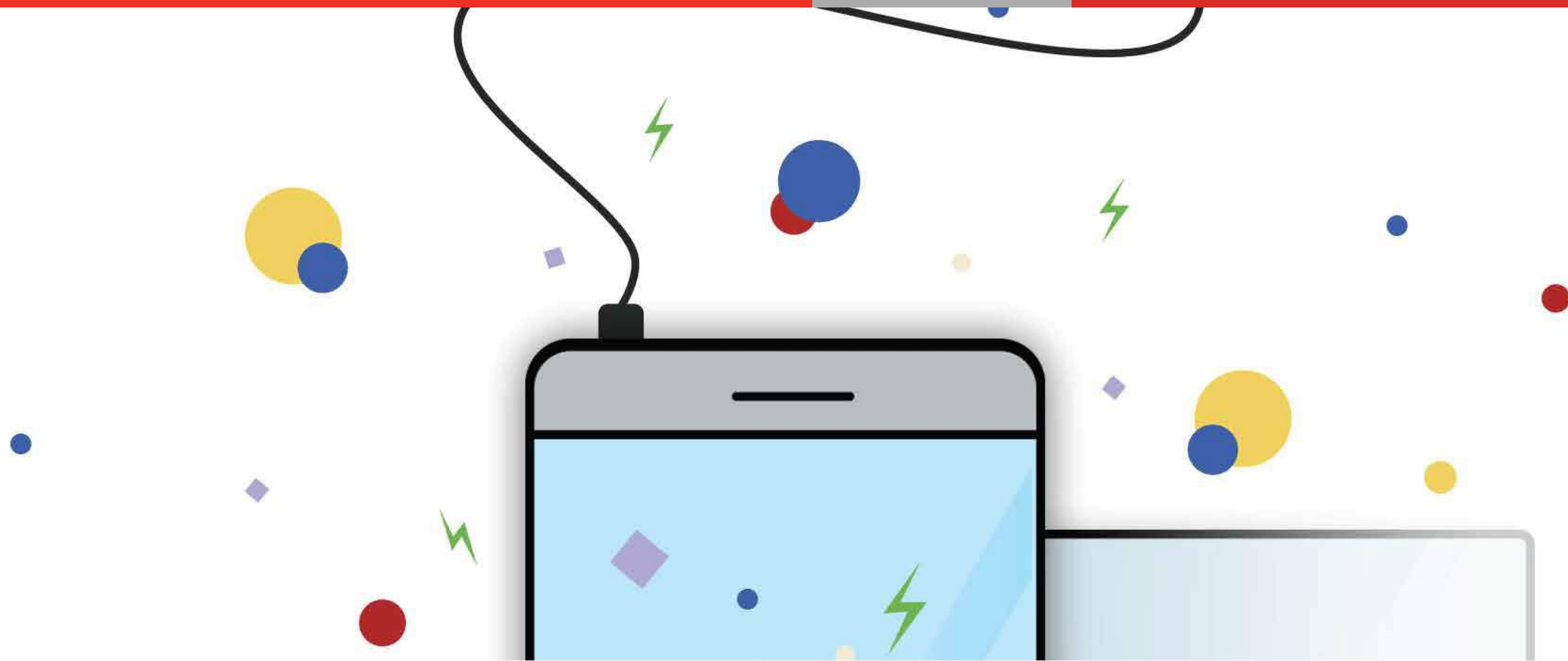




# App2World

## MOBILE VISUAL DESIGN

- The design of mobile applications
- User interface design
- Adaptive web design of online service interfaces





**APP2WORLD**

MOBILE VISUAL DESIGN

## • About the company

App2World team is united and inspired by the mission - to efface the boundaries between man and technology with the help of visual design tools and their interaction.

For this purpose, every day we are working on a total audience in millions of digital-projects users of leading companies, - improving existing and implementing new products, start-ups and services.



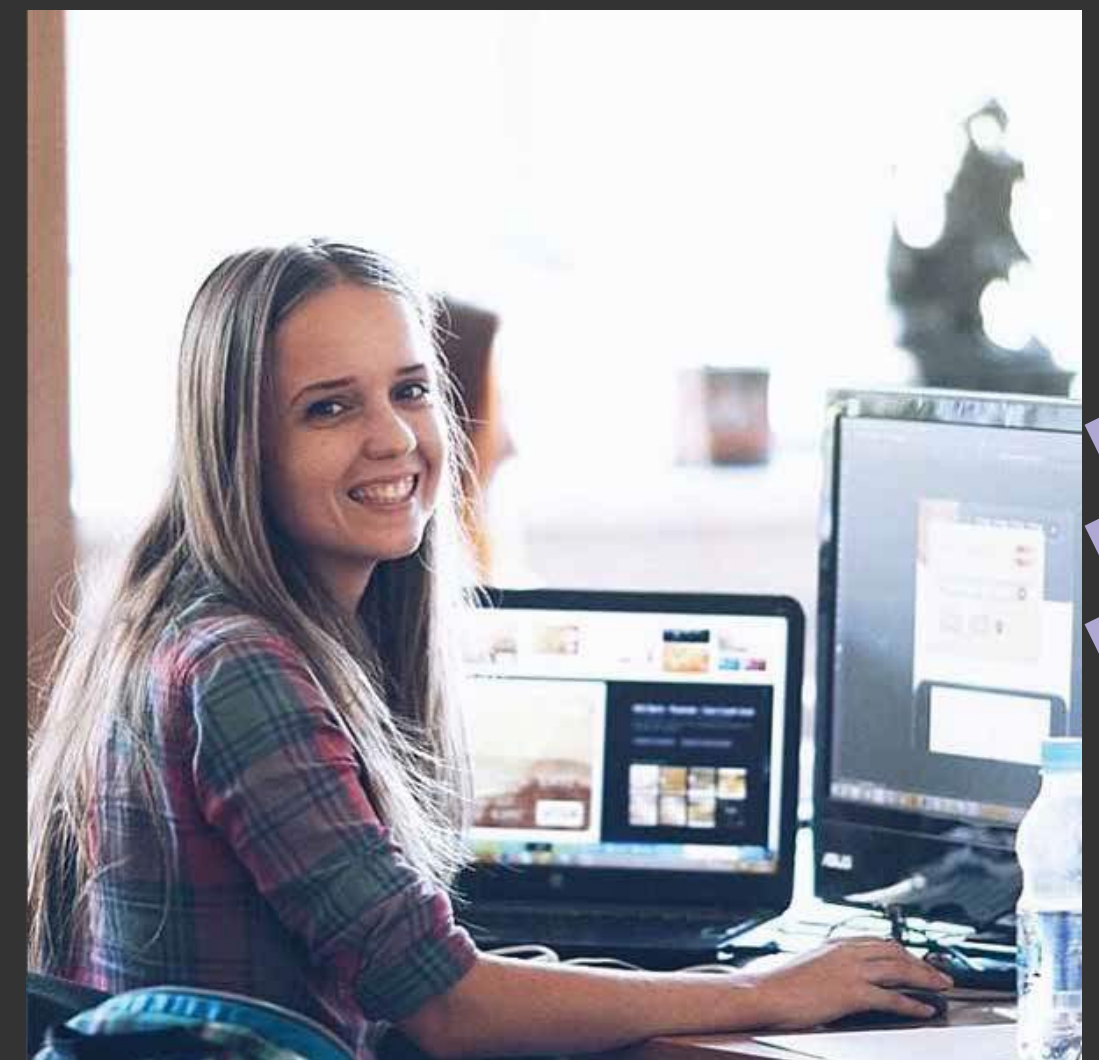
### Work and experience

The Company App2World works on digital market for over 5 years. During this time, the expertise has significantly increased, allowing to release the complex multi-level projects and to cooperate with the leading companies in Ukraine, other European countries and the US.

Today App2World is engaged in conducting long-term projects, supporting, and releasing new digital-products, services and companies to the market.

### Our Team

Key specialists App2World Company: UX-designers, UI-designers, interface designers, usability-analysts. All of them have the highest IT-qualifications and experience of at least three years.





# Specialization

The main specialization of the company is the visual design and the design of digital-products

There are following tasks in the competence of App2World

The implementation of long-term projects for the financial sector in the digital, in particular - the development of mobile applications that are integrated into the financial services, internet-banking, the design of mobile applications used in medical industry.

Visual identification of digital-product, in particular - product design, as well as the redesign and improvement of existing products, application porting to other platforms.

Full support of the project before its release and after a subsequent update of the user interface.



## Mobile visual design



The design of applications for mobile devices with iOS ecosystem



Material design of apps or smartphones and tablets on Android

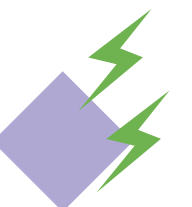


## Adaptive Web Front-end for services



Html + Css + JS or – all inclusive for adaptive design for administration sites systems, consoles.

Design of information architecture, prototyping, development of complex interfaces for financial services, IT-sphere, the financial sector, sites-aggregators and web-applications.







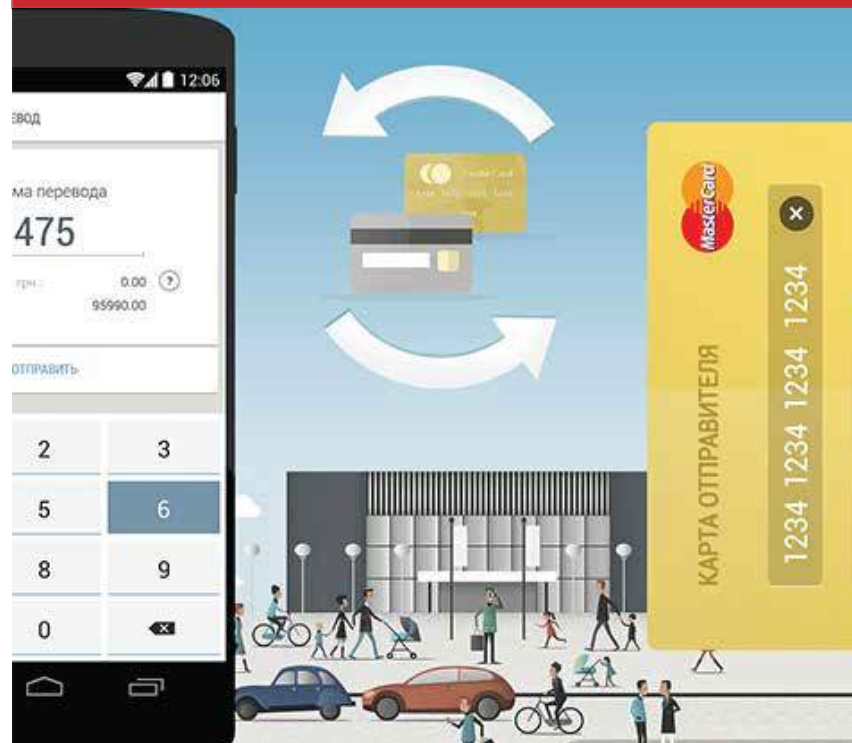
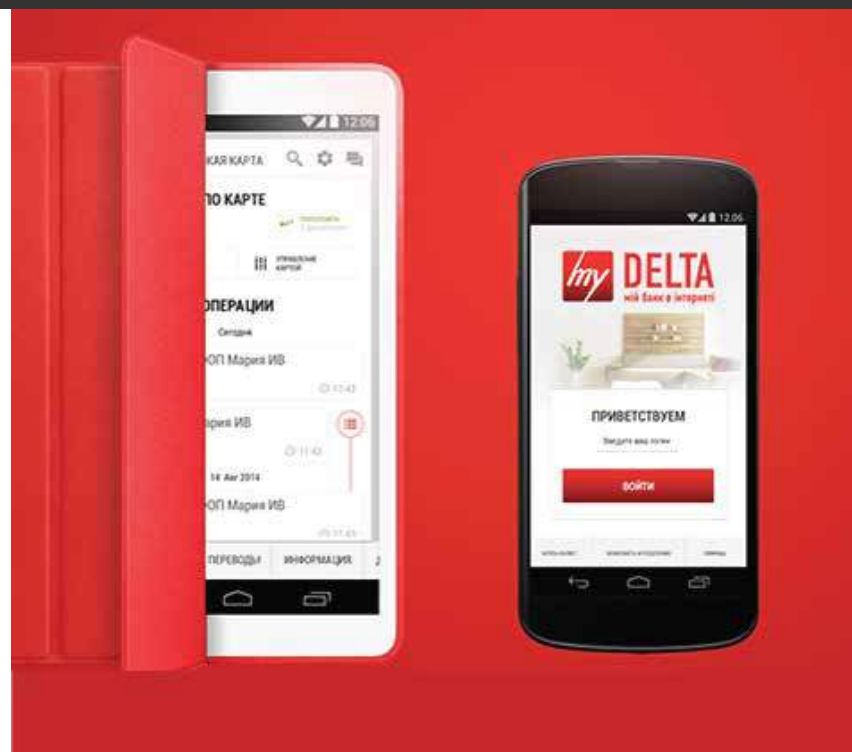
APP2WORLD  
Released projects

# Released projects

20 mobile applications and services

Expertise :

Medical industry  
Business and Finance  
Social projects  
Tools and services  
Brands' Web-sites





78



Ruzbeh Bacha  
Founder and CEO of CityFalcon

"On behalf of CityFALCON, I confirm that App2World has been providing us with UI/UX, design services since 2015. During this time, they have proved to be great experts in their field, diligent, punctual, and easy to communicate with. Their work has helped us to grow our cite during the last year. I am happy to reccomend App2World as professionals in UI/UX and design, including mobile versions."

79



Gerhard Gessel  
Oblaka 10, Oblaka grammar

"Planning and design helped to solve the main usability, appearance and marketing tasks of the project. We have made a very clear and transparent work process. The team takes full account of my puposes, as a project manager, and as a teacher, offering the most successful solutions for all tasks."

80



Pavel Obod  
CEO Sloboda studio

"Our company has successfully cooperated with App2world in projects for sites development, the UX design, graphic materials for marketing promotion. App2world has created design joint projects in the CISC

## • How do we work

### Agile

The approach to the projects management, which is based on the use of iterations, the dynamic formation of the requirements and the interaction of several groups of experts.

### Fixed price

- The budgeting system, while using of which the requirements are fixed directly to the documentation and estimation of the whole project is also performed.

### Time & Materials

The budgeting system, which can be as waterfall, or flexible project management model, and projects estimation is based on the hours spent on the works.

### Dedicated team

Dedicated team of specialists under several customer projects. The customer can change the priority of tasks, in conditions of close communication and simplified management.





APP2WORLD  
Released projects

## CityFALCON



Responsive

CityFalcon is free financial news aggregator for investors, based on the Twitter issue publications and financial media.

### What is done

- Designing of the User Interface service, visual design
- Adaptive interface design for priority to users devices
- Redesign of the home page to attract new users

### How it works

CityFalcon equalizes access to financial news for all investors, regardless of their investment opportunities. The news aggregator filters the content in the network on its belonging to the commercial information and shows publications and tweets relevant to user's queries.

### About the Design

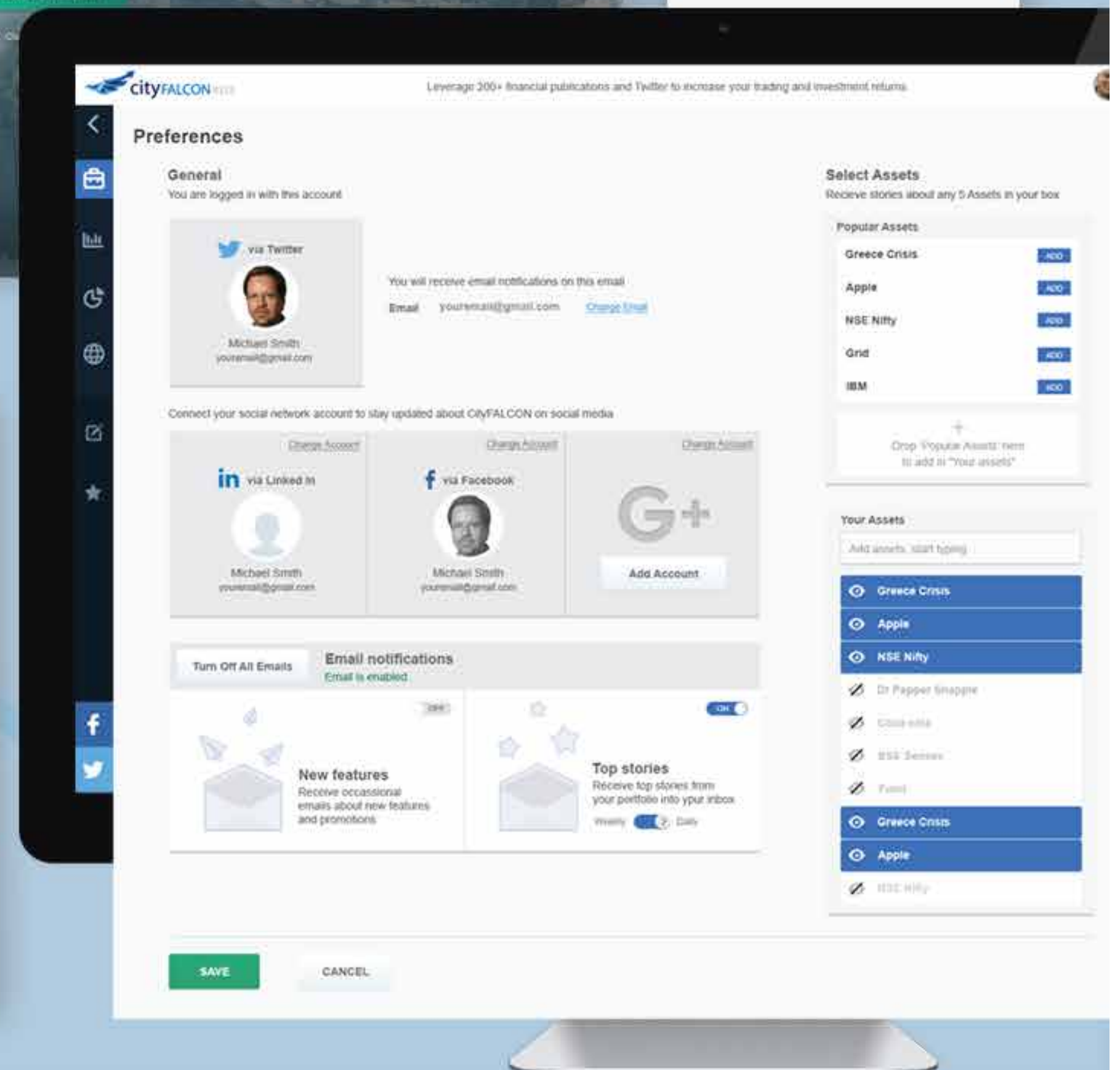
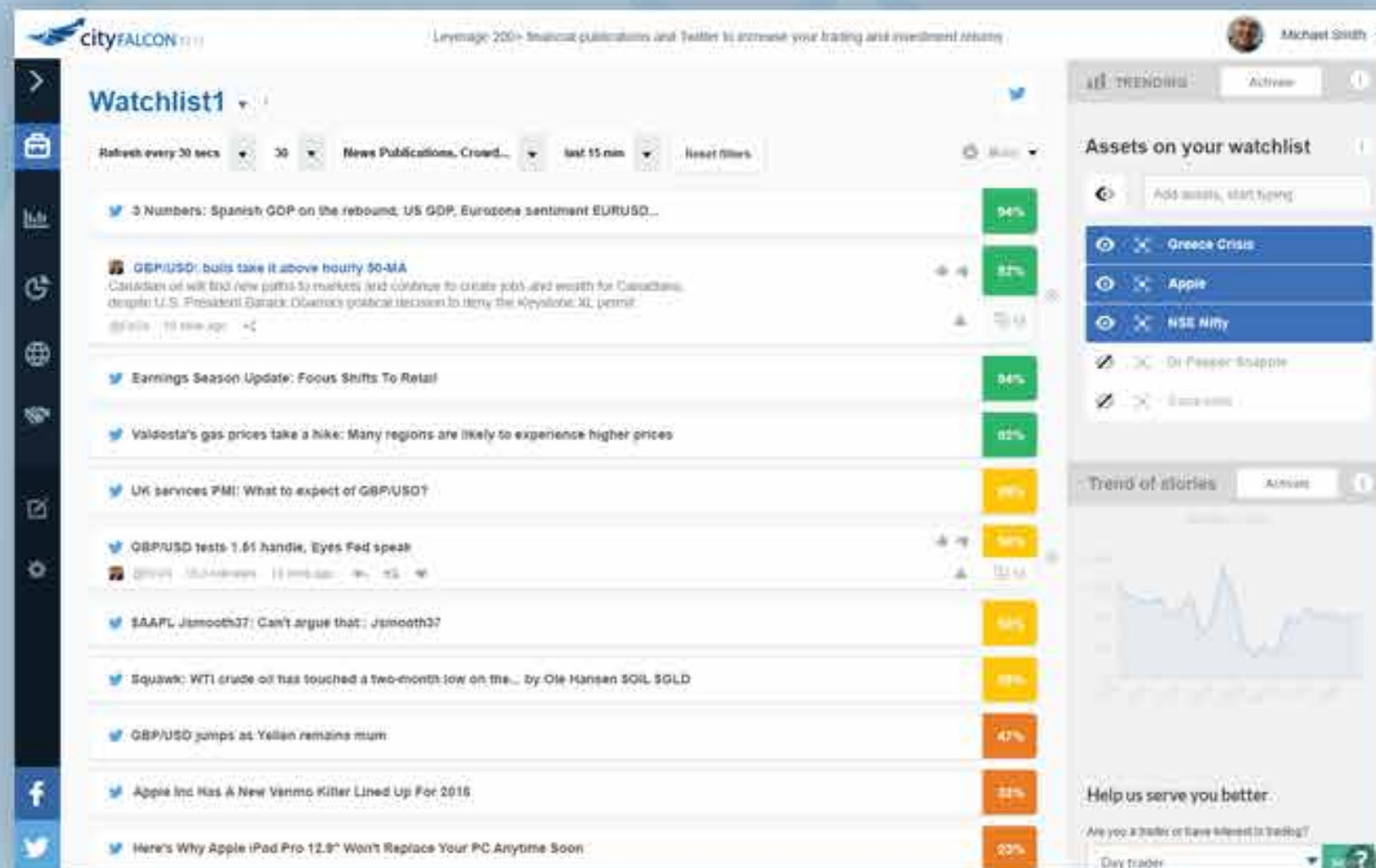
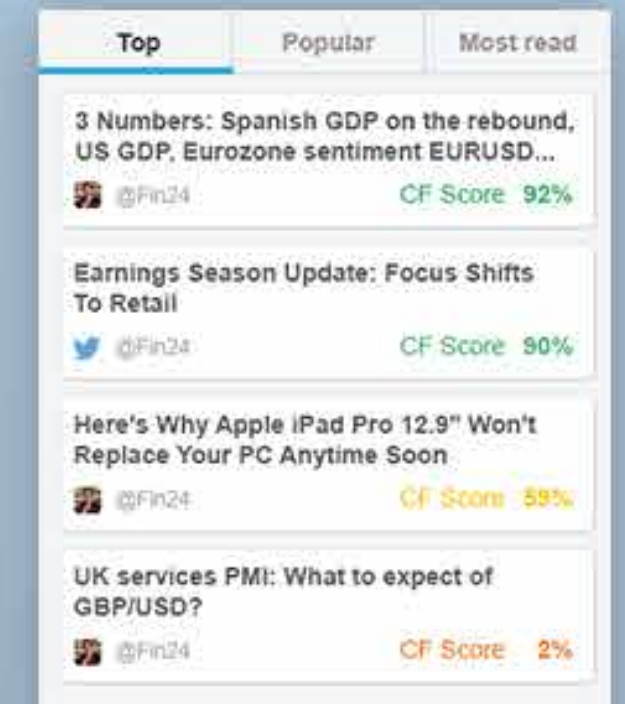
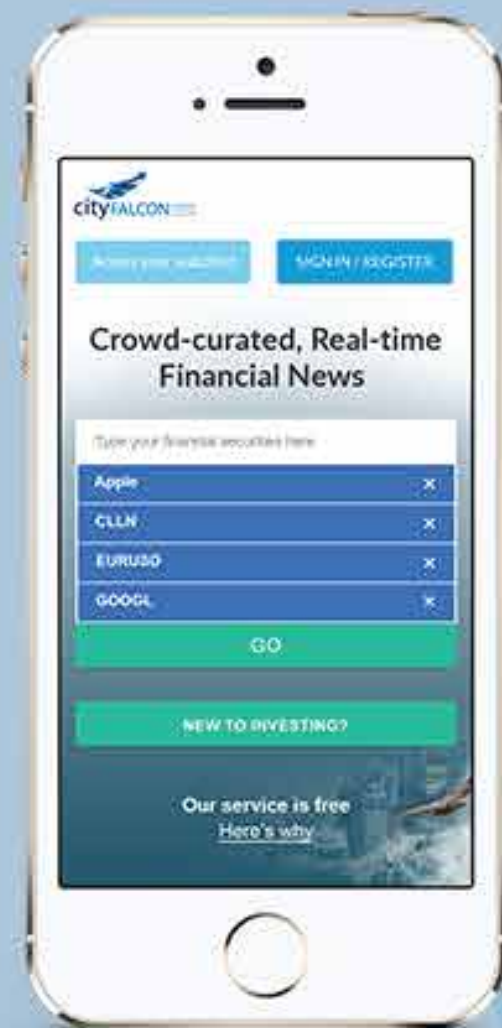
The design of the complex interfaces has 2 features: aesthetics and ease of use.

External interface aesthetics helps to increase the number of service users. Development of the experience use is of a direct impact on simplicity so, that we get a logical, not an intricate system that meets the expectations of the user information.

The fragmentation of the design process is also taken into account: at each stage of development a fragment of the interface was created (for example, a filter wizard, navigation bar and so on.). Therefore, from the very beginning, we were in the same style design so that completion at the later stages concerned only the aesthetics.







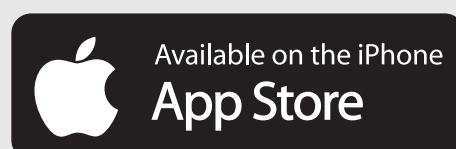




APP2WORLD  
Released projects



## About MemoryOn



Memoryon is a service for photographers, videographers, and their clients. Features: cloud file storage, user upgradeable portfolio and promotion in social networks.

### List of works

- Front-end turnkey
- Design of mobile applications for Android
- Design of mobile application for iOS
- Writing & Design of the Sell Page

### Design Features

First were marked key service options, thereafter the interface design was planned and made. Working through the mobile applications on iOS iPhone launched in parallel with the late stage of the interface: user characters, use cases were defined. After the approval of the iPhone-application, design was ported to Android-smartphone with minimal changes.

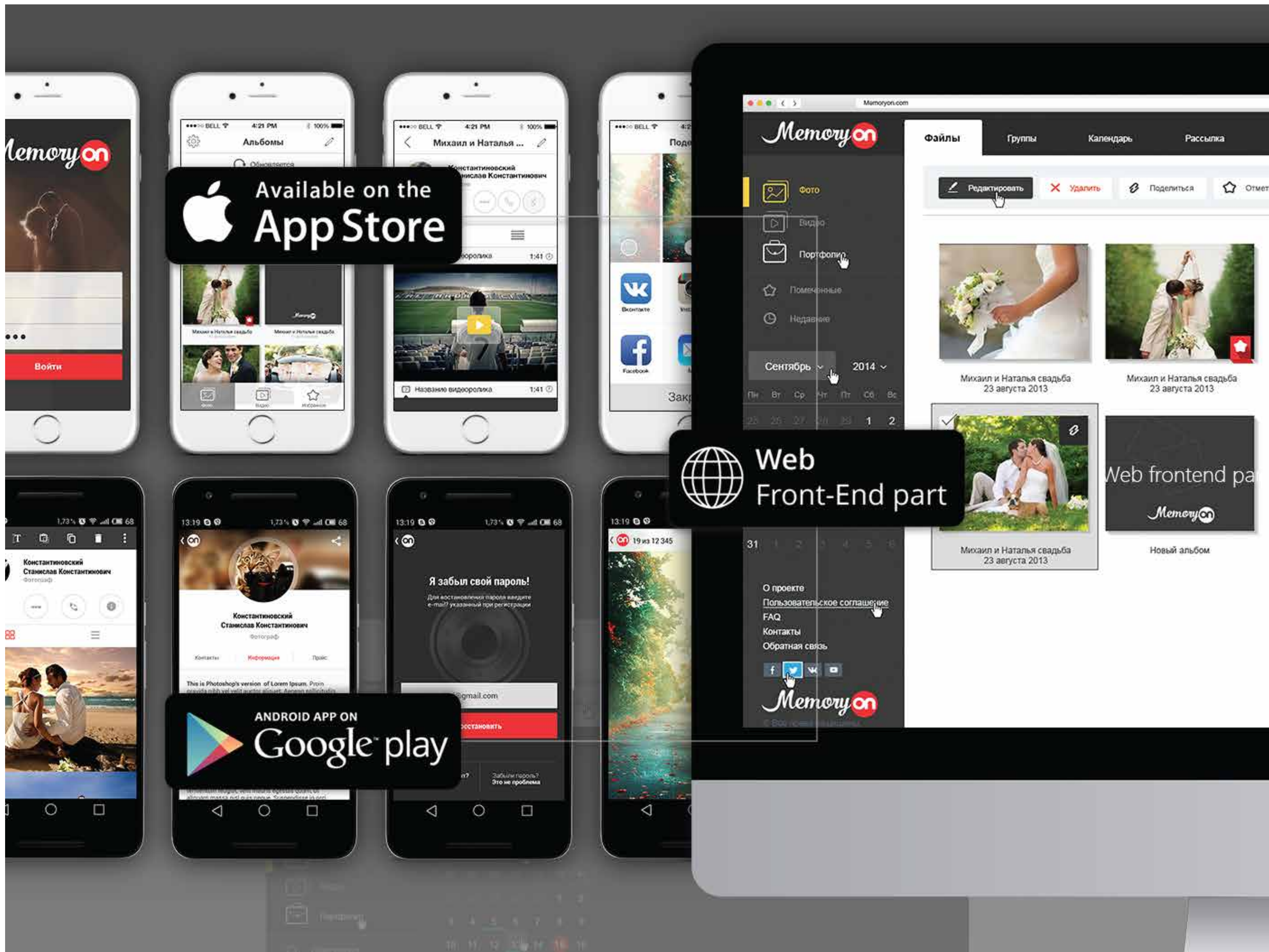
### Work of Service

The purpose of the web part is to organize the work of a specialist, to facilitate the establishment of professional contacts. The following features are realized: User profile, edited portfolio, organization of projects into albums, photo publishing settings on social networks.

Mobile applications are designed for customers: users get an access to your photo album (or video) directly into the smartphone with the ability to wirelessly view on all monitors, spread on social networks, keeping a copy in the cloud.











APP2WORLD  
Released projects



## About Clip Studio



Clip Studio is a Photo Editor app, for Android OS. The main idea is to create a slideshow of users' photos. Moreover a variety of effects are applied to the photo. All additional options are to come from the main features of the application.

### List of works

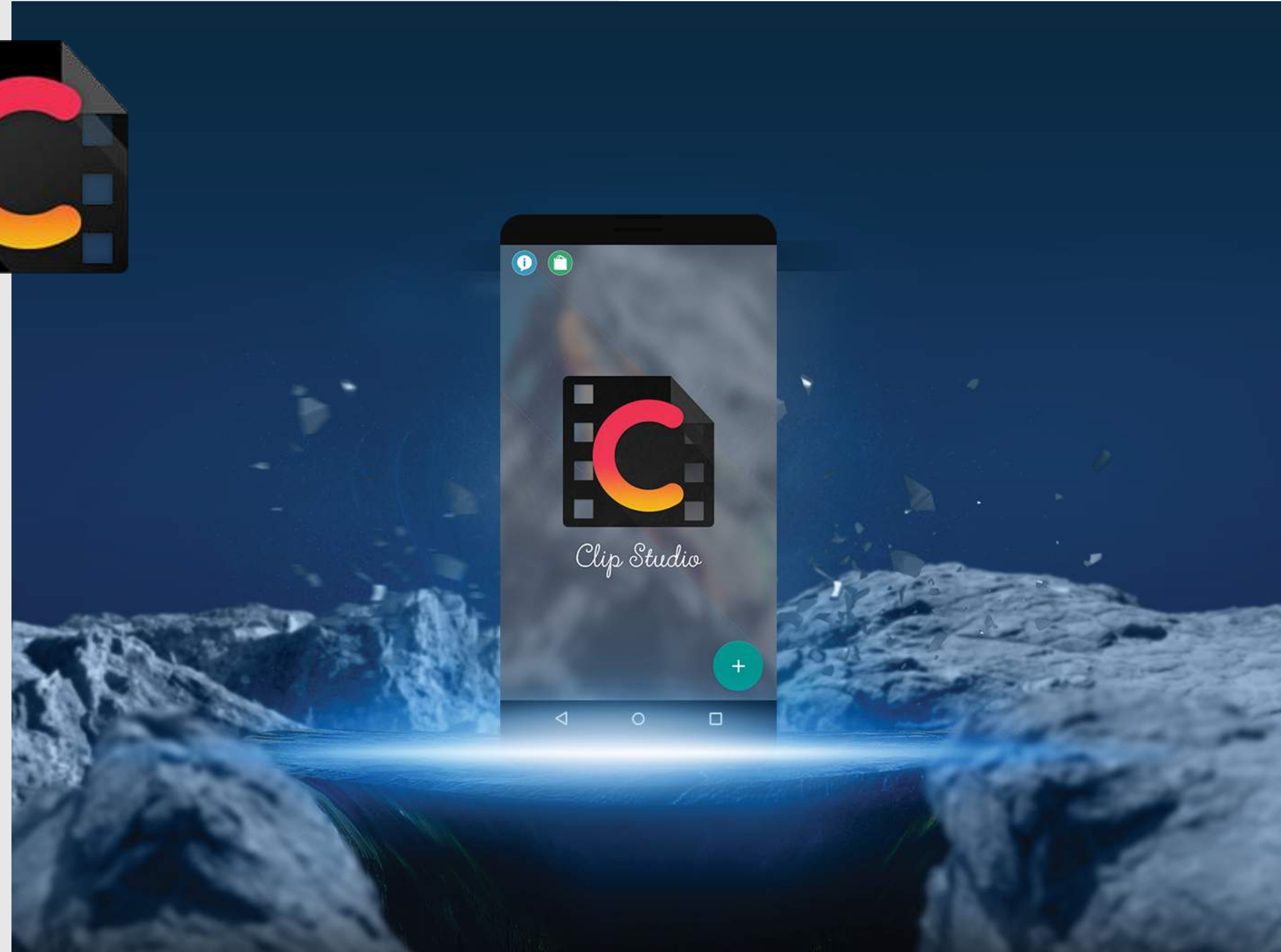
- UX-card design and prototypes of mobile application screens
- The visual design of all application screens
- The idea, sketch, design and preparation of the main application icons
- Technical documentation on application guidelines for developers

### About application

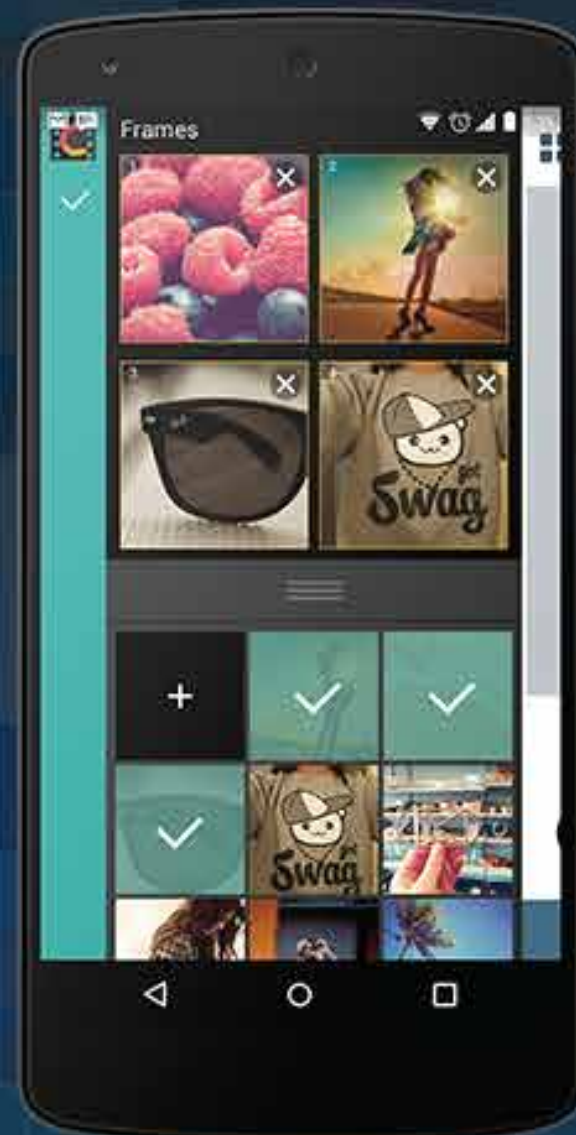
ClipStudio allows you to edit a photo with your phone and edit them in a small clip, which you can share with your friends on social networks or instant messengers. In turn, the application has a content that facilitates user the task of creating clips, making them aesthetically pleasing and stylish.

### About Design

Design tasks: firstly, to design the interface so that the editing process was very fast: it makes sense to place such works in the network, as long as they are relevant. Secondly, to create additional opportunities for the user, using the UI-elements to distribute their slideshow. Thirdly - to motivate users to download content from the company-developer.











APP2WORLD  
Released projects

## Mobile Online-Banking



The application for a system of  
internet-banking Mydelta system of JSC

### What is done

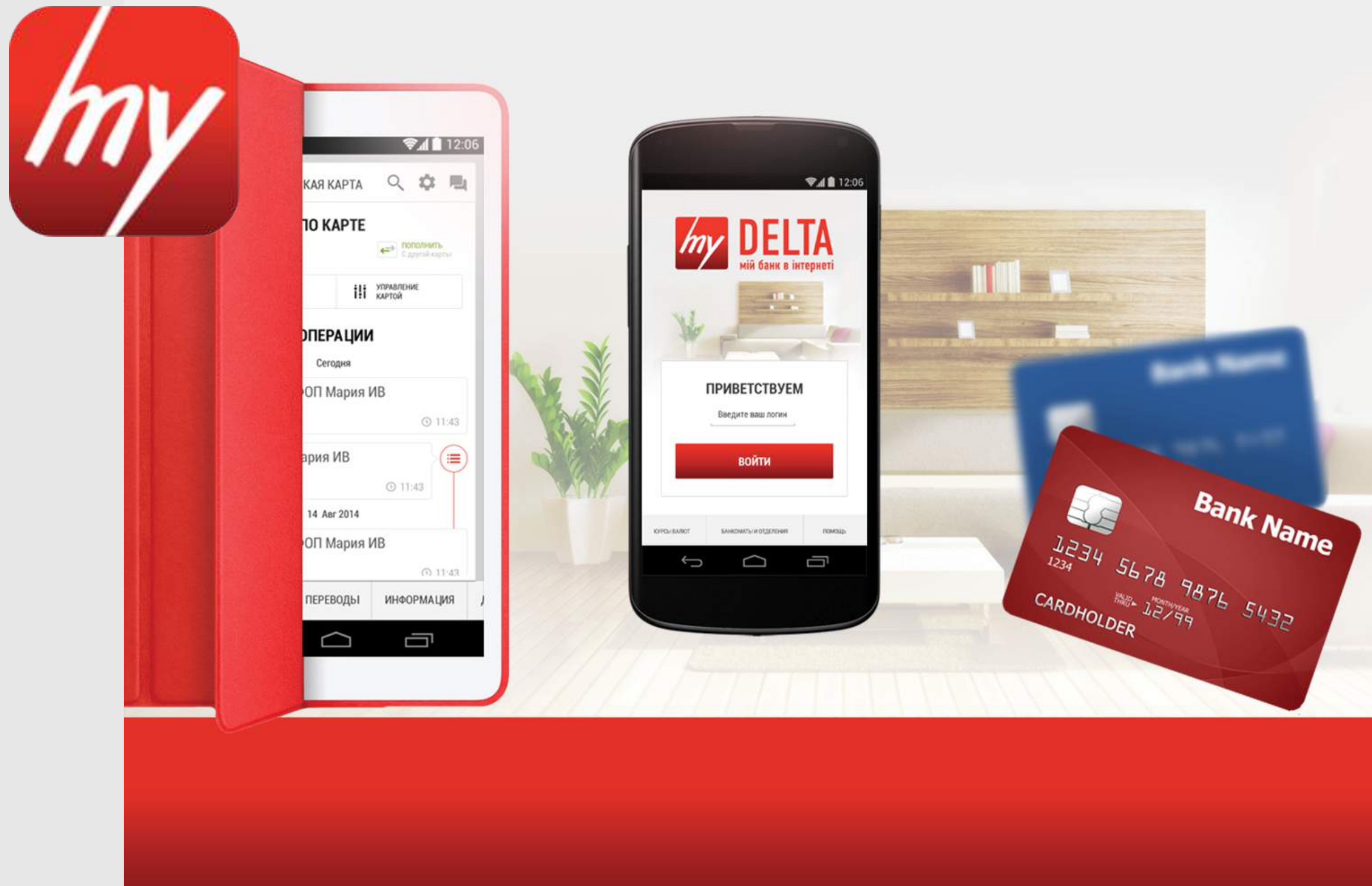
- UX-design and prototyping of mobile applications
- Rigorous, concise UI-screen design, combined with the corporate style of the bank
- Technical documentation, specifications, graphics slicing for passing the design in development

### How it works

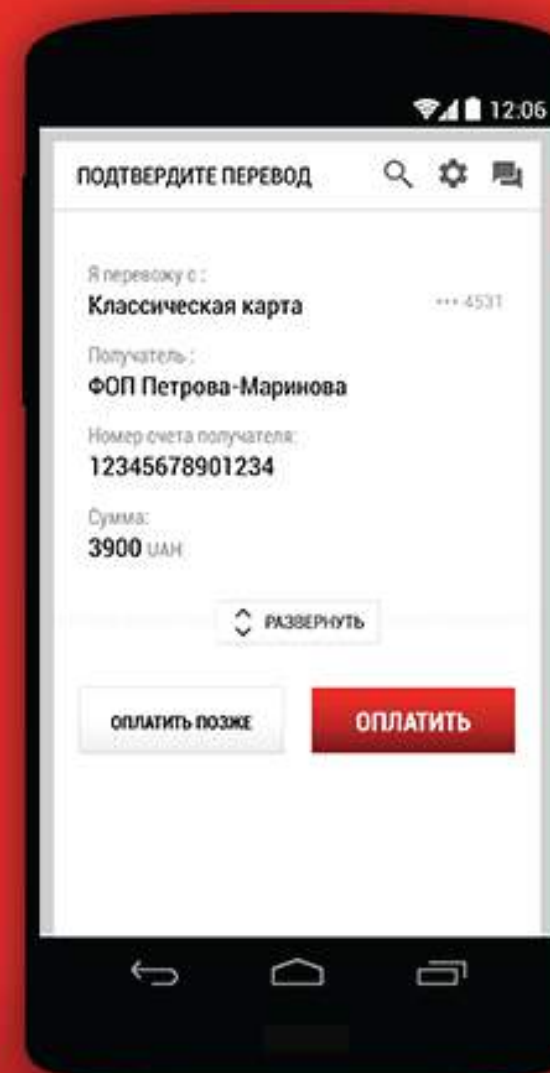
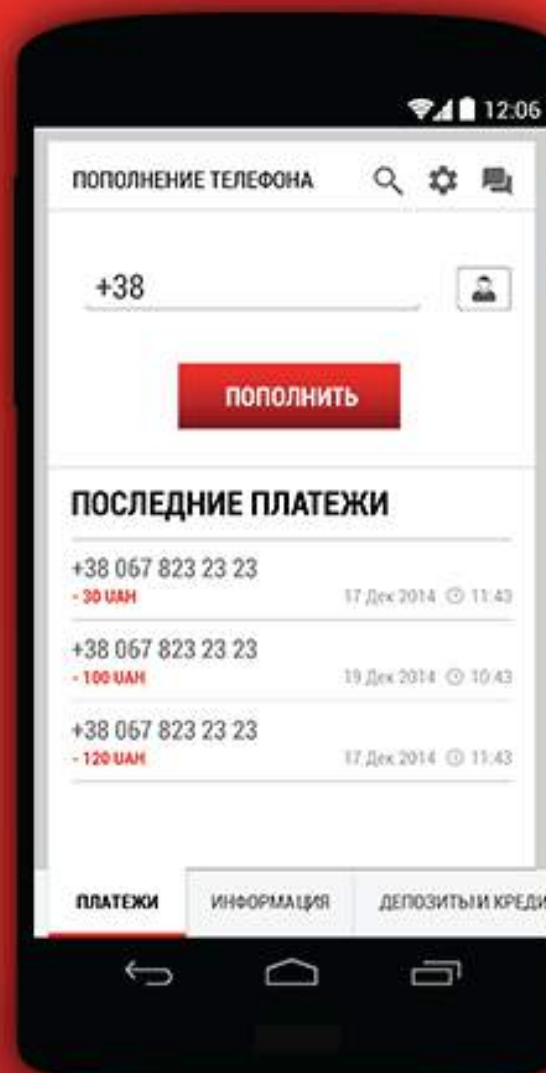
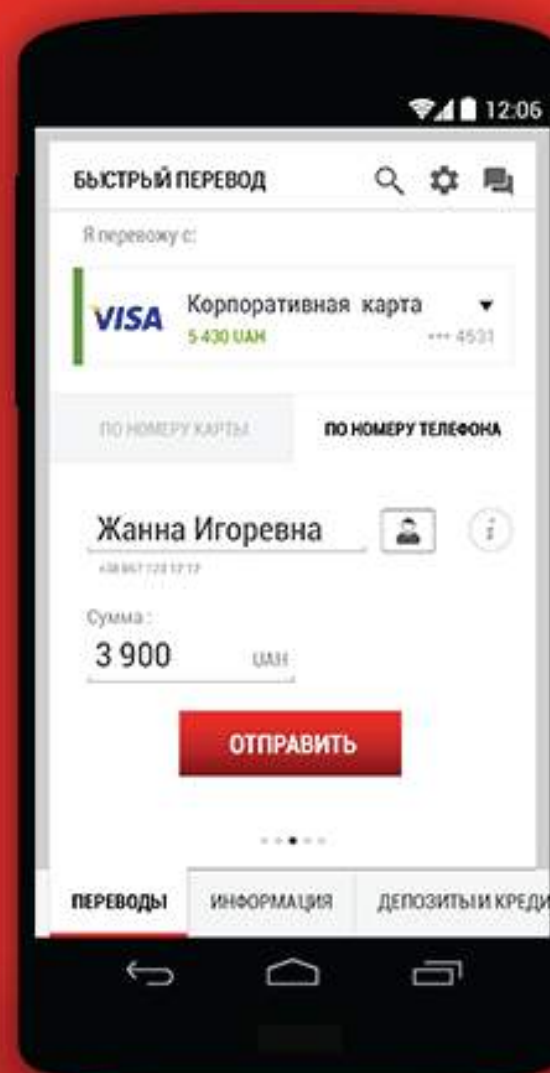
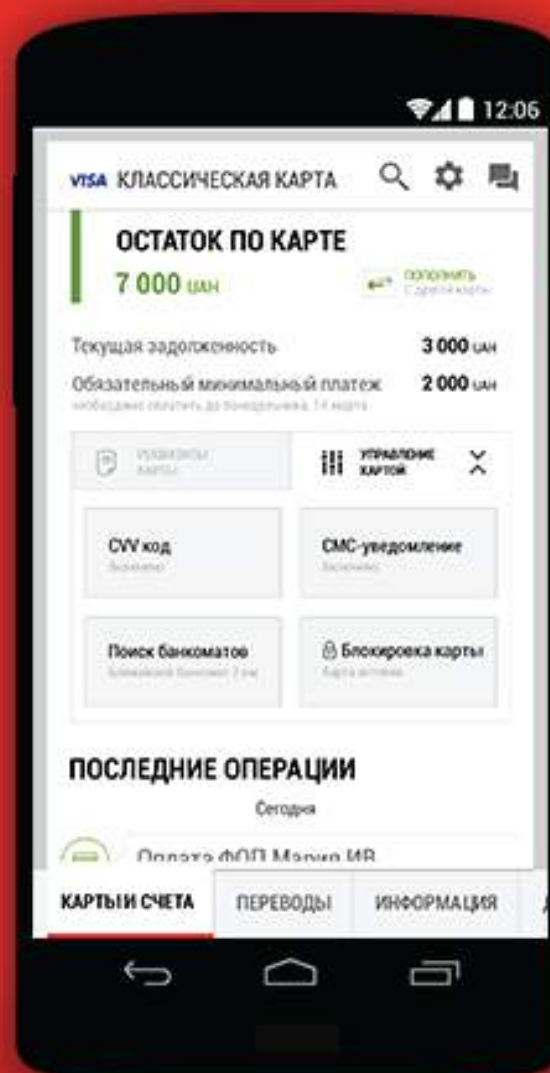
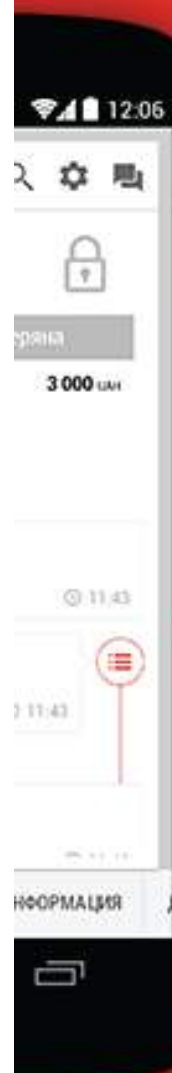
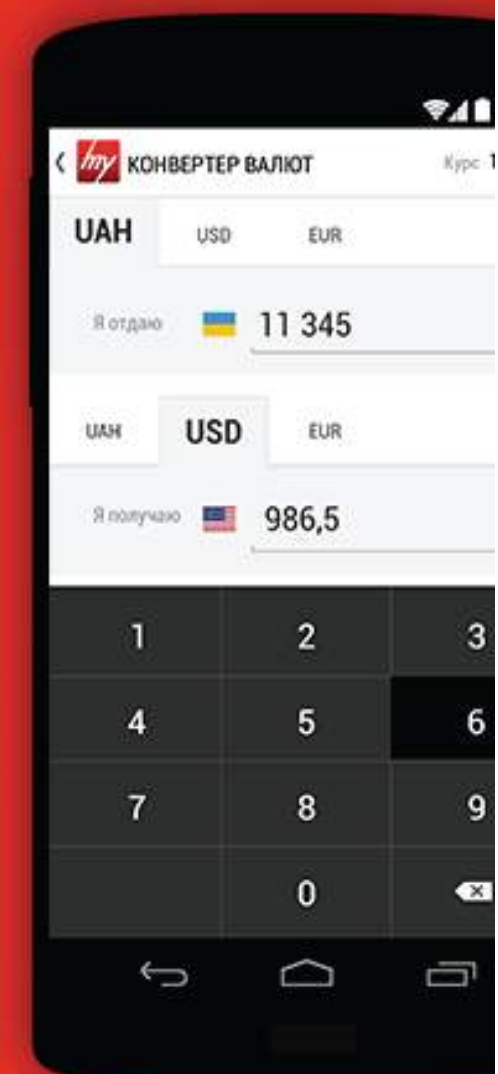
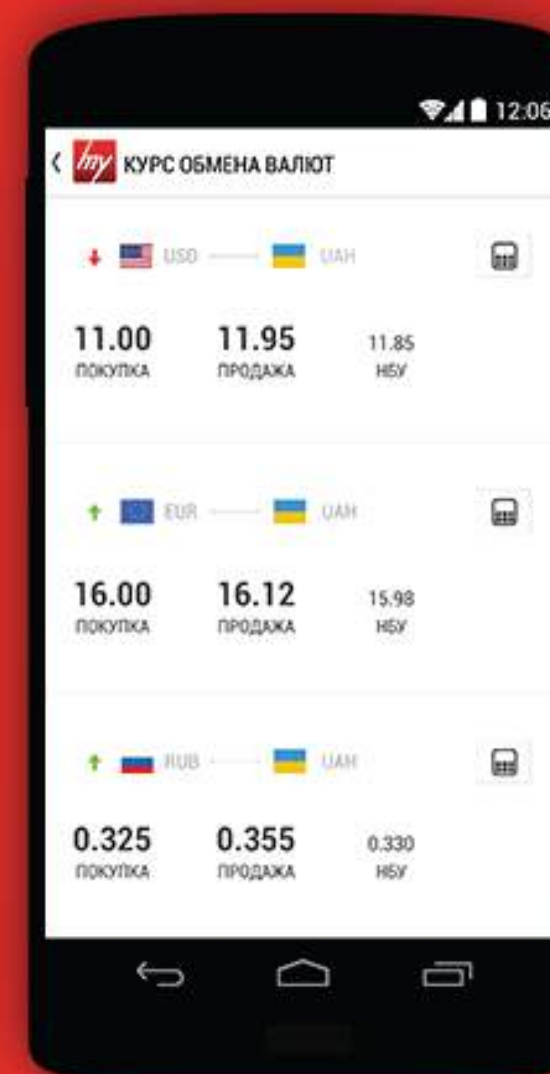
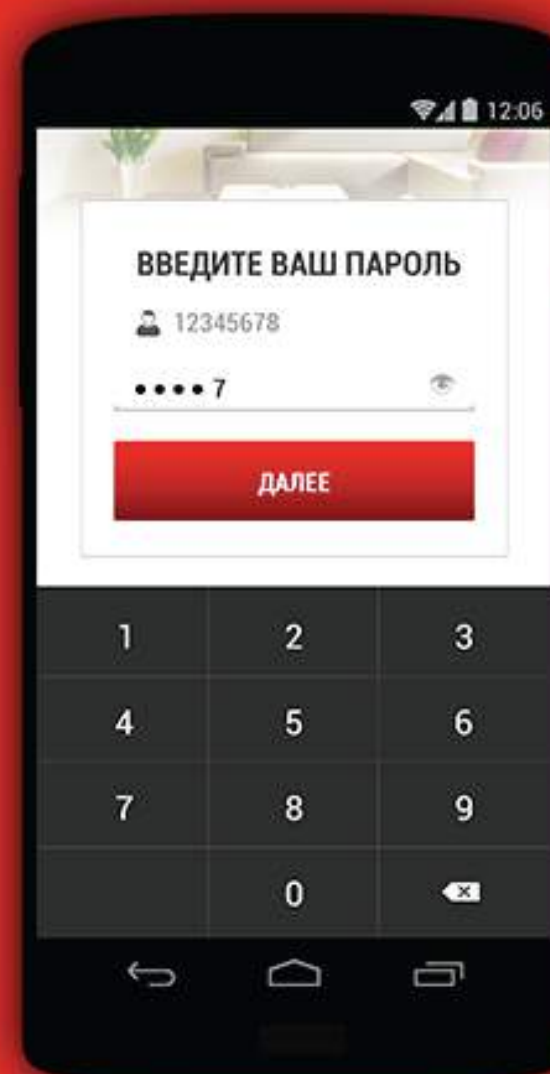
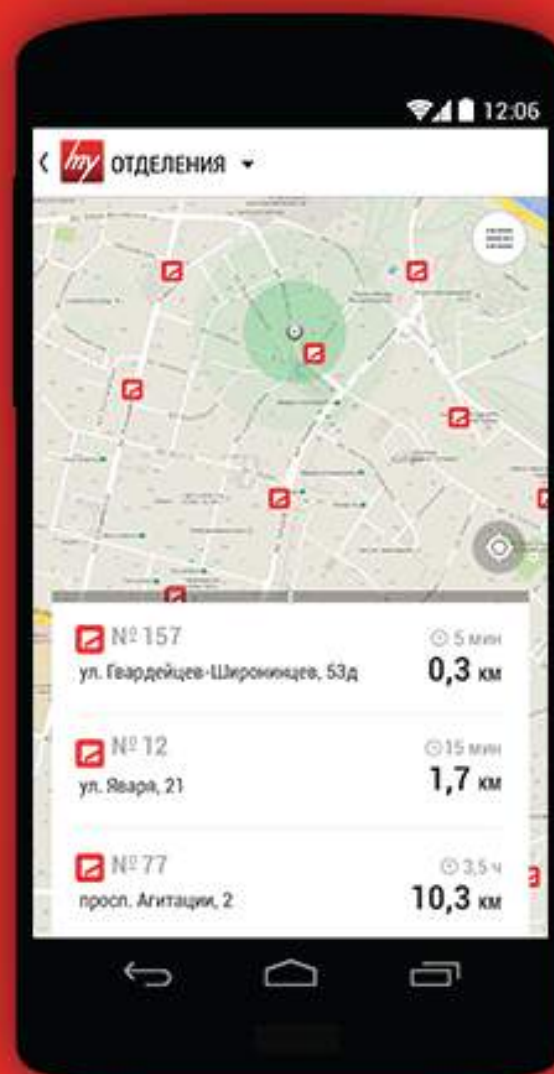
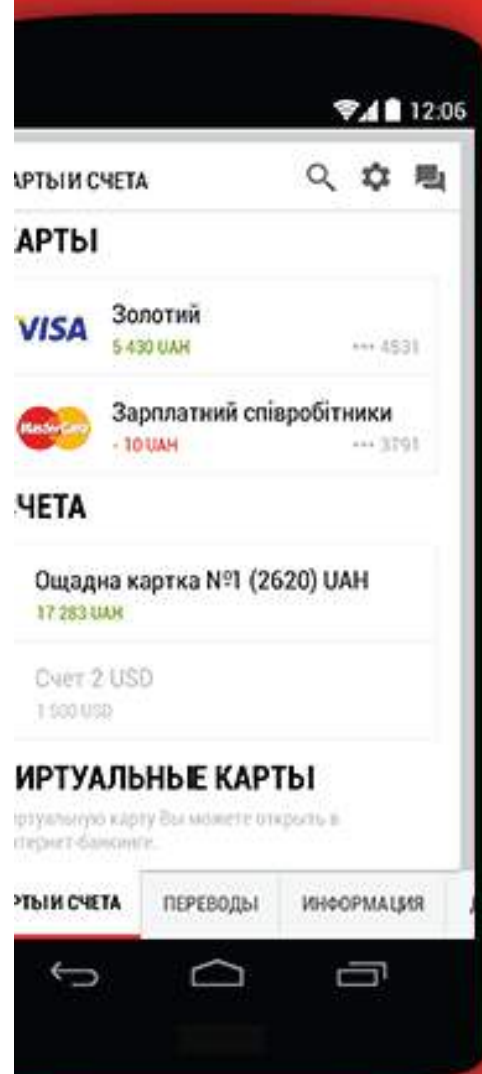
The application for the management of bank accounts and money transfers in the system of JSC "Delta Bank". Though the external application simplicity, it provides these features: mortgage payments, account balance, account history, exchange rates, the geographical location of ATMs, branches. In addition – user's data security and ease of manipulating financial information through a limited smartphone capabilities.

### About the Design

In this project, we have created a UI-design a new version for Android-smartphone. Designed in the style of the corporate bank. The screens look strictly, concisely, with a lot of empty space. Feature of UX-design in this application is the organization of large amounts of data in an understandable for the user form.











APP2WORLD  
Released projects

## About Oblaka TV



Oblaka TV Application English Self-taught on the IOS platform. At the heart of Oblaka TV is author`s technique of learning from the leading specialists of Moscow State University.

### What is done

- Emotional UI-design applications
- Main application icon in all required formats, including for market and sell pages
- Marketing-kit

### About the Project

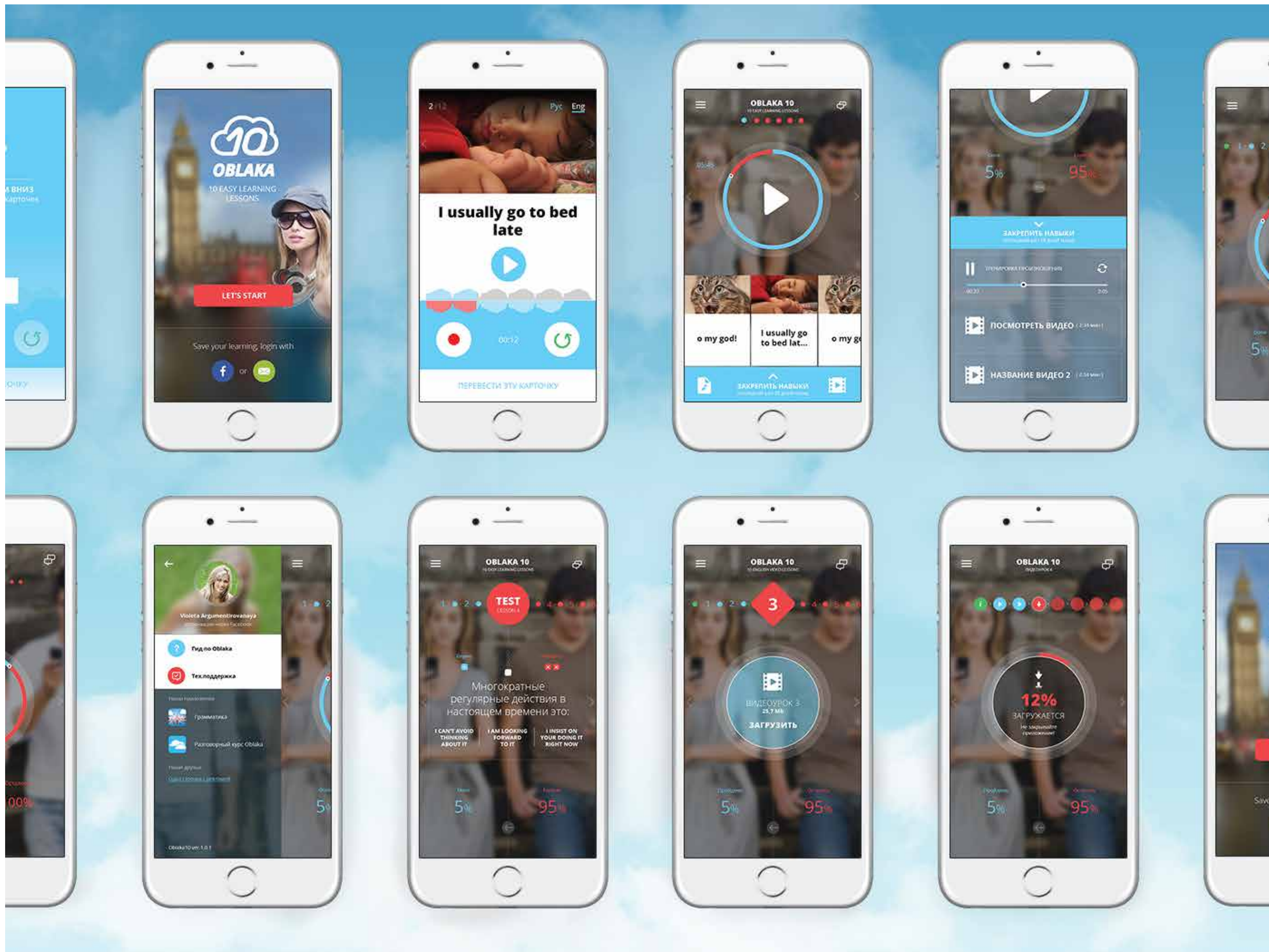
Oblaka TV is a content application, whose mission is to replace the student's tutoring and to monitor the results of learning: new levels and video will be available only after the perfect execution of the current task.

### About Design

The task is to motivate members to achieve results while working with the application. To do this we used on the screens an emotional design with different states of progress, as well as a quick access to the content downloading.











APP2WORLD  
Released projects

## About SmartMarket



SmartMarket – applications  
for money-saving purchases by tracking  
the discounts in retail chains and stores.

### What is done

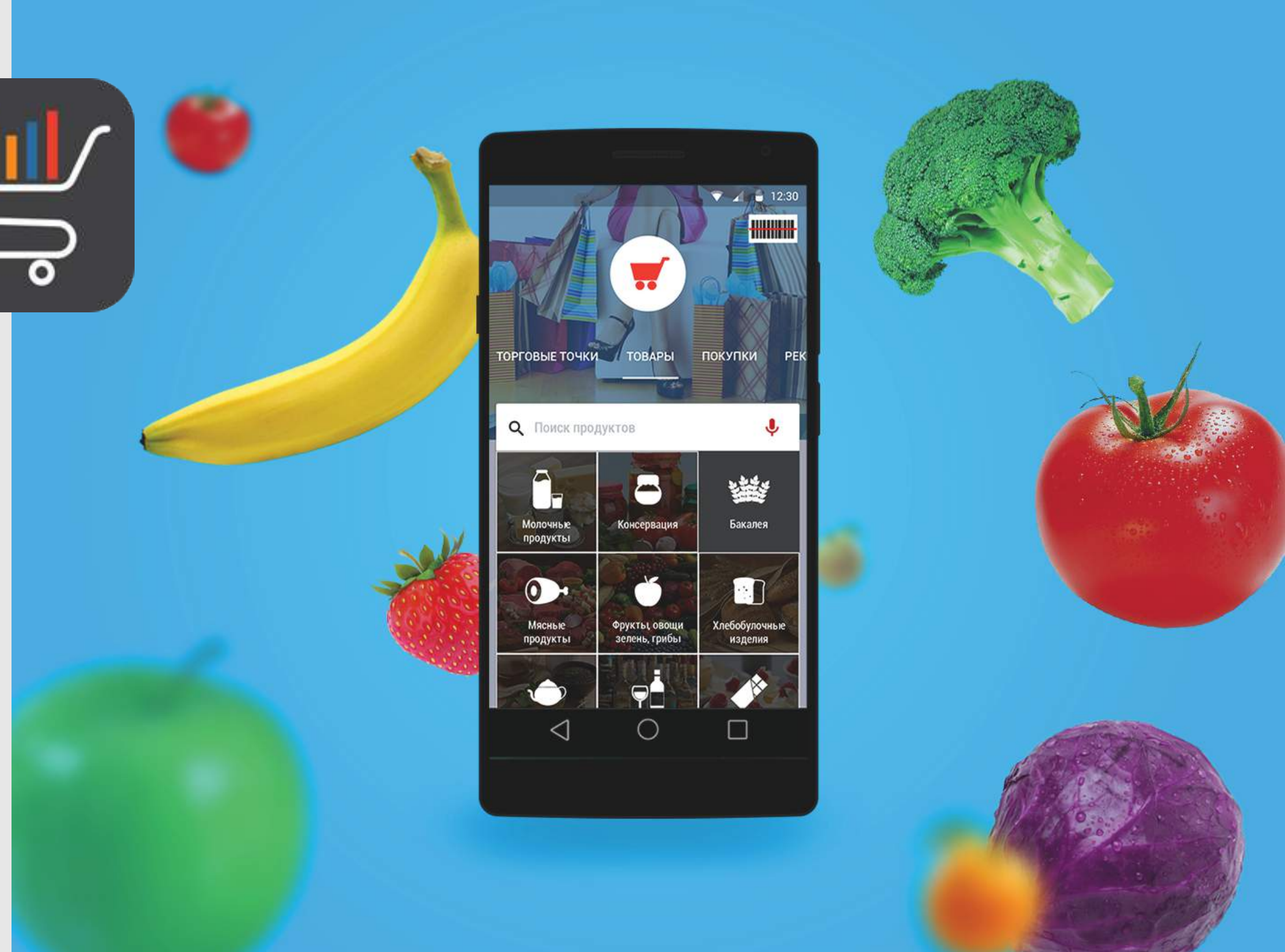
- Designing the application structure and interaction with user
- Prototyping application key screens, working out of additional options
- Motivating UI-design application screens

### How it works

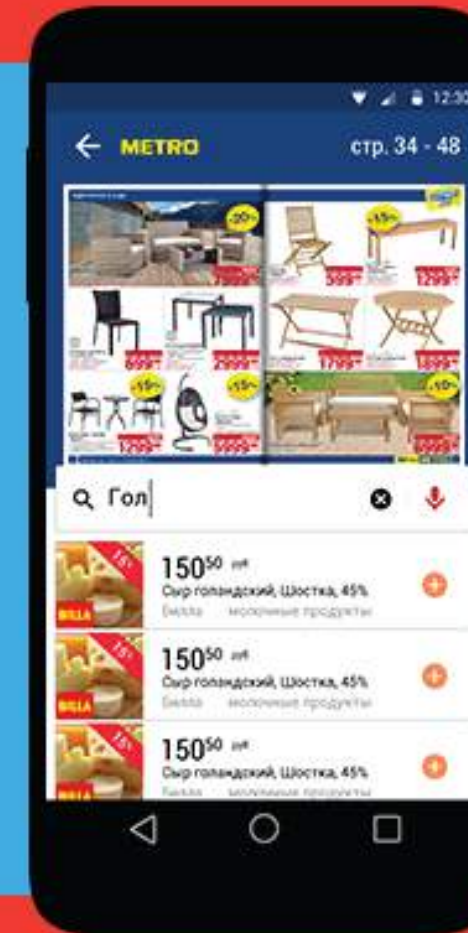
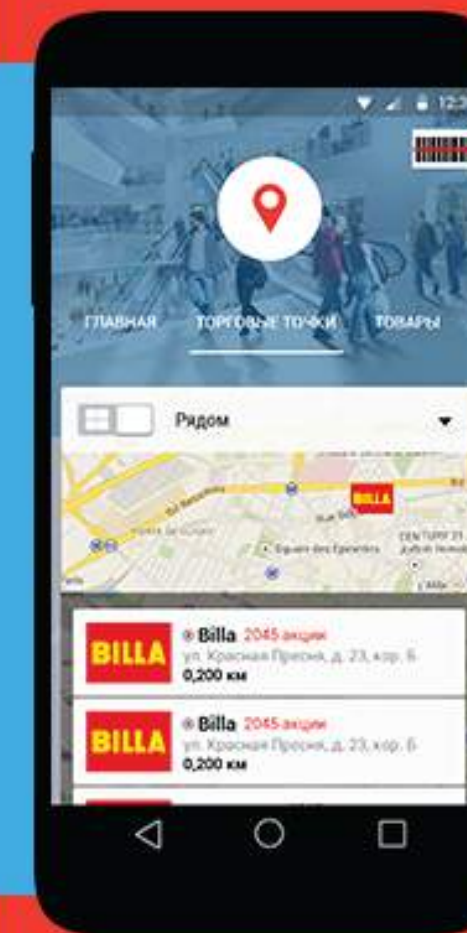
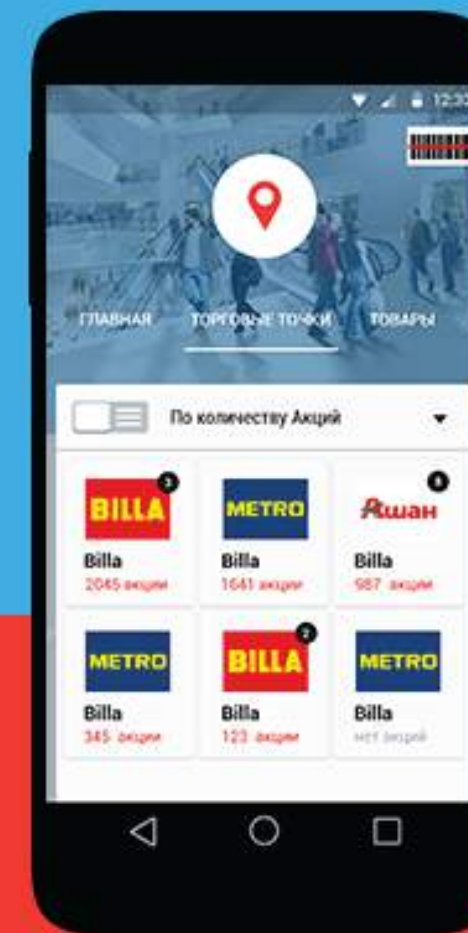
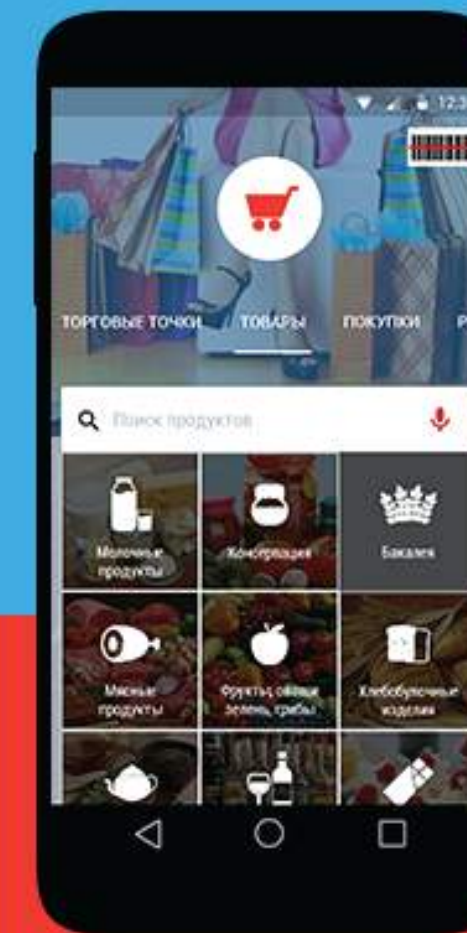
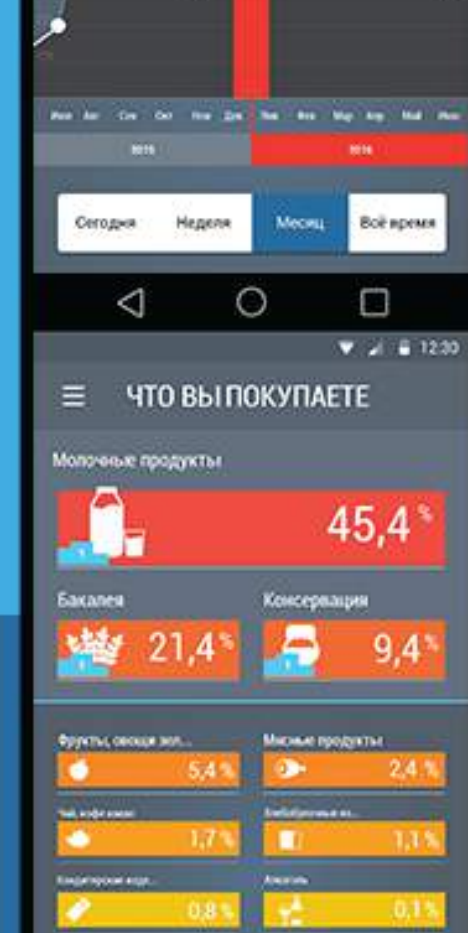
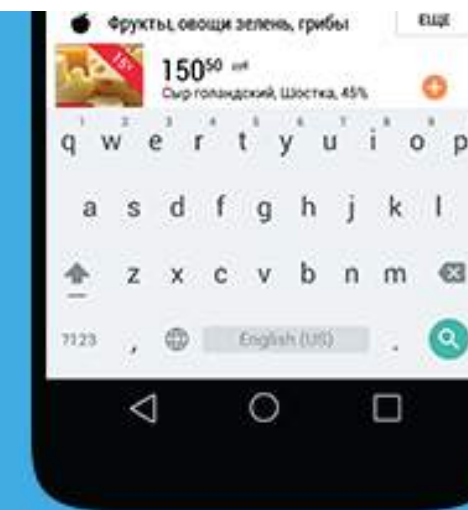
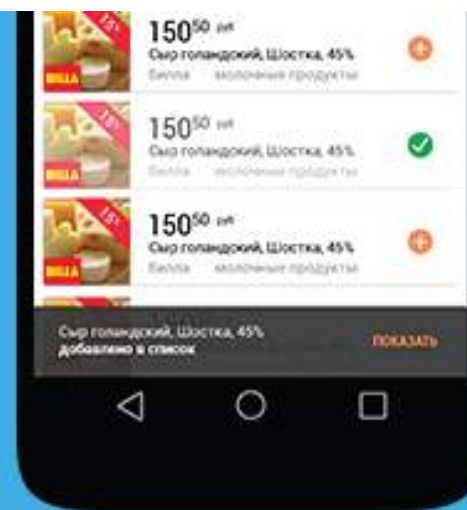
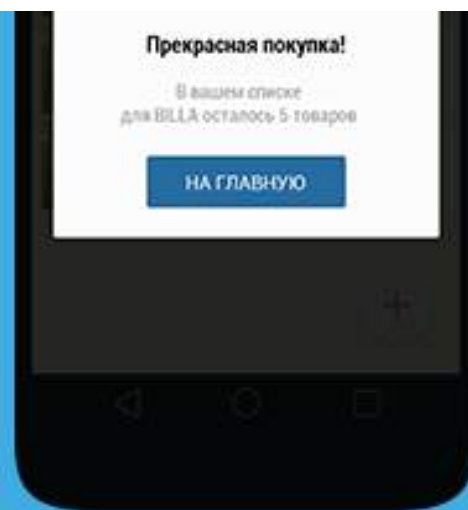
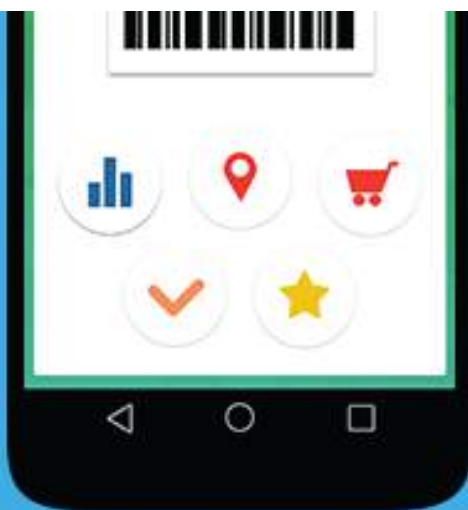
The app includes a shopping list and purchase statistics, expenditures calculator, products search by different categories (for example, type of goods, brands, shops, etc.). You can make a list of goods for which there is a discount in any of the retail chains, to keep records of purchases and see the real economy (and benefit from the application itself).

### Design Features

For applications with an internal search and the divisions' structure it was firstly performed prototyping. Screens were divided according to the logic of an interaction: Authorization, Greeting, Group products and outlets, lists of goods. Screens for each group were worked out step by step.







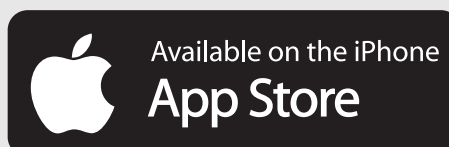




APP2WORLD  
Released projects



## PhotoStudio from KvadGroup



Application-photoeditor for Android with a large list of options. Suitable for both advanced users and for those who like a conventional photo editing.



### What is done

- Prototyping of separate application screens
- Design of external screens, zero state screens
- Design of internal application icons to indicate the functions of new tools
- Design of auxiliary members (tooltips and wizards to fill the screen when output in the application of new editing tools and options)

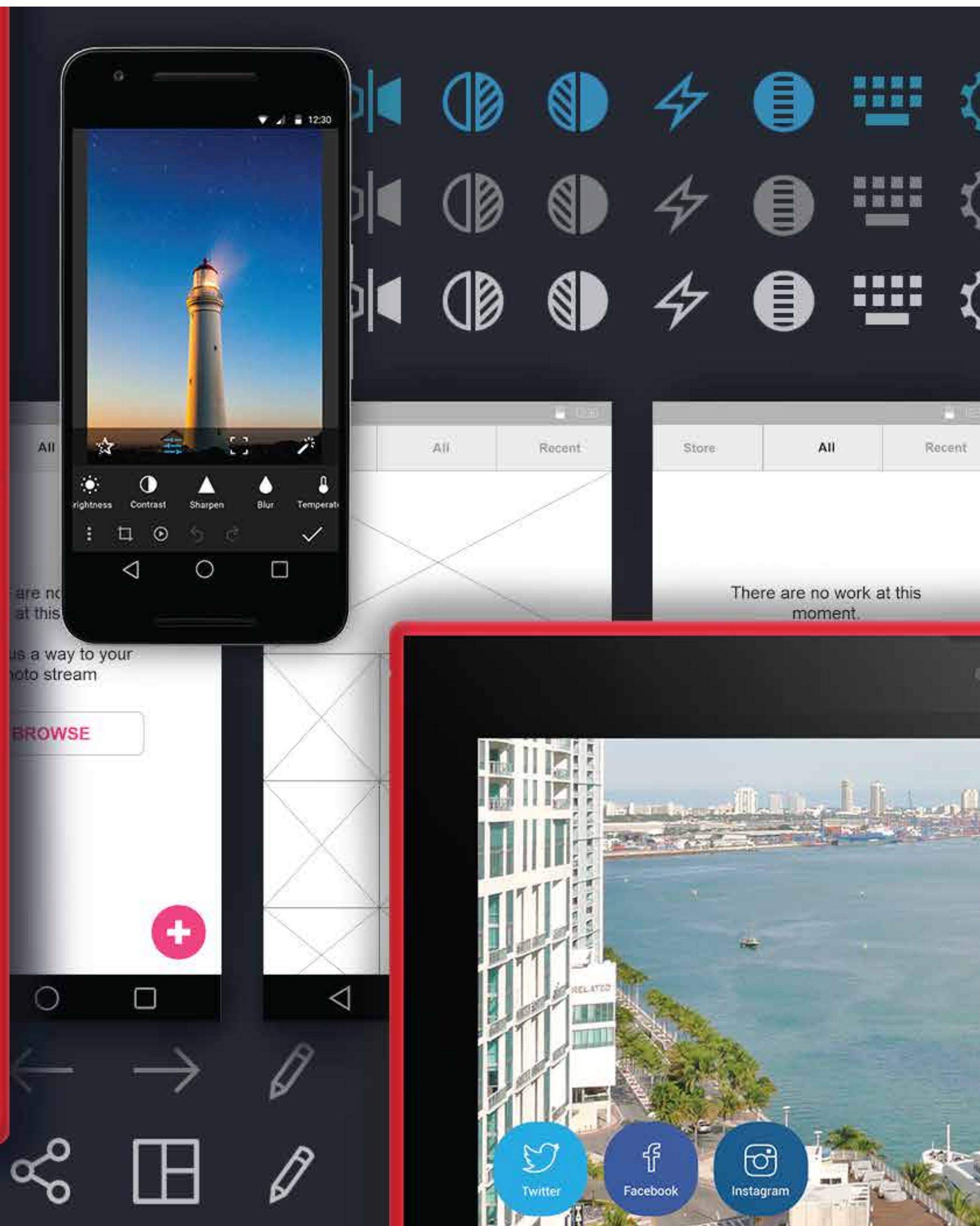
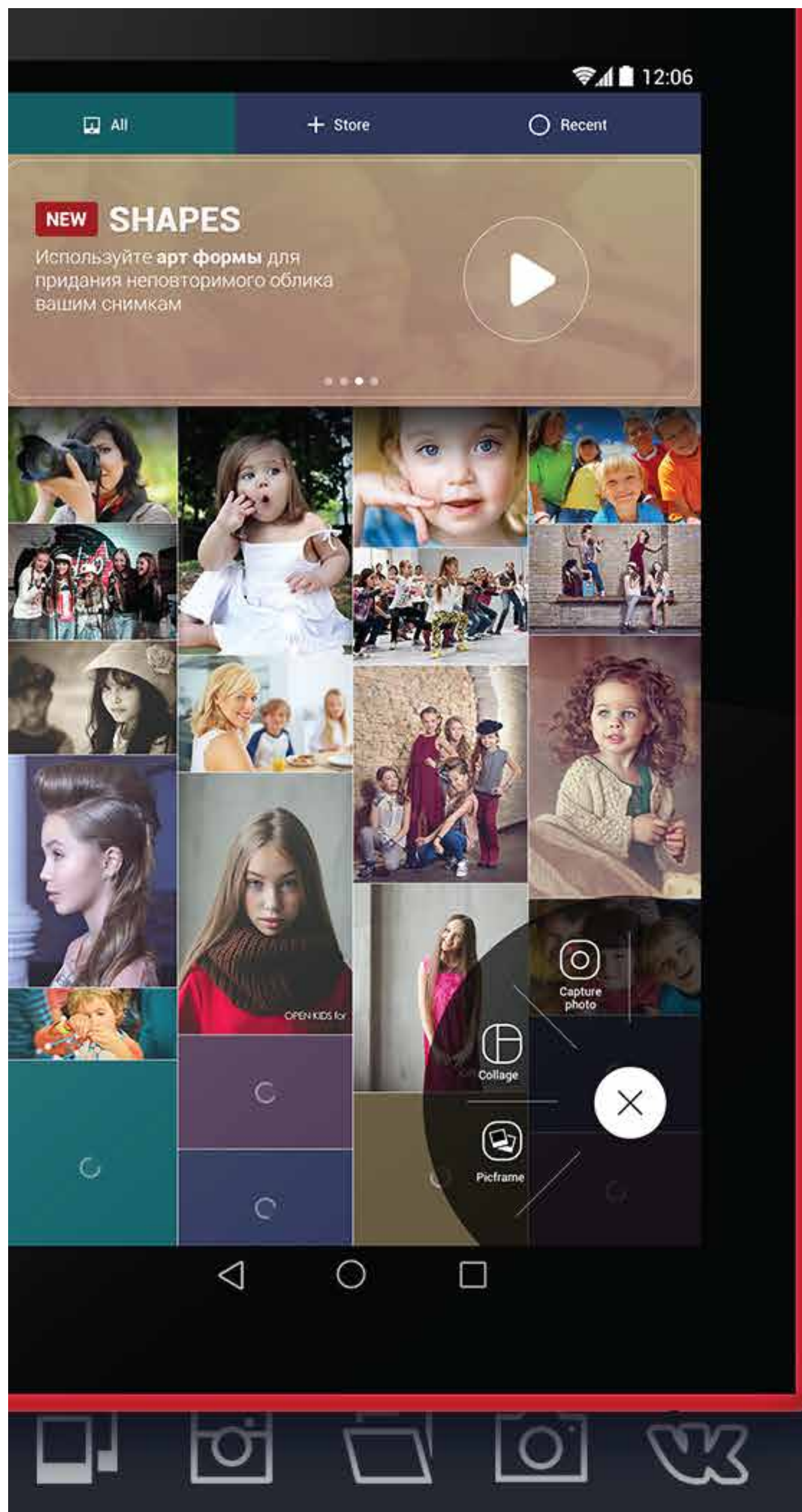
### About the Project

The peculiarity of Photostudio is that it is a complex multi-level photoeditor with a set of options. Also the application has separate tools to create collages with multiple photos, use frames, add stickers and editable watermark.

### Design Features

The global task is to maintain current modern application design, without losing the path of his personal style. All works are based on the finished user experience application that needs to be changed gradually, without radical intervention. Therefore, partial changes in design are prepared for each release of application updates. Additionally, marketing kit is made for accommodation in the Market, and from within the app.









App2World  
MOBILE VISUAL DESIGN

Pinterest

twitter

facebook

skype

Bēhance

dribbble

# Partnership

Feel free to ask any questions  
on your projects

skype: [app2world](https://www.skype.com/app2world)

phone: +3 093 197 68 18

www: [app2world.com](http://app2world.com)

mail: [hello@app2world.com](mailto:hello@app2world.com)

Contact us

Office in Europe



61074 Kharkiv Ukraine  
Nauky ave, 38  
App2World

Jobs

We are looking for proficient staff!

[hr@app2world.com](mailto:hr@app2world.com)

Press and publications

We appreciate your taking interest in us!

[press@app2world.com](mailto:press@app2world.com)

General questions

We'd be glad to communicate with you!

[hello@app2world.com](mailto:hello@app2world.com)