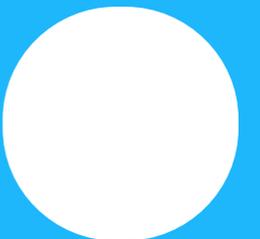




Digital Experiences Made Better.

Credentials



Our cross-functional teams have over 15 years of experience driving projects from concept to launch. **Let's build exactly what you need.**

Services and solutions ●

Design

Website Design

UI/UX Design

Mobile App Design

Prototyping

Graphics and Illustration

Branding

Brand Strategy

Market Research

Logo Design

Iconography

Development

Website Development

Custom Web App Development

Web3 Development

Custom Mobile App Development

Tech Consultancy

Three ways to work together •

Our custom software design and development process is collaborative, iterative, and flexible, with a focus on delivering high-quality software that meets your business goals and objectives.

Fixed Fee

We have refined our services so that you know exactly what to expect up front. Our design and development services can be delivered for a fixed fee or estimated before we start the project.

Agile Delivery

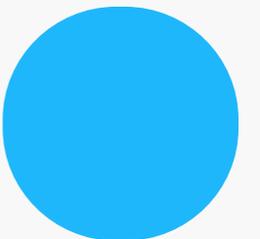
Digital experiences in today's world require a new way of working. We focus on flexibility, iterative development and critical thinking. The team and process will be built around your requirements.

Subscription

A subscription service is suitable for projects that have unpredictable requirements or need ongoing support and maintenance. You will have a dedicated team and hours to support your project even if business needs change.

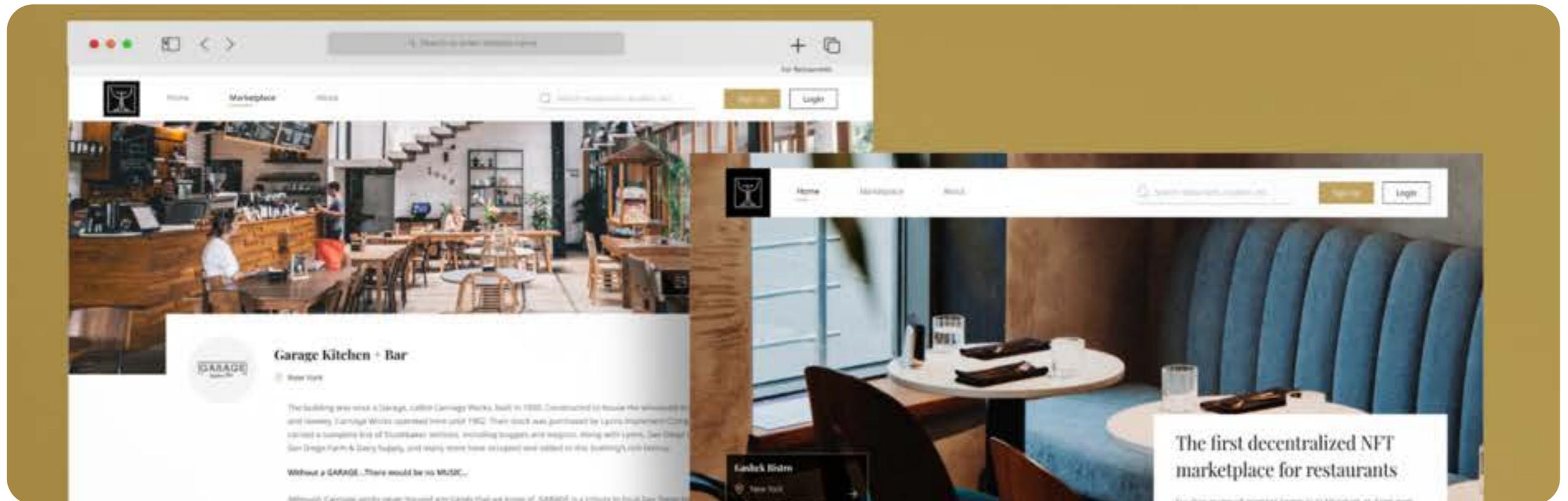
Case Studies

Web3



Resrvit

Using blockchain to build a decentralized NFT Marketplace makes it easier to book tables in restaurants. We built a web and mobile application where NFT's, represented as reservations, are available for diners to purchase. Restaurants will be able to list new NFT's on the marketplace through the restaurant portal and diners will be able to buy, sell and make offers on the listed NFT's. Diners will also be able to use the mobile application to verify their reservation at the restaurant's location.



INITIAL TIMELINE

8 Months

ENGAGEMENT

Agile Delivery

SERVICES

Design System

Wireframes and Prototypes

Web3 Development

Custom Mobile App Development

TECHNOLOGY

Web Application Marketplace

Frontend

React.js (Framework) in HTML, JS, & CSS (Languages)

Backend

Laravel(Framework) in PHP (Language)

Database

MySQL

Web2

MERN Stack

MongoDB

Express.JS

React

Node.JS

Web3

Solidity (EVM) - ERC 721 and

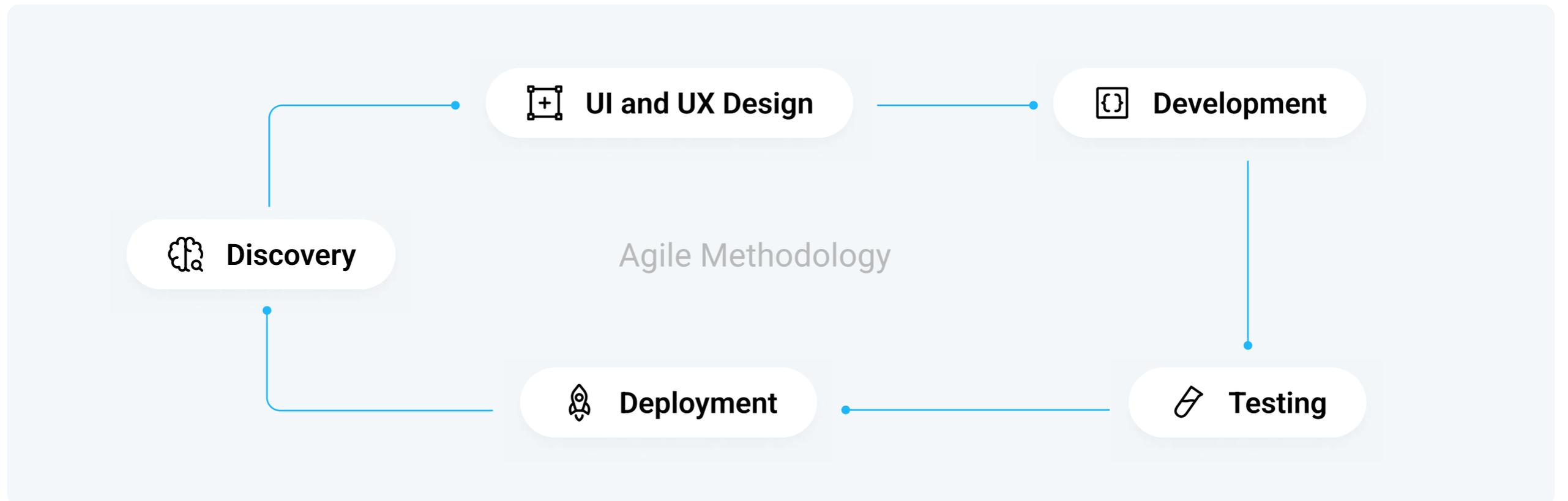
1155 templates

Metamask

Key Features

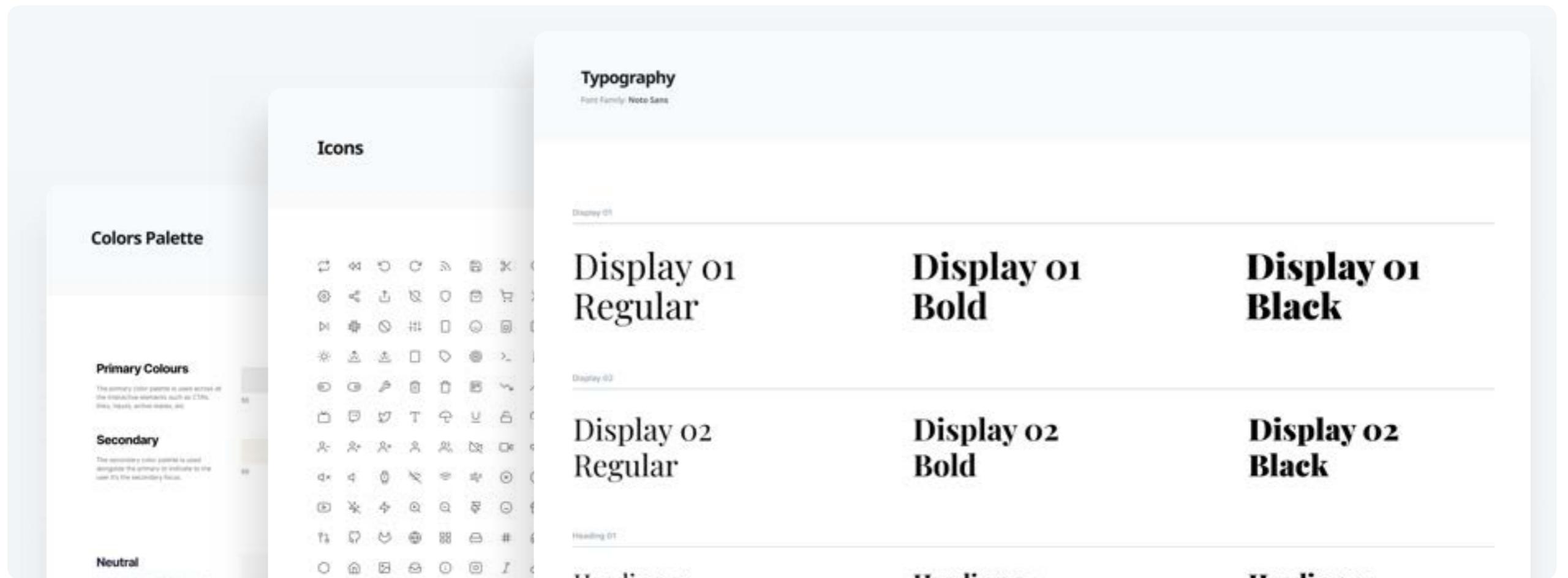
1. Restaurants need to be able to sell reservations on the primary marketplace.
2. Restaurants need to enable and carry out the punitive functions (no-show fee and three-strike rule), which means they need:
 - a. To verify whether an NFT owner has shown up during their reservation hour
 - b. To have a QR code assigned to each NFT owner so that it can be scanned upon arrival at the restaurant
3. Restaurants need to be able to receive revenue from primary sales, secondary sales, and no-show fees, which means they need:
 - a. A seamless revenue-sharing setup
 - b. An integrated payment service on Tabld's platform to process transactions

Our Process



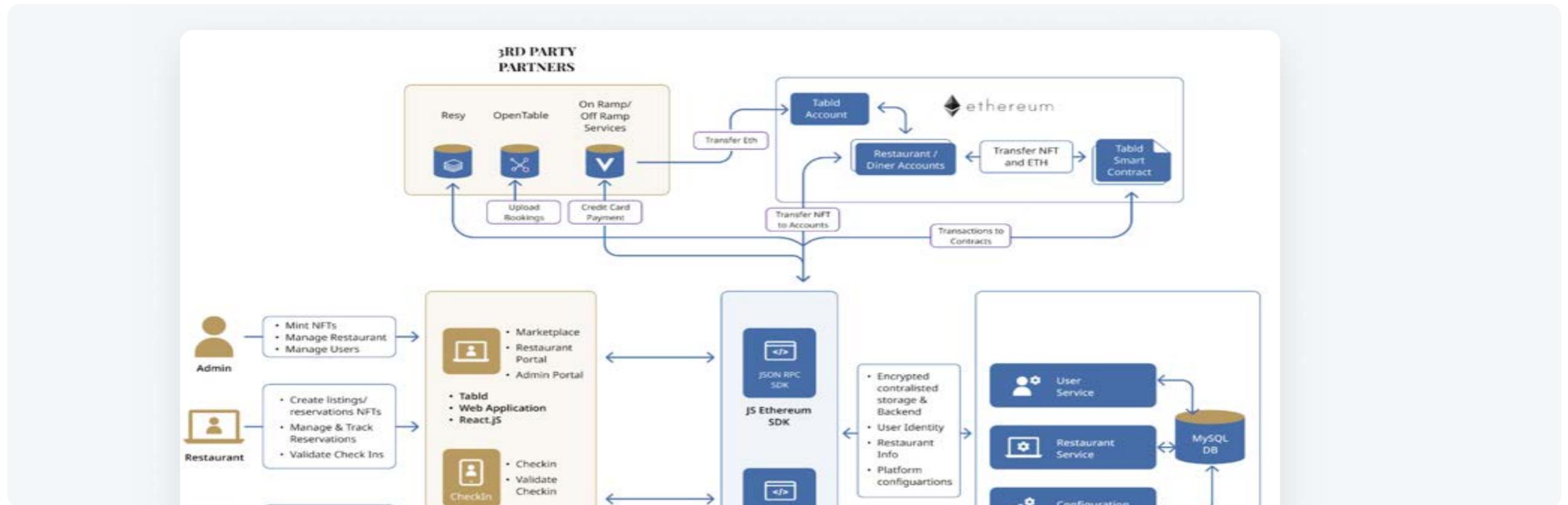
Through discussions and workshops we were able to highlight pain points with existing systems and map out user flows that focused on utility, performance and user experience. We worked with the Tabld team to understand their objectives and conduct rapid prototyping that would ensure continuous feedback and on time delivery.

Design System



Building a design system in Figma was an important part of the process to hand over the project to the Tabld team and work efficiently in different time zones. The components helped engineers to correctly implement the interface requirements and minimize development efforts.

System Architecture



The system architecture needed to be designed in a way to ensure a frictionless front end user experience that could handle crypto and credit card payments. The fiat on ramp was fundamental to the platform and a must have requirement.

Conclusion

Reservation management is costly for restaurants which already operate on low profit margins. We implemented a custodial marketplace combined with seamless user experience which ensured that users benefited from blockchain technology without the learning curve and gas fees.

This product is in active development.

Who Dunnit Cats

Who Dunnit Cats is the first of its kind murder mystery game built with NFT attributes. Users are given clues to then build an NFT and win a prize. The first game builds the foundation for loyalty based game services and future iterations.



INITIAL TIMELINE

6 Months

ENGAGEMENT

Fixed Fee Project

SERVICES

Custom development

User Journeys

UI/UX Design

Game Strategy

Web3 Development

Go to Market Strategy

TECHNOLOGY

Web 2

MERN Stack

MongoDB

Express.JS

React

Node.JS

Web 3

**Solidity (EVM) - ERC 721 and 1155
templates**

Metamask

ARWeave

Challenges

Avoid Regulatory Issues

The Who Durnit Cats game logic needed to be structured in a way that would ensure it is not considered a lottery.

Instantly Connect

Users need to be excited about the game throughout the entire process through visualization and compelling UI/UX.

Maximum Security

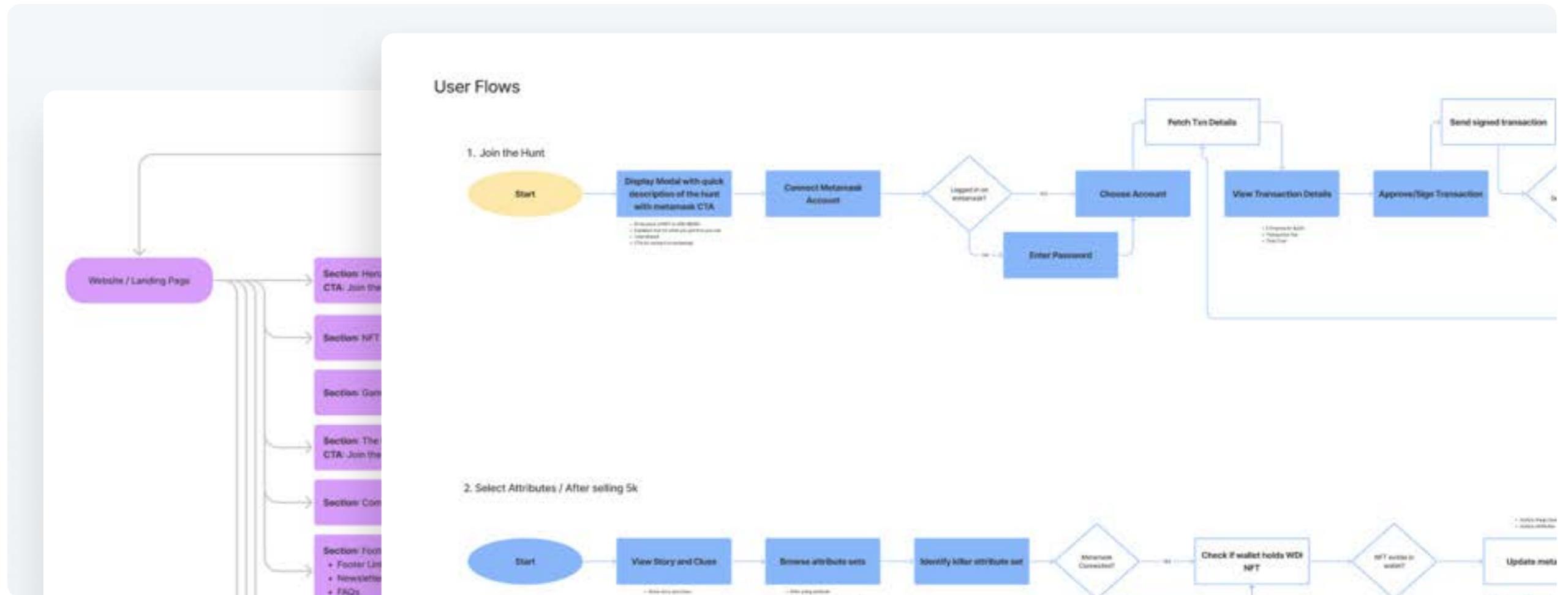
A global gamified experience would have shortcomings on Web2. To avoid potential hacking, mutable NFT's create a tamper-proof experience.

Our Strategy

Fun first, technical behind the scenes

To connect with users that are looking to play a game and win prizes without any knowledge of the web3 space we couldn't overshadow the experience with the technical layer. We removed the complexity and ensured fun user experience was at the forefront without compromising on security.

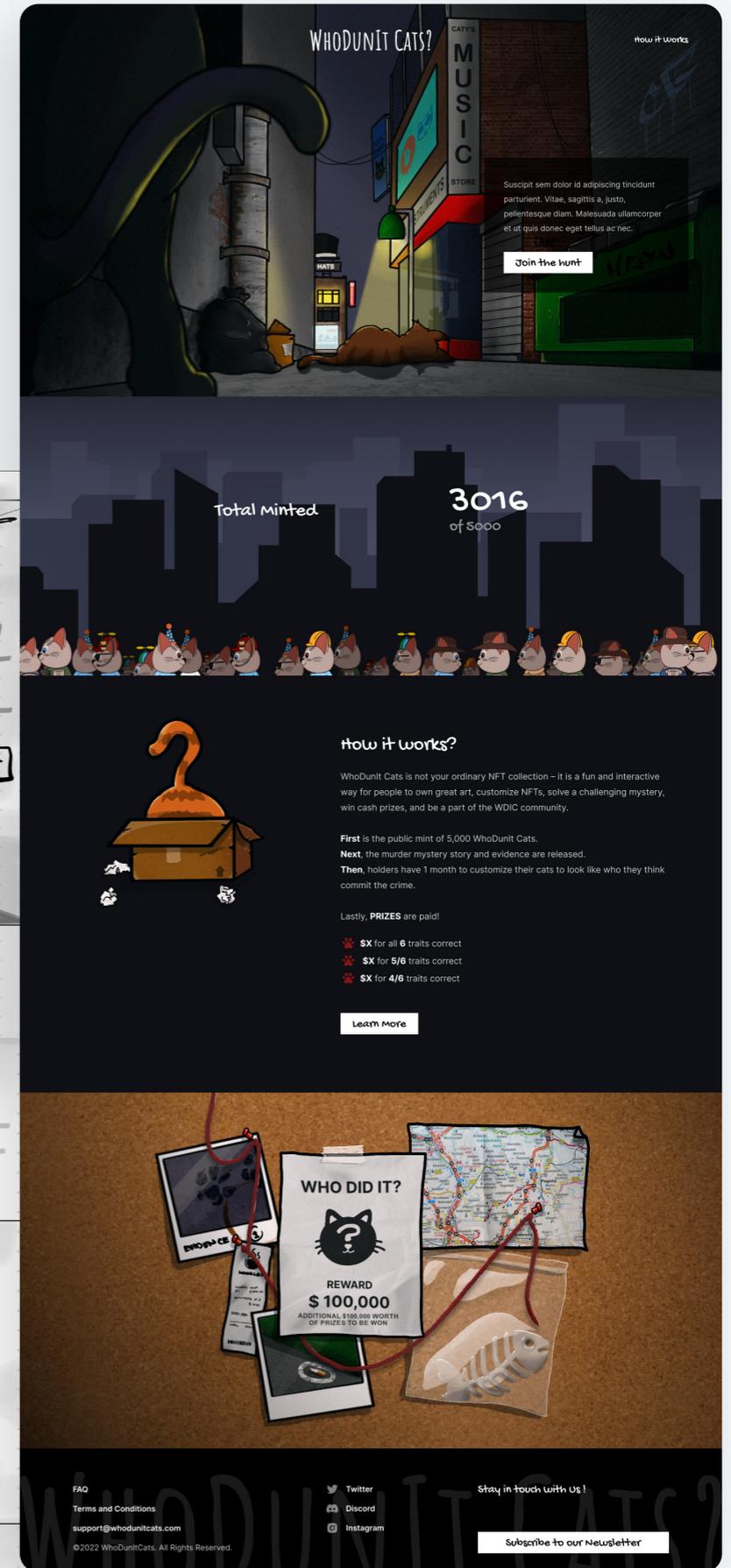
User Journeys / Game Logic



An important step in the process was to continuously map out user journeys to validate the outcomes and ensure there were no loopholes in the game.

From paper sketches to...

Our creative process is extensive- consistently exploring options and sketching is critical to arrive at something unique and memorable.



Conclusion

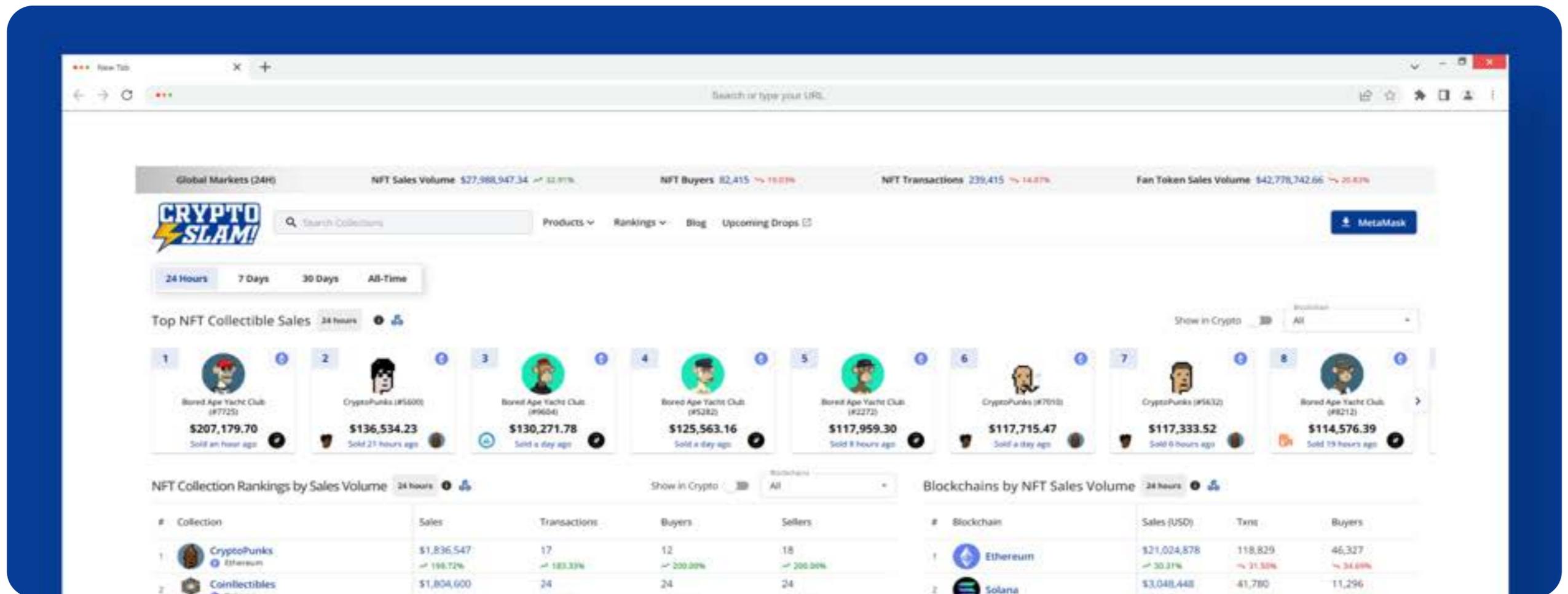
Every element of the design and development process was important to bring this Web3 board game to life. Ethereum was the perfect choice to attract more users and create a seamless wallet experience.

Development of the product is complete and the go-to-market strategy is underway. We are continuously monitoring the product and have moved into a team augmentation approach to give support where needed.

CryptoSlam

Cryptoslam is an NFT industry data aggregator backed by Mark Cuban, Ashton Kutcher and Animoca.

You can use CryptoSlam to research recent NFT sales in the market, keep track of specific NFT projects, and stay on top of the market across several blockchains.



INITIAL TIMELINE

Requirement based

ENGAGEMENT

Agile Delivery, Subscription

SERVICES

Web3 Development

Consultancy

Tech

Product

Go to Market

TECHNOLOGY

Web 2

PHP (Laravel)

C# (.NET & .NET Core)

Node.JS

Web 3

EVM based blockchains

FLOW

NEAR

EOS

Challenges

Technical Expertise

Cryptoslam required knowledge of not one but most blockchain technologies (FLOW, EVM based, EOS, NEAR, and POLYGON) to successfully execute the mission of their business model.

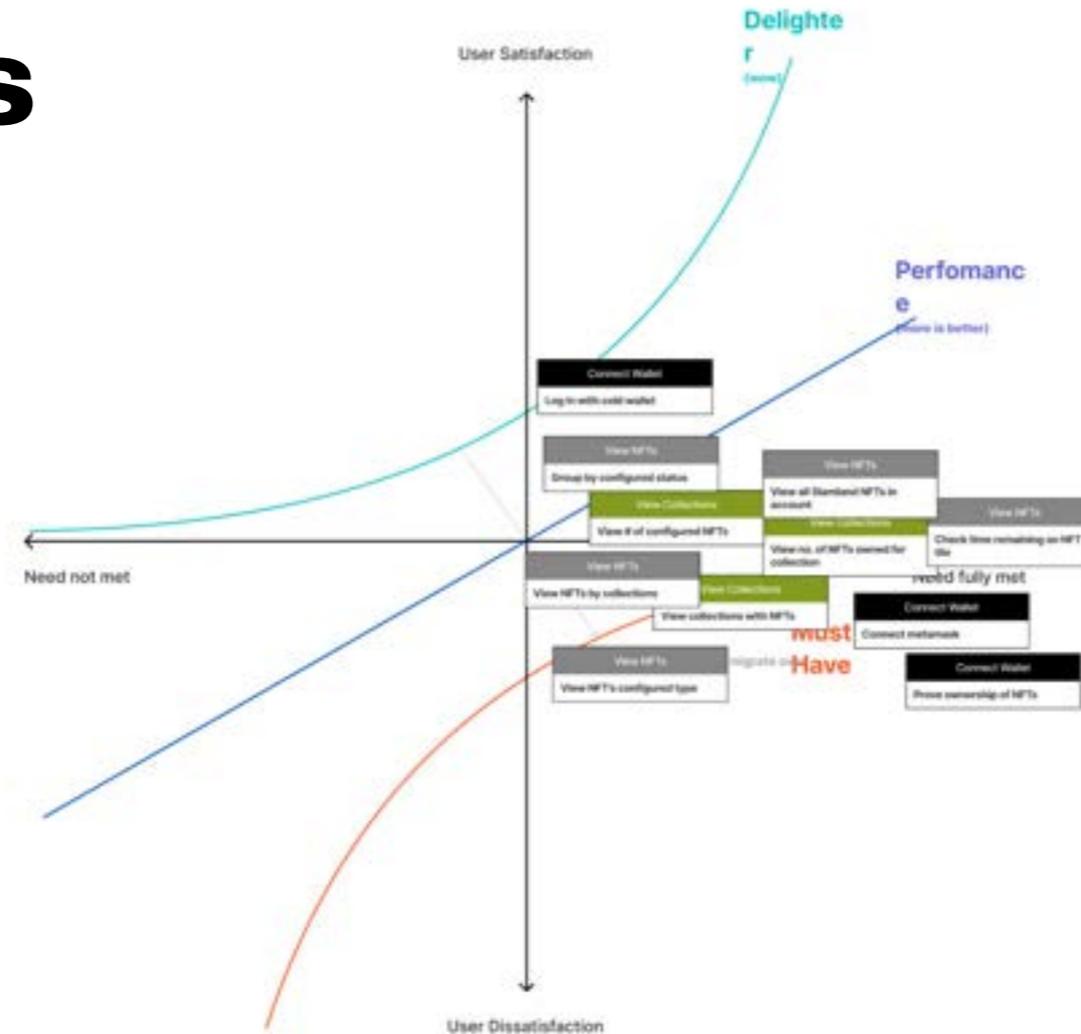
Positioned as a leader

Cryptoslam's ultimate goal is to be the leader in data analysis of NFT's best achieved by scraping the most amount of data from various sources.

On Demand Resources

Cryptoslam required a variety of resources on demand for business strategy, pitch decks and positioning to help get funding and exposure. Our team was available on flexible hours throughout the month.

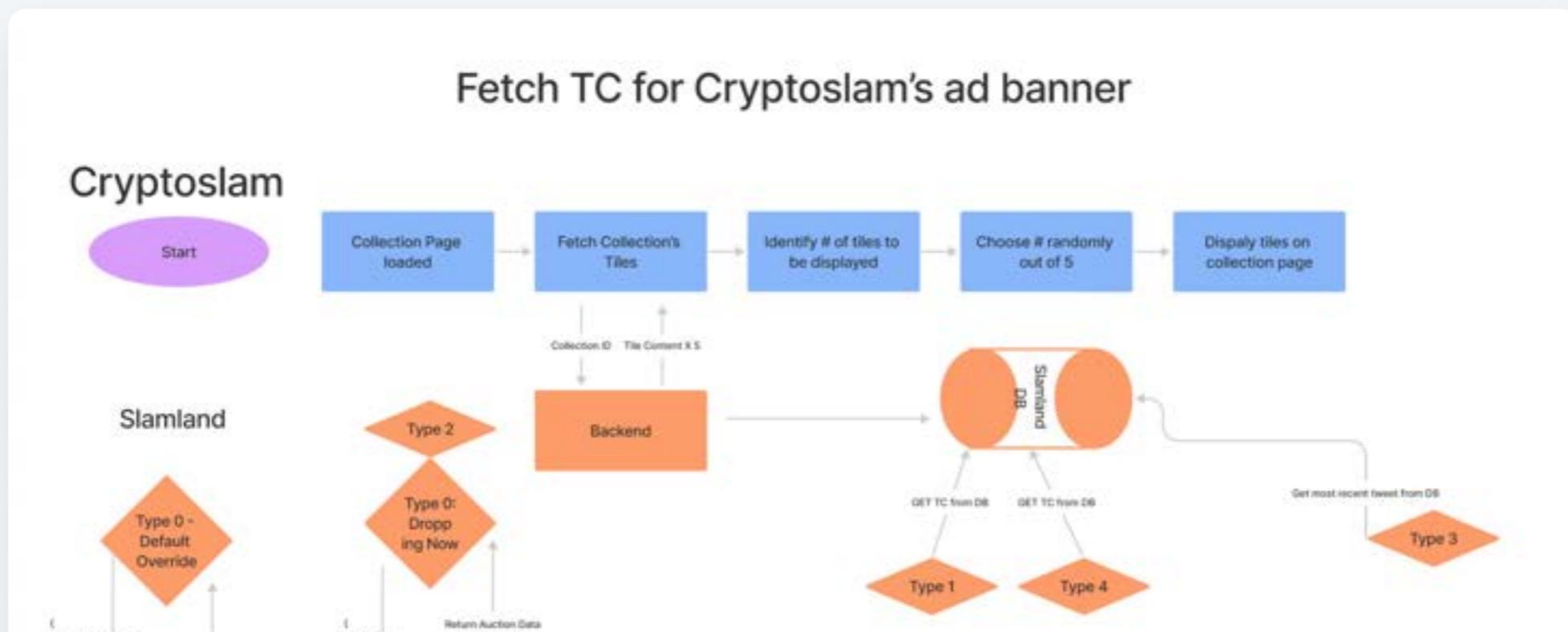
Our Process



Cryptoslam’s team managed the requirements gathering, documentation and design of the product. To create alignment, we started with a prioritization matrix and then moved into technical documentation to ensure we built the right features at the right time.

System Diagrams

Fetch TC for Cryptoslam's ad banner



The components and interactions were documented to ensure the data was being scraped accurately around the clock.

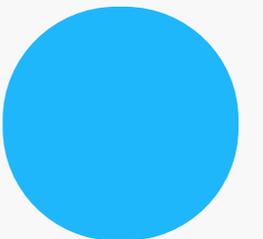
Conclusion

Although we were a development team on this project, once we dove into the requirements the Cryptoslam team realized there was more needed. Our subscription package was flexible enough to handle the fluctuating demands, which meant we could help their team create their go-to-market strategy and raise funds.

This product went live and received fantastic response from the NFT community, putting it in the top 10 applications globally, surpassing Opensea.

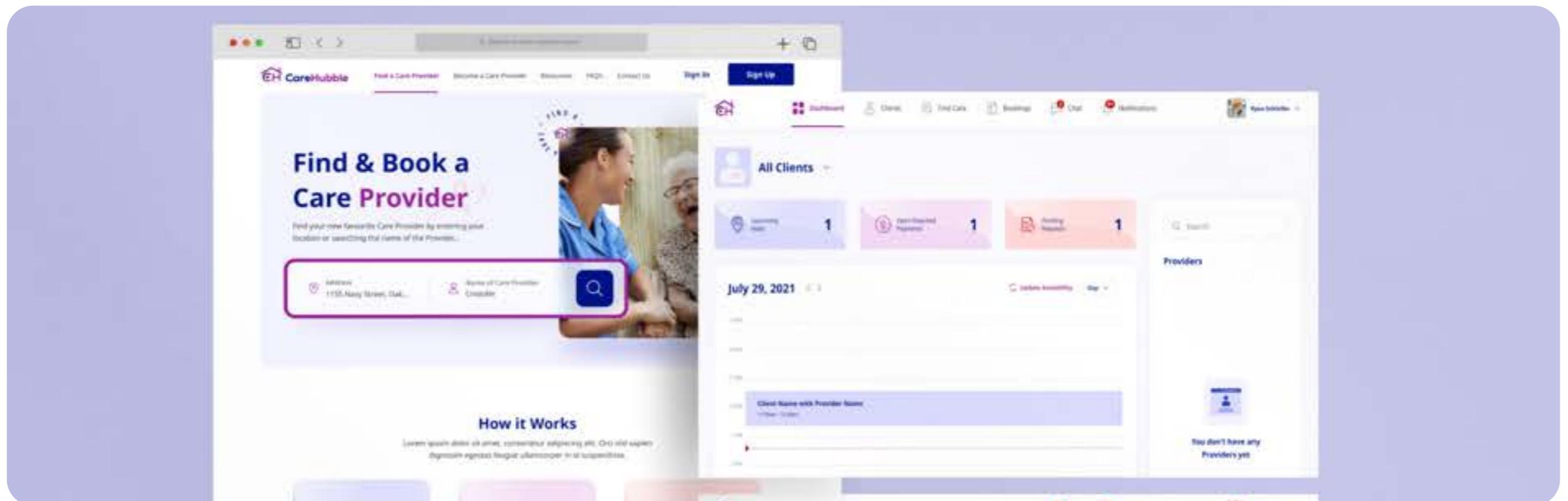
Case Studies

Healthcare



Carehubble

CareHubble is an online platform where Clients may search and schedule qualified home care Providers. The platform enables secure communication & transactions between Clients and Providers, compliant storage of Client health & payment information, and Provider account deposit information.



INITIAL TIMELINE	ENGAGEMENT	SERVICES	TECHNOLOGY
1 year	Agile Delivery	UI/UX Design Design System Prototyping Custom Web App Development	Web Application Marketplace Frontend React.js (Framework) in HTML, JS, & CSS (Languages) Backend Laravel(Framework) in PHP (Language) Database MySQL

Challenges

Continuously Updated

It would take years to achieve Carehubbles vision of providing certification verifiability, payment protection and client to provider matching. Carehubble required a team that could break down the roadmap and build features over time that were valuable to its end users.

Connect Seamlessly

Carehubble needed both clients and providers' data to be connected seamlessly in the system. All data needed to be searchable and extractable for future use.

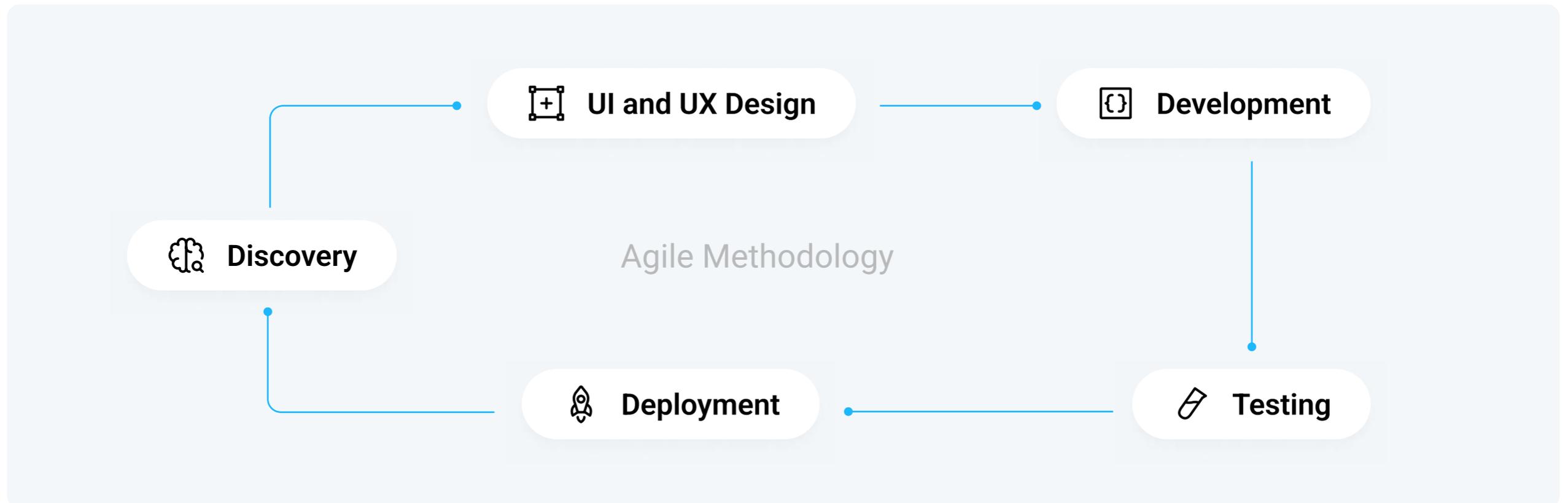
Maximum Security

All Client information (health and otherwise) must be stored & accessed in accordance with current government guidelines, PIPEDA, PHIPA, HIPAA. The Client profile must be kept very secure as it may contain Personal Health Information (PHI)

Key Requirements

1. CareHubble Provider profiles must integrate with other health services databases so that Providers may be found more easily.
 - a. Canadian health services database that lets clinicians instantly navigate location-specific health care services for their patients
2. Clients should be able to search by timeslot, e.g. if a Client needs a Provider from 0800-1100hrs then they may search for this timeslot and retrieve a list of Providers with the specified availability.
3. RAI Check-Ups (a standardized questionnaire on the Client's health) will be used to capture key health indicators about the Client. It should be completed at the following intervals:
 - a) First care interaction with CareHubble
 - b) Every 3 months afterwards (meaning this could be completed by different Providers over extended periods of time)

Our Process



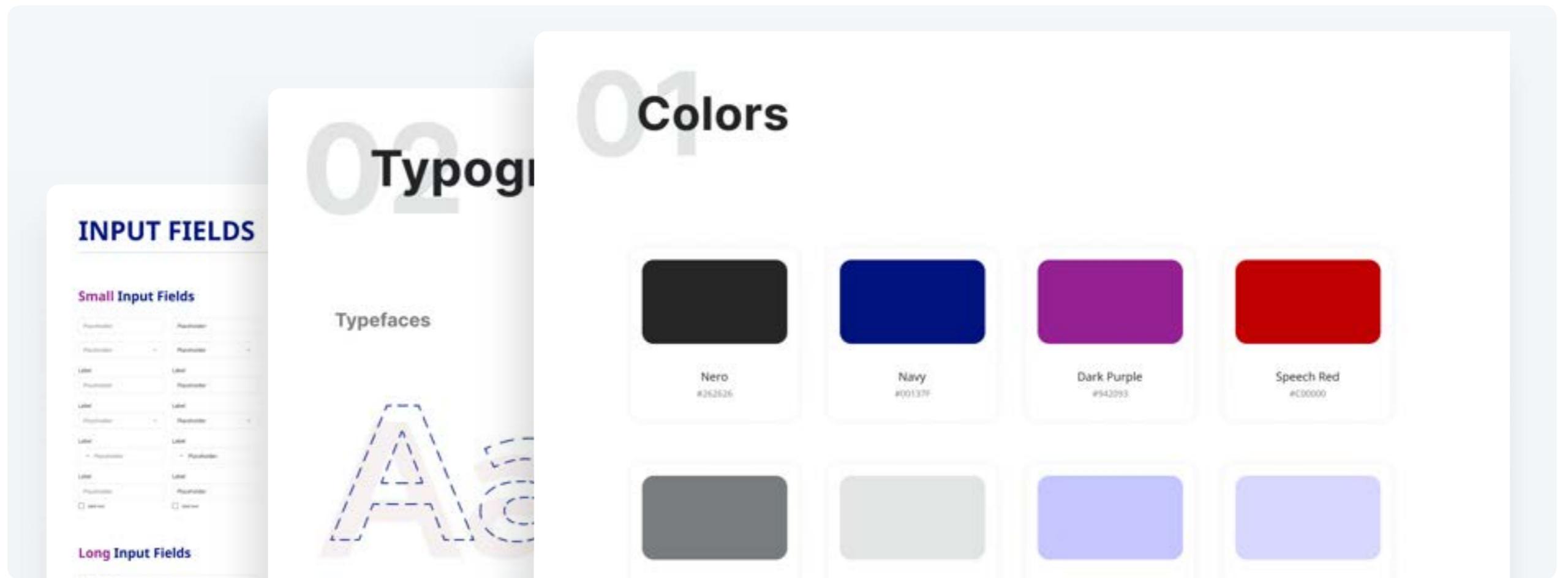
Through discussions and workshops we were able to highlight pain points with existing systems and map out user flows that focused on utility, performance and user experience. We worked with the Carehubble team to understand their objectives and conduct rapid prototyping that would ensure continuous feedback and on time delivery.

Simplifying Complexities



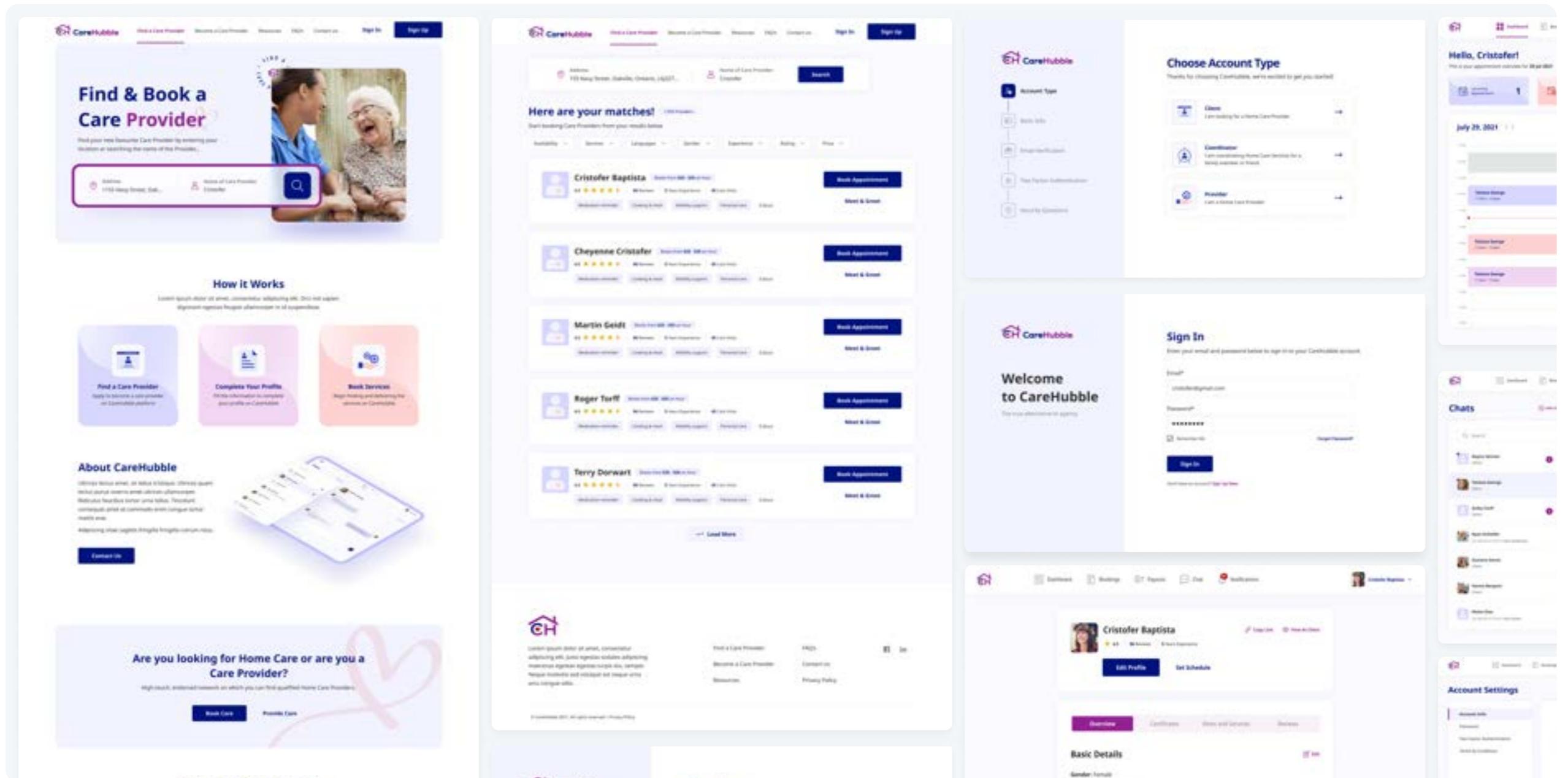
Whenever there was a complex problem to solve, we mapped out the logic to ensure we were extensively ideating and looking for missed opportunities. This ensured that the solution was feasible and that there was continuous alignment between our team and Carehubble's team.

Design System



Building a design system in Figma was an important part of the process to hand over the project to the Carehubble team and work efficiently in different time zones. The components helped engineers to correctly implement the interface requirements and minimize development efforts.

Final Designs



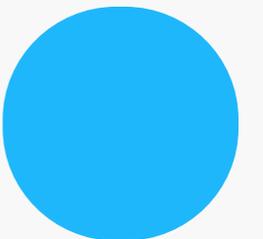
Conclusion

Every element of the design and development process was important to bring this product to life. Based on what we learned in the client workshops we were able to iterate and refine the requirements to increase usability of the application.

Development of the product is complete and we are continuing to host, maintain and provide ongoing support to the Carehubble team.

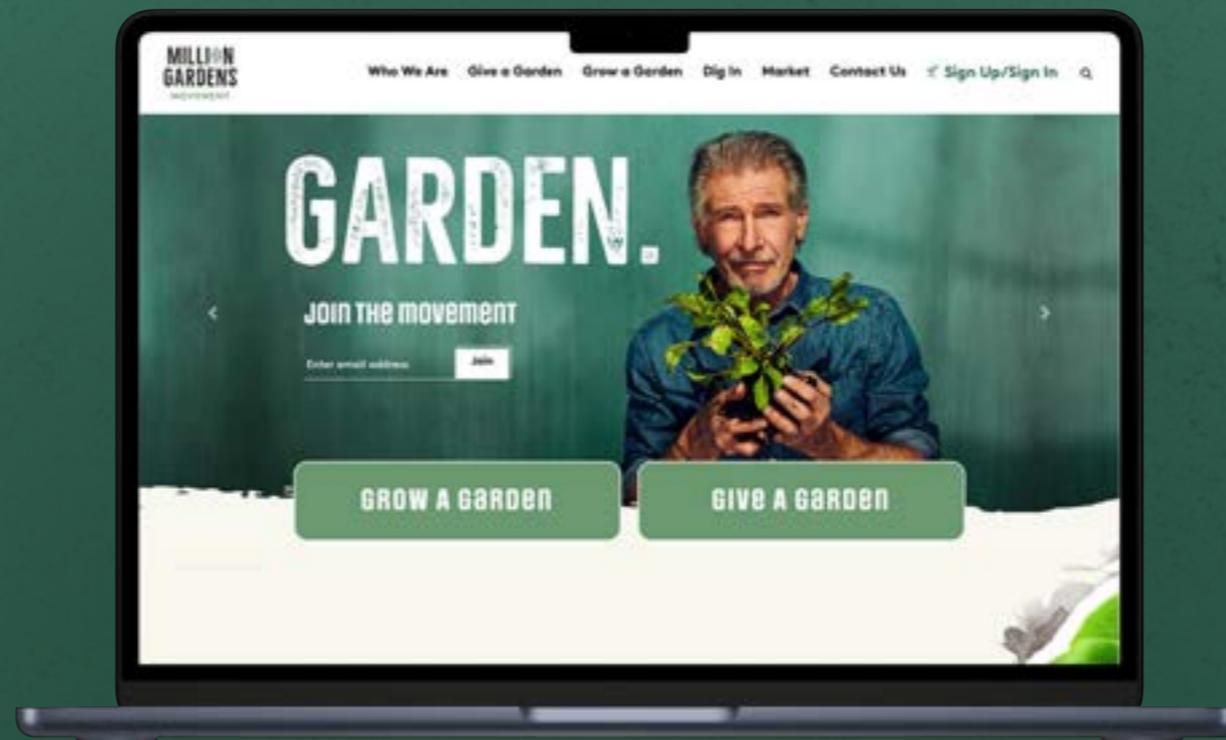
Case Studies

Websites



Million Garden Movements

With global food insecurity issues on the rise, founders and philanthropists Frank Giusta and Kimbal Musk realized the potential for people to grow their own gardens. They needed a website that would be philanthropic and engaging for the large audience they planned to support.



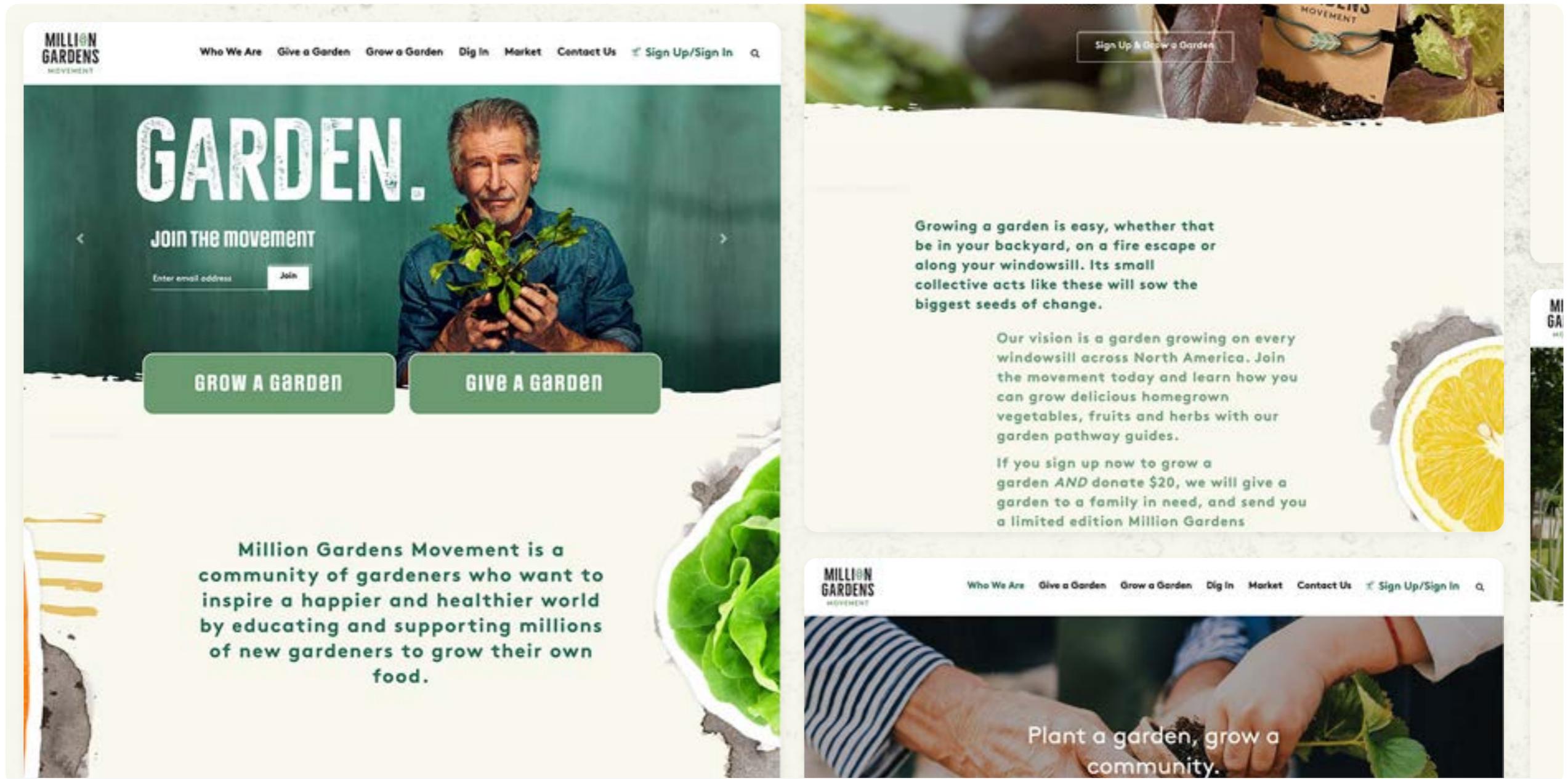
Challenge

The website needed to be flexible and allow users to create accounts and customize their garden pathways. The website needed to be able to support community engagement in various ways and encourage people's love of gardening.

The Approach

To handle the requirements, we developed a custom web app embedded in WordPress using PHP, Javascript and a MySQL database. This allowed users to create accounts, and for the client to be able to manage the content easily.

Final Designs



Conclusion

The Million Gardens Movement launched in March 2021. There are now thousands of visitors to their website, celebrity social media endorsements and media coverage in Rolling Stone.

Kirsch Accounting

Founded in 1991, Kirsch CPA group provides premier level accounting services for small and medium sized businesses. Kirsch came to Troon looking to have their website revamped, which was not reflective of the professionalism they offered as a business.



Challenge

The website needed to acquire more consultative CPA clients and have clear and unique selling propositions.

Key Requirements

Clear call to actions to convert users easily

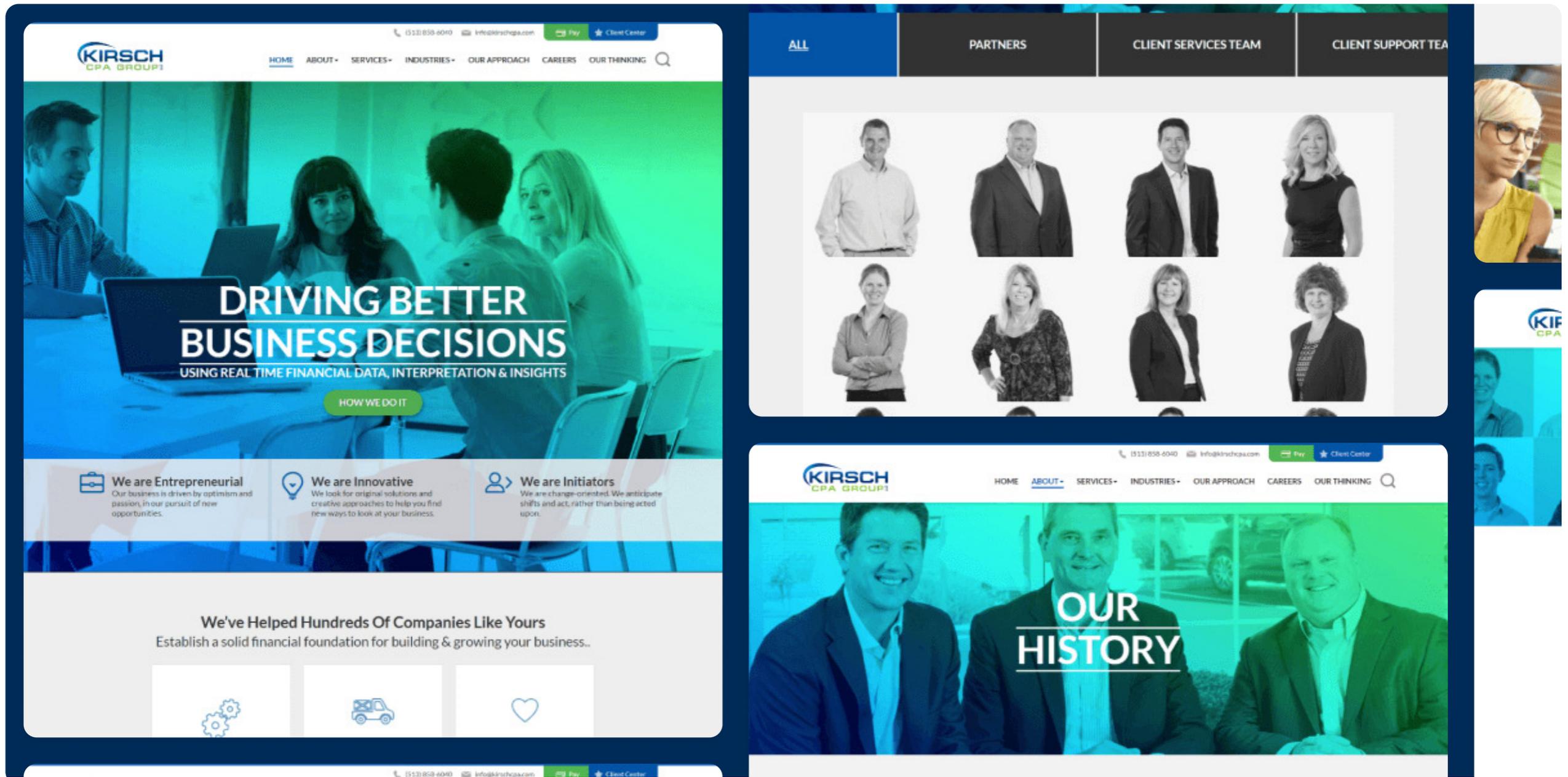
Data capture points for lead generation

Sleek, modern design that reflected the business and industry

The Approach

To handle the requirements, we developed a WordPress website using Javascript and PHP languages with a MySQL database. This would handle the clients requirements and enable the platform to integrate their SEO and PPC campaigns.

Final Designs



Conclusion

Kirsch's website is now a professional and inviting design with clear call to actions.

Get in touch with us •

Mehboob Gakher

PRESIDENT (PAKISTAN), PARTNER

✉ mehboob@troontechnologies.com