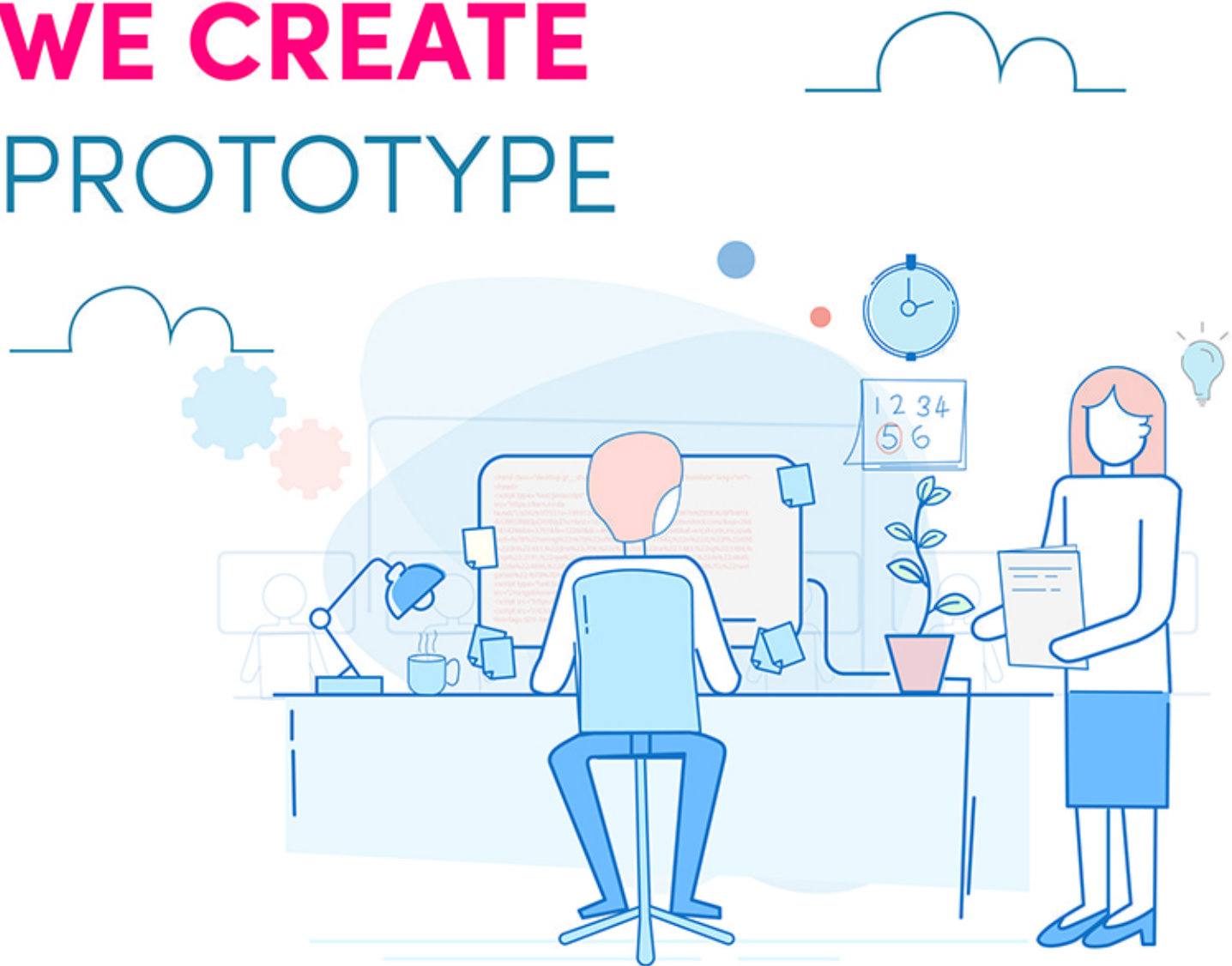
PRODUCT MEETING

Meet with our product team to discuss the scope of the project. We will discuss strategy, pricing, and timelines so you can determine if we are a good fit for your mobile needs.

FEATURE SET OUTLINE

We'll write up a strategy document that outlines all of the features for your initial application. Once you approve the feature set, we can move on to the prototype.

WE CREATE PROTOTYPE



INTERACTIVE PROTOTYPE

Based on the Feature set outline, our **Design Team** will put together a low-fidelity prototype. This will give you a **Good Idea of how the App will eventually Function** and you can decide if it meets your Expectations.

CONCEPT VALIDATION

Take your **Prototype** and show it to friends, stakeholders, and Investors. This gives you invaluable feedback for your concept without any commitment. Once you're satisfied, you can reserve a spot in our Build Schedule.

WE BUILD

HIGH-FIDELITY VISUAL DESIGN

The Design team **will add visual Polish with dynamic colors, Fonts, and icons**. These will be Approved by you before moving into development.

EFFICIENT DEVELOPMENT

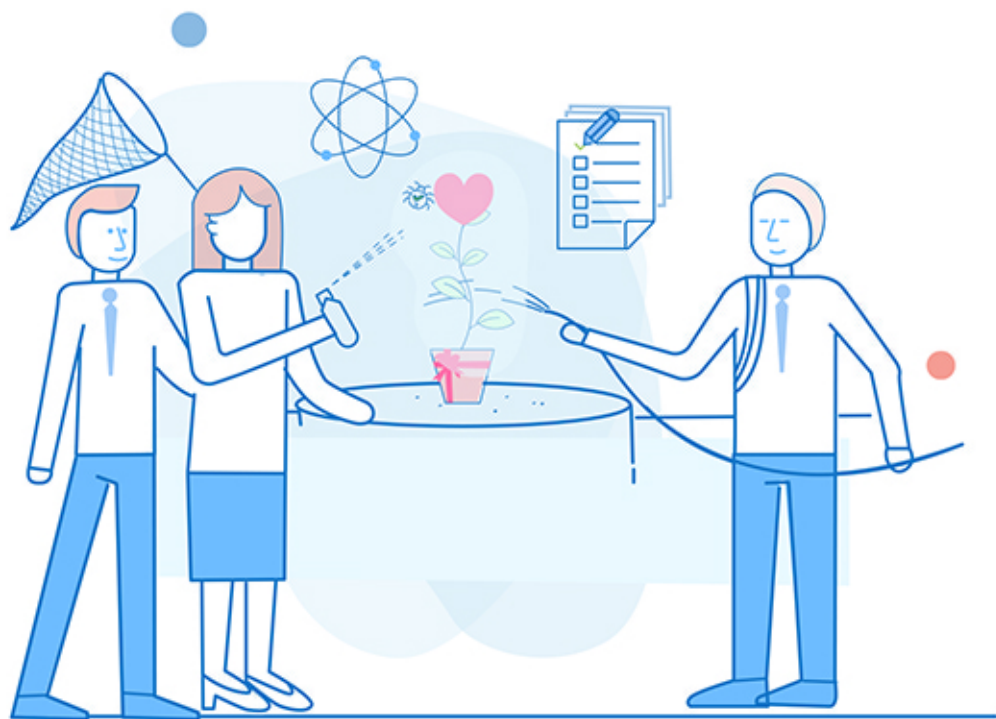
Using **Modular Components** common in all Apps, we're able to build your app in **Right time without sacrificing Any Quality**.



RELEASE TO THE **APP STORES**

Your App gets submitted to both the **App Store** and **Google Play Store**. Once approved, your app is ready for the whole world to see and Experience!

WE ITERATE



MAINTAIN YOUR PROJECT

We'll provide you with access to our **PMS portal**. This let's you manage content and users for your project without touching a line of code.

GET MARKET FEEDBACK

Instead of charging you to conduct user research, we use our **Expertise to help you quickly** get a quality product on the market and start getting valuable market feedback.



ENHANCEMENTS

Using Market feedback, we can make **Adjustments and add Road-mapped features**. Timely iteration is key to successful products in a fast-paced industry.

GROW YOUR USER-BASE

A Business is only useful if People are using it! At this point, you will have all of the tools necessary to grow a large user-base for your **New project.**

