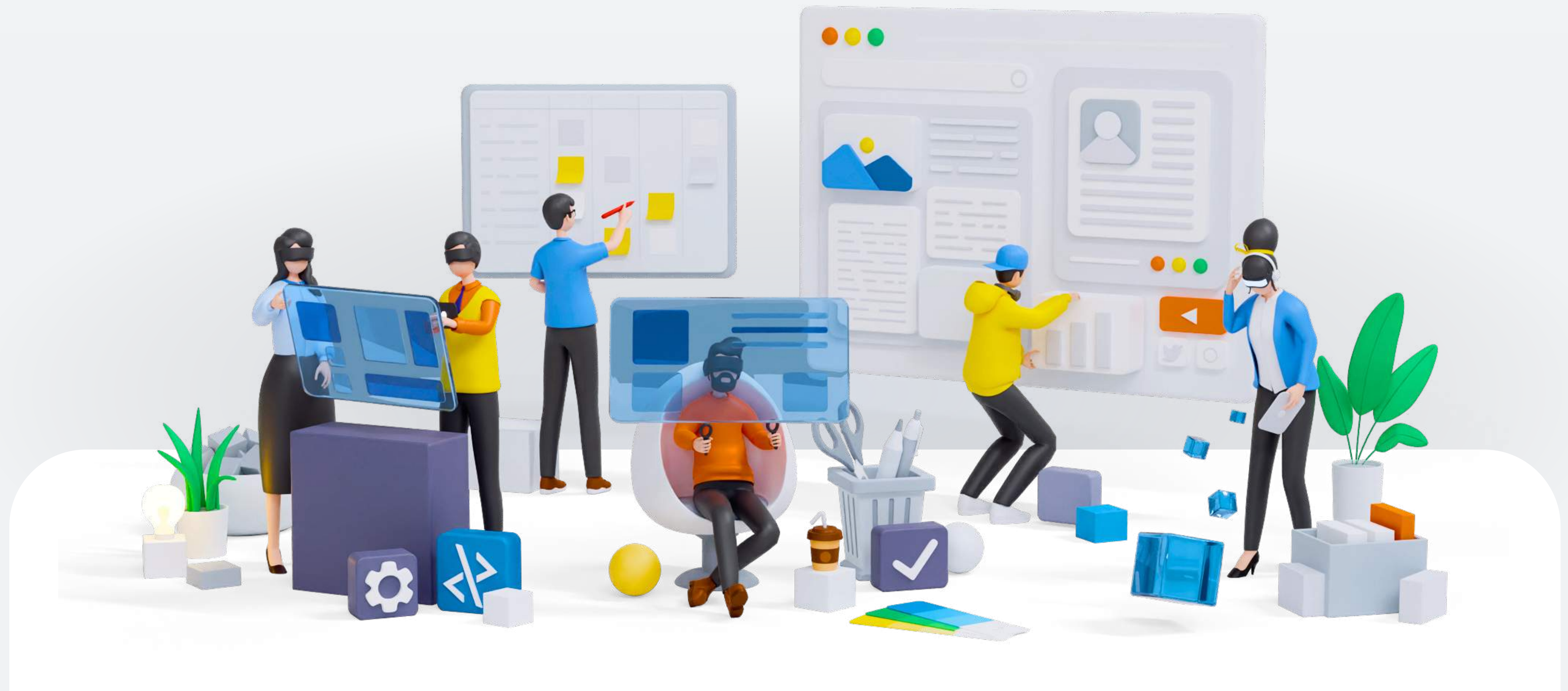




**We Design, Build & Manage Digital products that  
delight your users and transform your business.**



# A New Age Product Design & Software Development Company

We Think App is a Product Design & Development Company, delivering end-to-end solutions for Web, Mobile and AR/VR/MR to companies of all sizes. We are an agile team of highly talented UX designers, UI designers, Frontend developers, backend developers, testers, DevOps Engineers, Cloud Architects, Solution Architects, and others, who ensure that pixel-perfect applications with the highest functional value are created. WTA is with you at every step of your product journey - from discovery to design to development of a scalable and effective solution. Through our design thinking approach, we assist our clients in not only creating successful products and brands but also creating a lasting consumer experience.

Our highly skilled team has ample experience fully customized applications. We bring the client and user to centre-stage and aim to establish a lasting relationship through problem-solving, attention to detail, functionality and simplified User Experience. With various clients from London, Belgium, San Francisco and more, WTA creates for a global audience.

**2015**

FOUNDED

**100+**

CLIENTS

**150+**

APP PROJECTS









# Our Core Expertise



## Strategy & Consulting

- Discovery Sessions
- Scoping Session
- Research & Analysis
- GTM Strategy
- Digital Transformation
- Service Automation
- Technical Documentation



## Product Design

- Research
- UX Design
- UI Design
- Usability Testing
- 3D Assets
- Design Audit
- Design Sprint
- Data Visualization



## Web App Development

- React Js
- Angular Js
- Vue Js
- Flutter
- PWA
- Graph QL
- Node.Js
- Ruby On Rails
- MongoDB
- .Net
- C#
- Python
- Wordpress



## Mobile App Development

- React Native
- Flutter
- Android Native
- IOS Native



# Our Core Expertise



## E-Commerce Platforms

- Magento
- Woocommerce
- Prestashop
- Shopify



## Data Visualization

- E-Commerce
- Human Resources
- Financials
- Marketing & Sales
- Supply Chain
- Manufacturing
- Platform Intelligence



## Salesforce Consulting

- Salesforce Lightning Interface Apps.
- Integrating Dynamic Website.
- Data Driven Dashboards With Visual Reporting.



## Staff Augmentation

- Dedicated Agile Teams
- Contract To Hire (C2H)
- One Time Placements

# Our 5D Design & Development Process

- Discover
- Define
- Design
- Develop
- Deliver





# **Our Featured Work**

# Trading Platform For Investible Whisky Bottles

Bottle Bits Trading is a Unique Stock Exchange for Investible Bottles. Users will have easy access to invest in “shares” of authentic and investment-grade whisky bottles within a fully-digital ecosystem with enhanced experiences that will transform their investments into a passion. Physical bottles will be safely kept in our specialized warehouse and insured, providing a hustle-free digital-only process to our customers.

## INDUSTRY

Trading Platform

## DELIVERABLES

Strategy & Consulting  
Product Design

## PLATFORMS

Web  
Mobile





# Ed-Tech Platform With Customized Study Plans For Students

ConduiraOnline is an ed-tech offering that provides Adaptive Learning and uses Machine Learning algorithms to provide Customized Study Plans to students to help them reach their goals – be it cracking an entrance exam or an aptitude test for securing a job. They use Data Sciences and the Technology & Science behind Learning to provide students with a personalized ecosystem that makes learning effective and keeps them engaged.

INDUSTRY

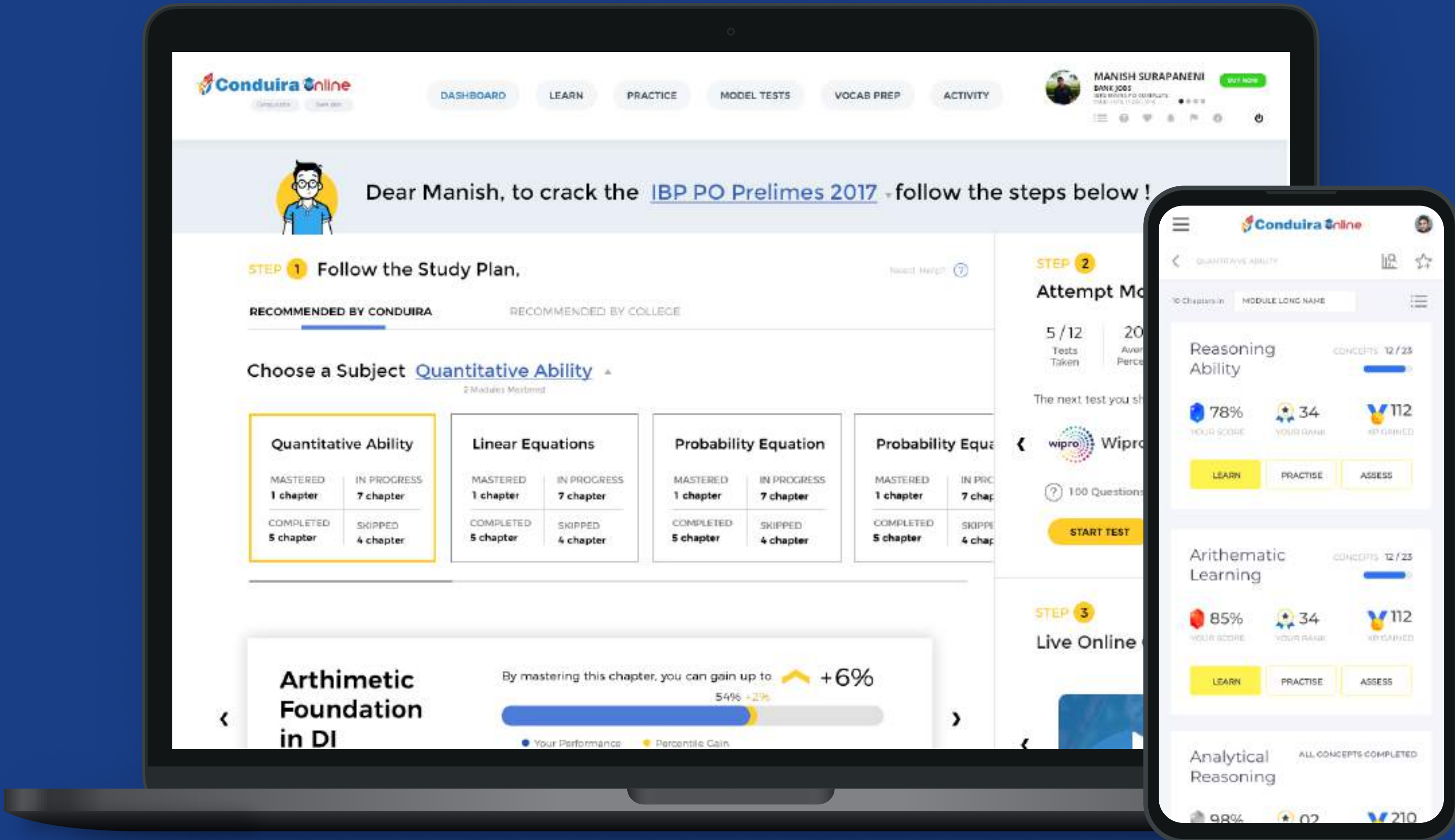
E-Learning

DELIVERABLES

- Strategy & Consulting
- Product Design

PLATFORM

- Web
- Mobile





# Science Backed, Holistic End-To-End Wellbeing Platform

Klip is a medically-backed, evidence-based Platform that supports you and your teams live more fulfilling lives. Klip uses the powers of science and community to provide preventative, holistic end-to-end wellbeing care. Science-backed and user-focused, they focus on helping people recognize how they can unlock the true genius that lives at their core, to help them flourish and live healthier lives.

## INDUSTRY

Wellness & Healthcare

## DELIVERABLES

Strategy & Consulting  
Product Design

## PLATFORMS

Web  
Mobile





# Riders Community & Events Platform

Rev Your Soul is an exclusive platform for bikers across countries to connect, ride, and share experiences within the biker community. Developed to facilitate safer rides and more exploration, Rev Your Soul is here to build an influential biker community. Organize and participate in rides and biking events around the globe, mitigate the challenges faced by bikers and riders before, during, or after their rides, connect and engage - all on one app!

## INDUSTRY

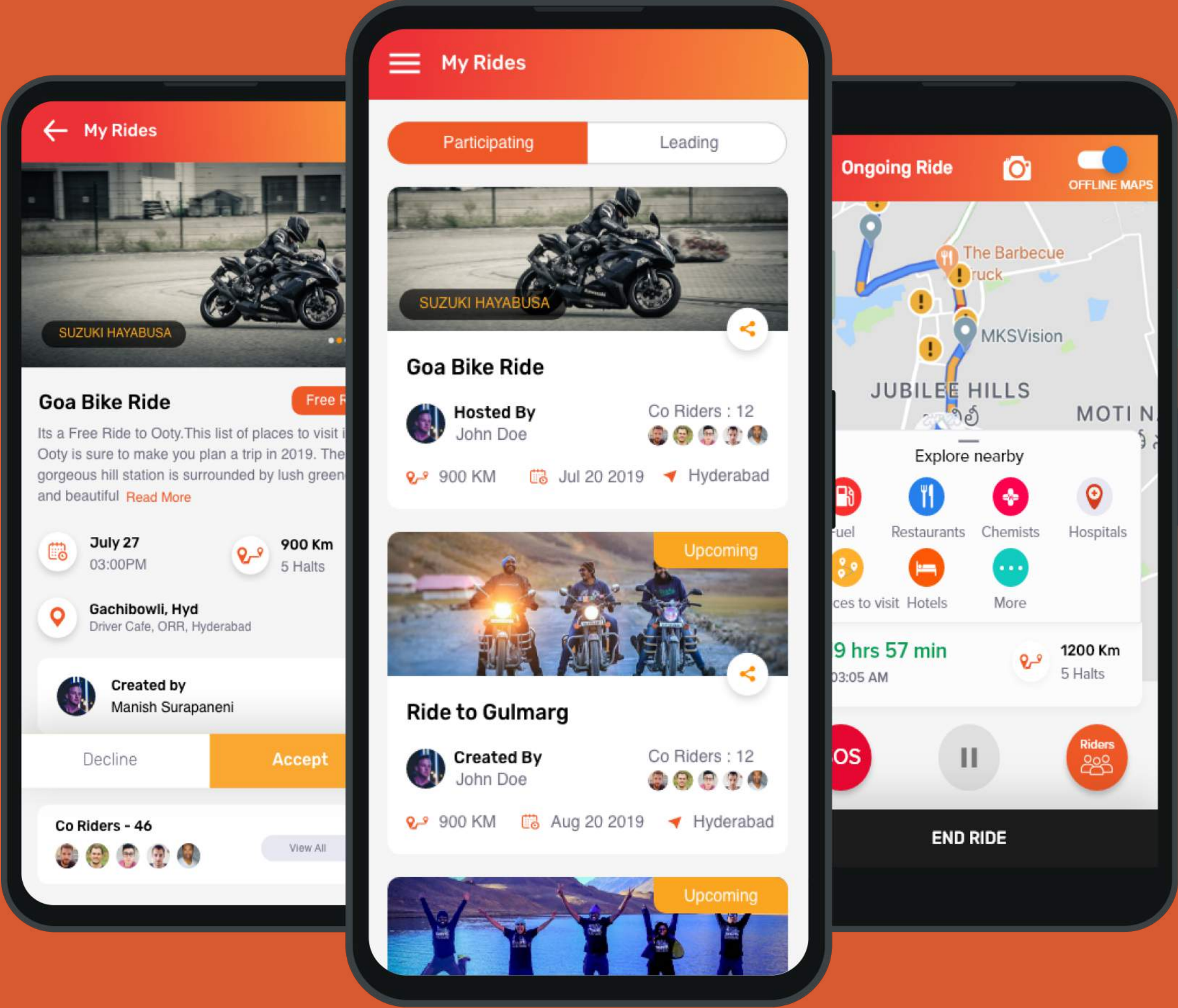
Automobile

## DELIVERABLES

Strategy & Consulting  
Product Design &  
Development

## PLATFORM

Mobile





# Interactive Employee Onboarding & Information Platform

An Employee Information Application during the onboarding process for recruiters. A simple application to help employees understand team culture and company history with a vast gallery of various media.

## INDUSTRY

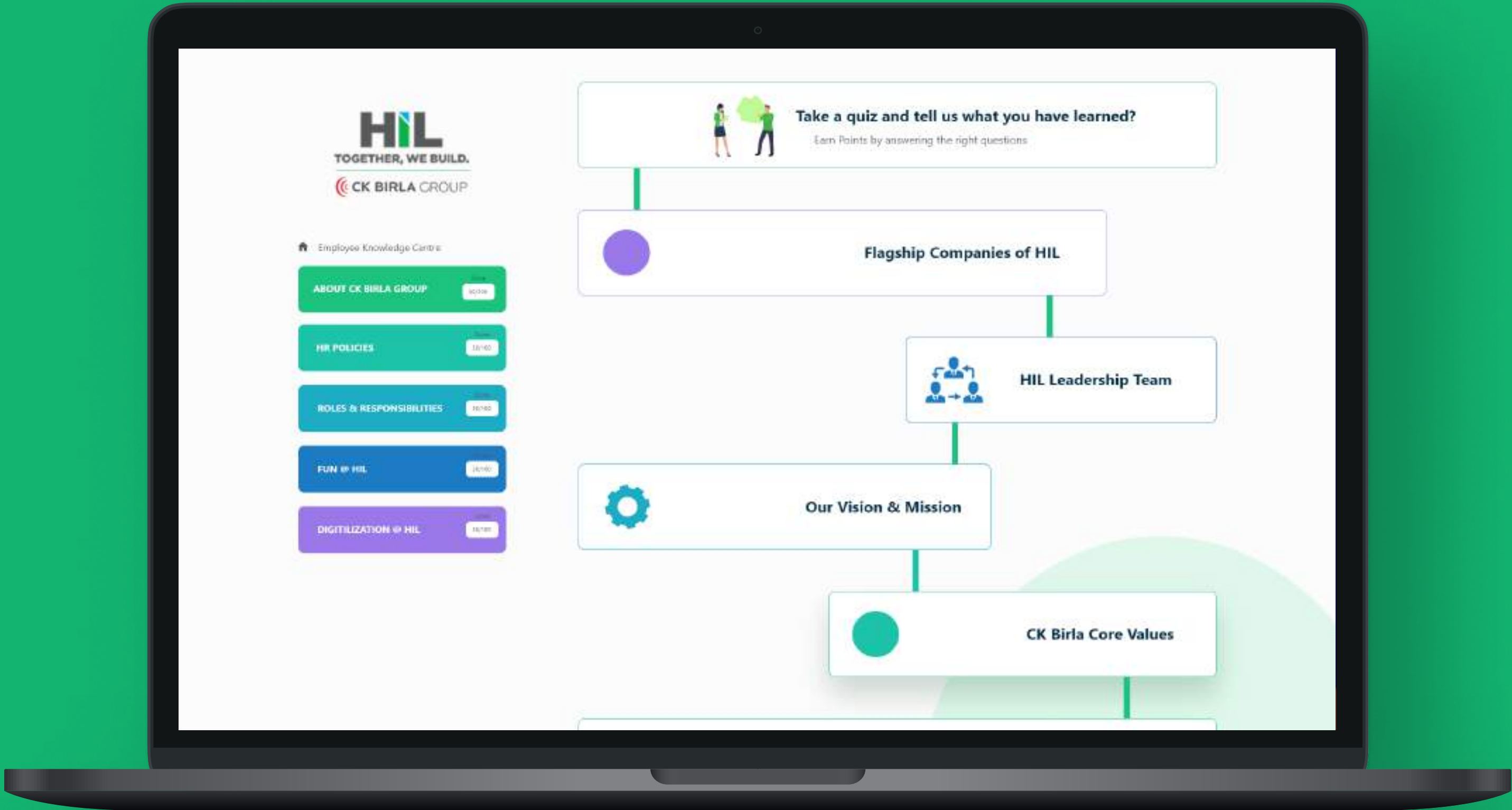
SaaS

## DELIVERABLES

Strategy & Consulting  
Product Design

## PLATFORM

Web



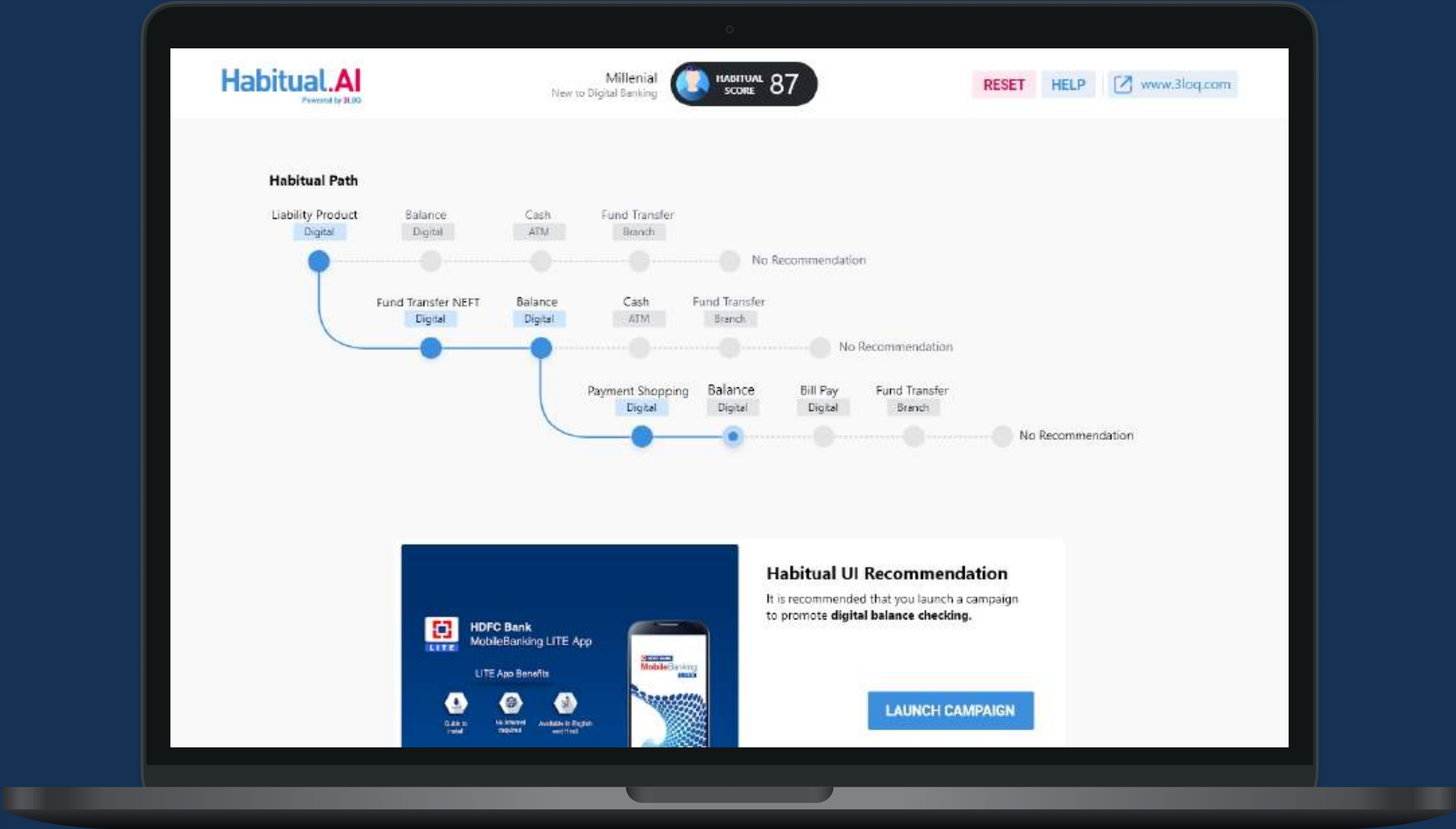
# AI Engine That Automates New Banking Habits

An AI-powered system that profiles customers at scale and then nudges them towards regular product usage via personalized banking journeys. Habitual.AI is the world's first AI engine that automates the creation of new banking habits.

INDUSTRY  
Ad Engine (AI)

DELIVERABLES  
Strategy & Consulting  
Product Development

PLATFORM  
Web





# On-Demand Laundry Services Platform

Quiclo Laundry is the best laundry app that can help you with your laundry mess once and for all. If you are looking for an efficient and convenient dry cleaning and laundry service in Hyderabad, your search ends here.

## INDUSTRY

On Demand (Laundry)

## DELIVERABLES

Strategy & Consulting  
Product Design

## PLATFORM

Mobile



# Logistics Platform For Last Mile Deliveries

Quiclo Driver Management App is an end-to-end on-demand delivery management software to keep track of delivery operations for every business. The Platform has features like Driver Dashboard with Incentive Analytics, Order Management, Intelligent Route Optimization and Proof of Delivery, managed by Area Managers & Super Admin.

INDUSTRY

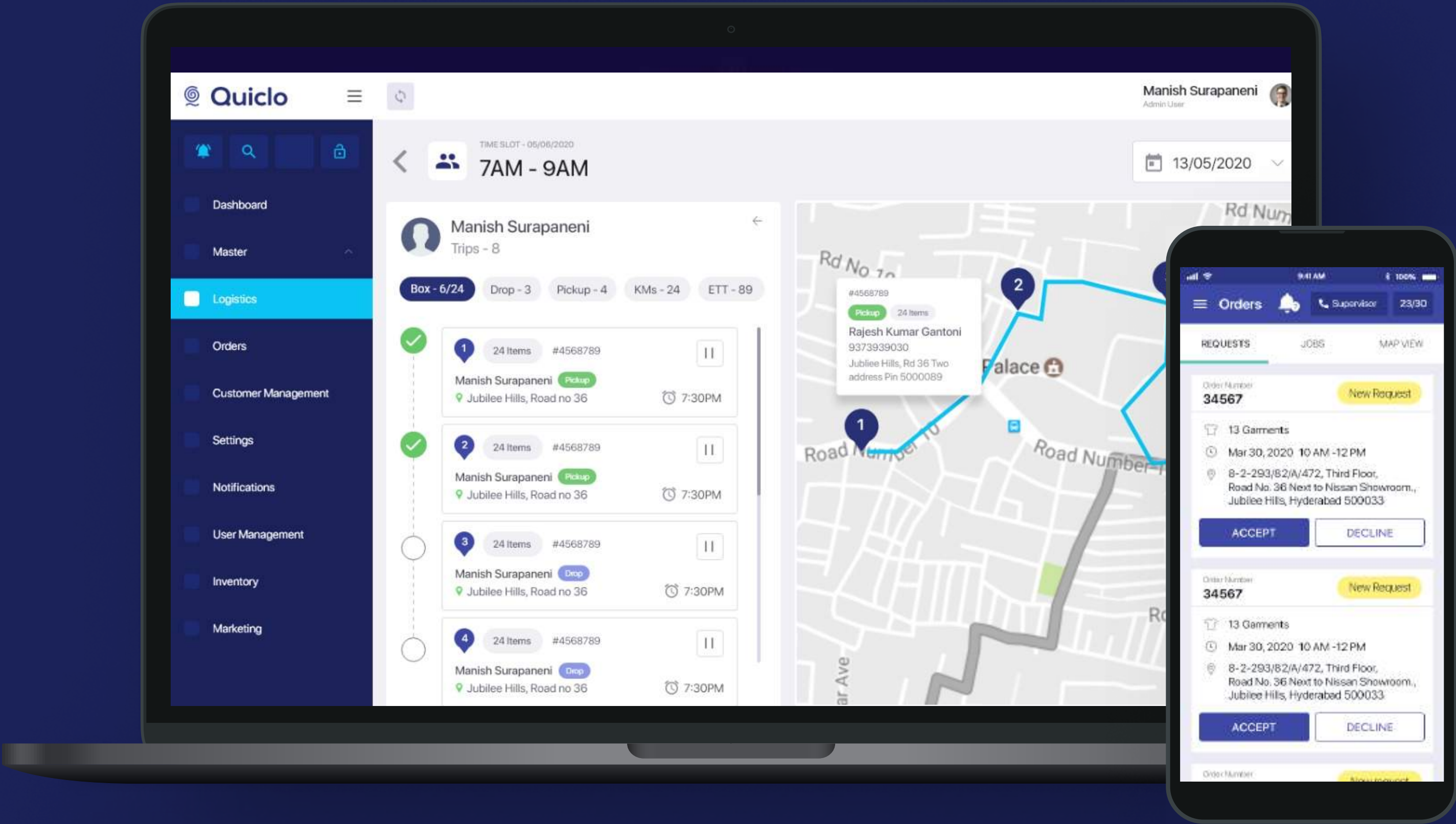
Logistics

DELIVERABLES

Strategy & Consulting  
Product Design

PLATFORM

Web  
Mobile





# Exam Preparation Platform For Competitive Exams

DigitEd is an exam preparation app for competitive exams. Supported by a community of 2 crore+ students, we offer a flawless online coaching experience for all major government exams for FREE covering various public sectors such as railways, banking, SSC, etc.

## INDUSTRY

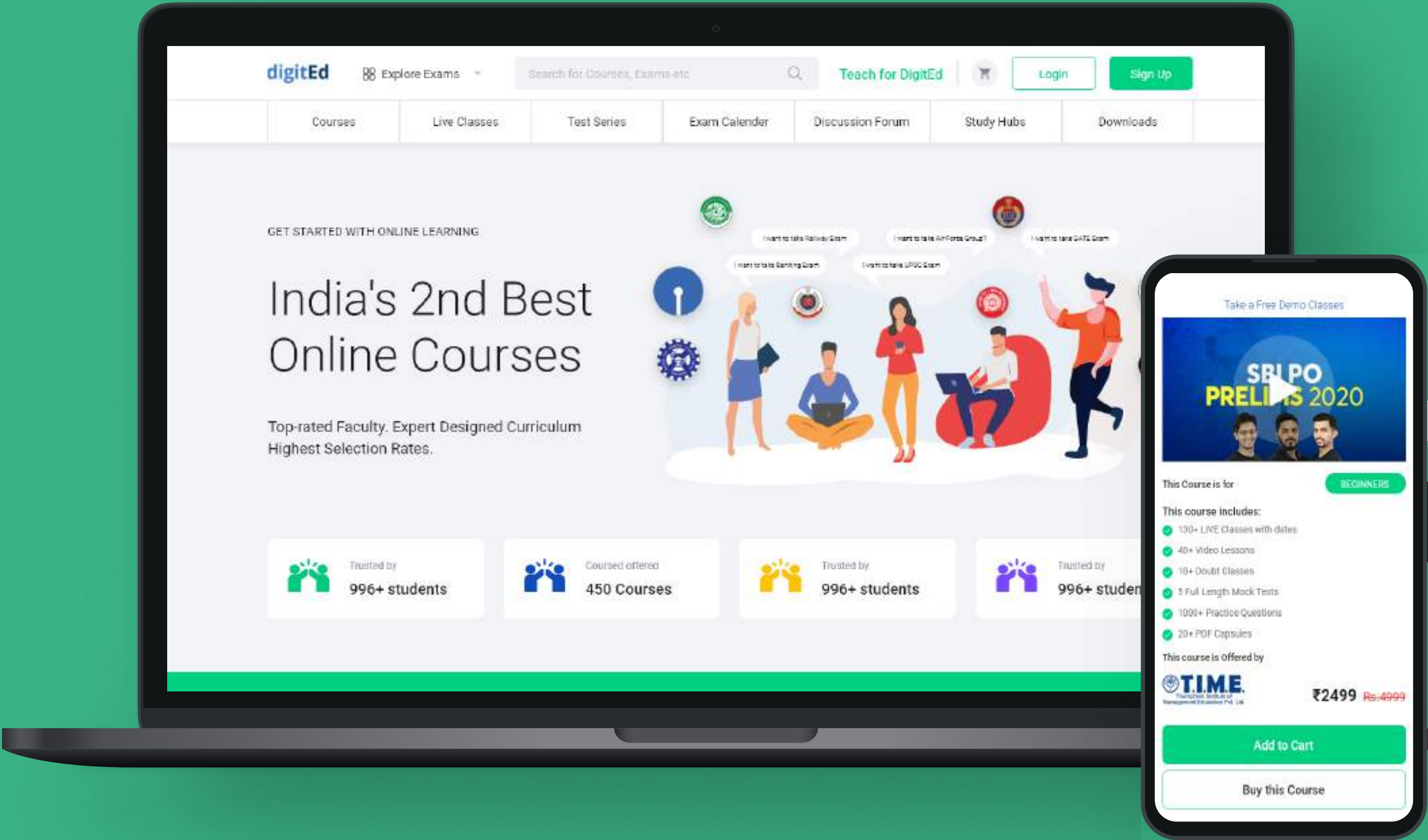
SaaS

## DELIVERABLES

Strategy & Consulting  
Product Design

## PLATFORM

Web  
Mobile





# Talent Recruitment & Professional Networking Platform

Almontage is a Talent Recruitment & Professional Networking platform similar to LinkedIn but in the field of arts & entertainment. Talent & recruiters can come together to collaborate and network with each other for their upcoming films.

## INDUSTRY

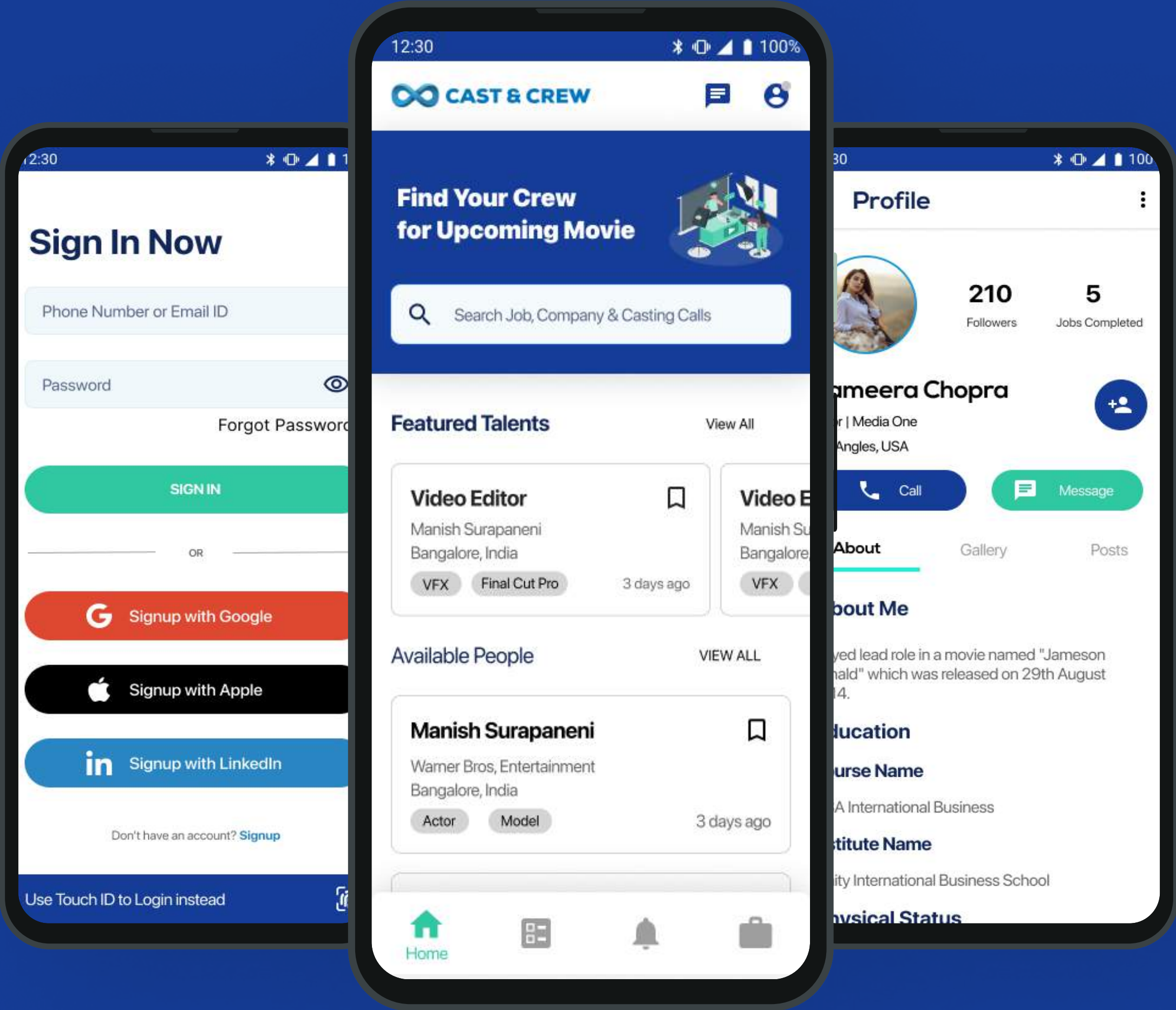
Job Portal

## DELIVERABLES

Strategy & Consulting  
Product Design

## PLATFORM

Mobile





# B2B Dealers Car Buy & Sell Platform

America's Auto Auction offers a full spectrum of Dealer services necessary to successfully complete the remarketing needs for both buyers and sellers. They specialize in selling new car trade-ins, aged inventory, lease, bank vehicles, boats, RV's, etc.

INDUSTRY

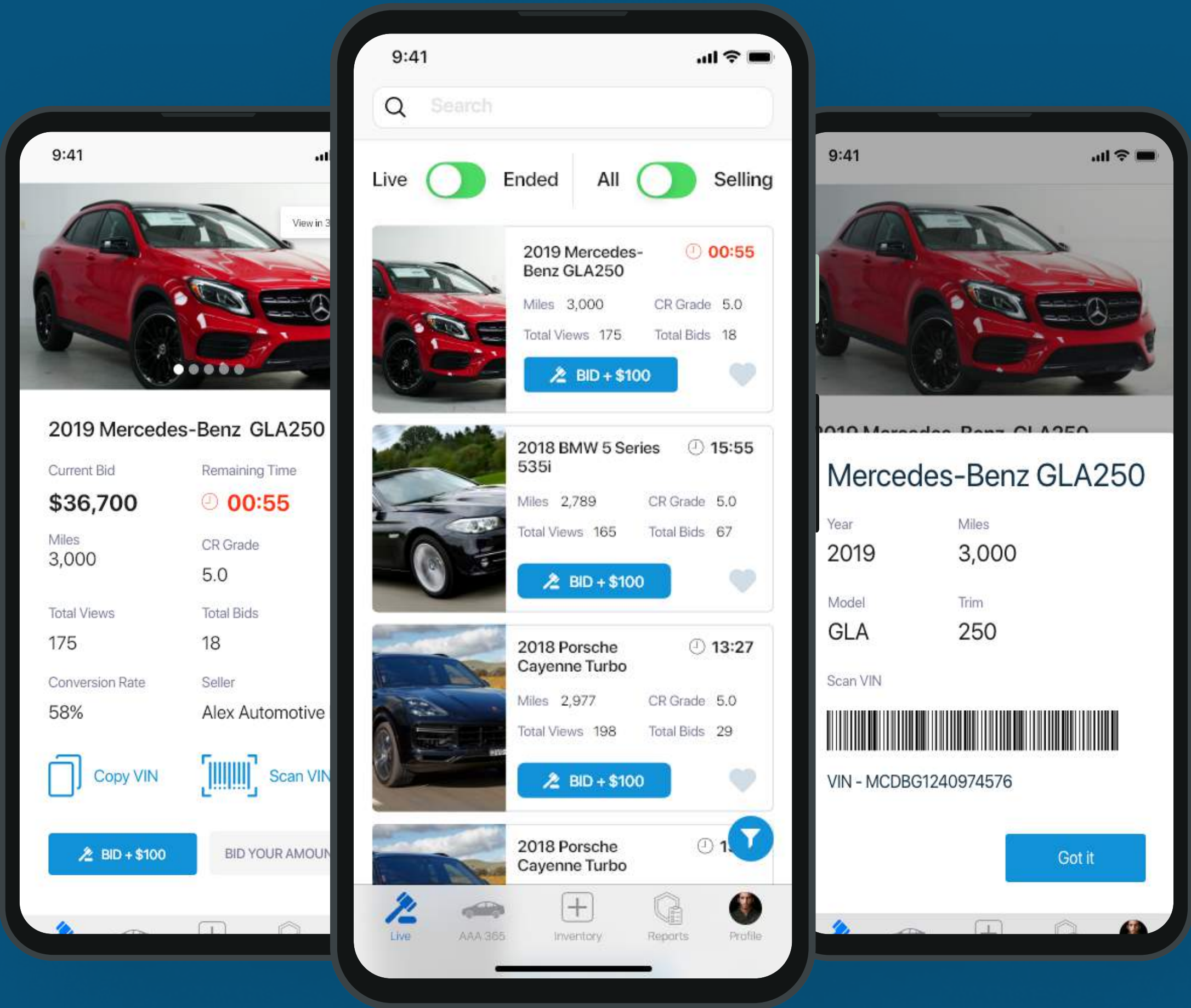
Automobile

DELIVERABLES

Strategy & Consulting  
Product Design

PLATFORM

Web  
Mobile





# Tele Medicine Platform For Medical Servies At You Home

A One-of Kind Telemedicine Application built as an aggregator for qualified nurses and caregivers providing home care with different levels of expertise for Elderly Care, Long-term Care, Palliative Care & much more.

## INDUSTRY

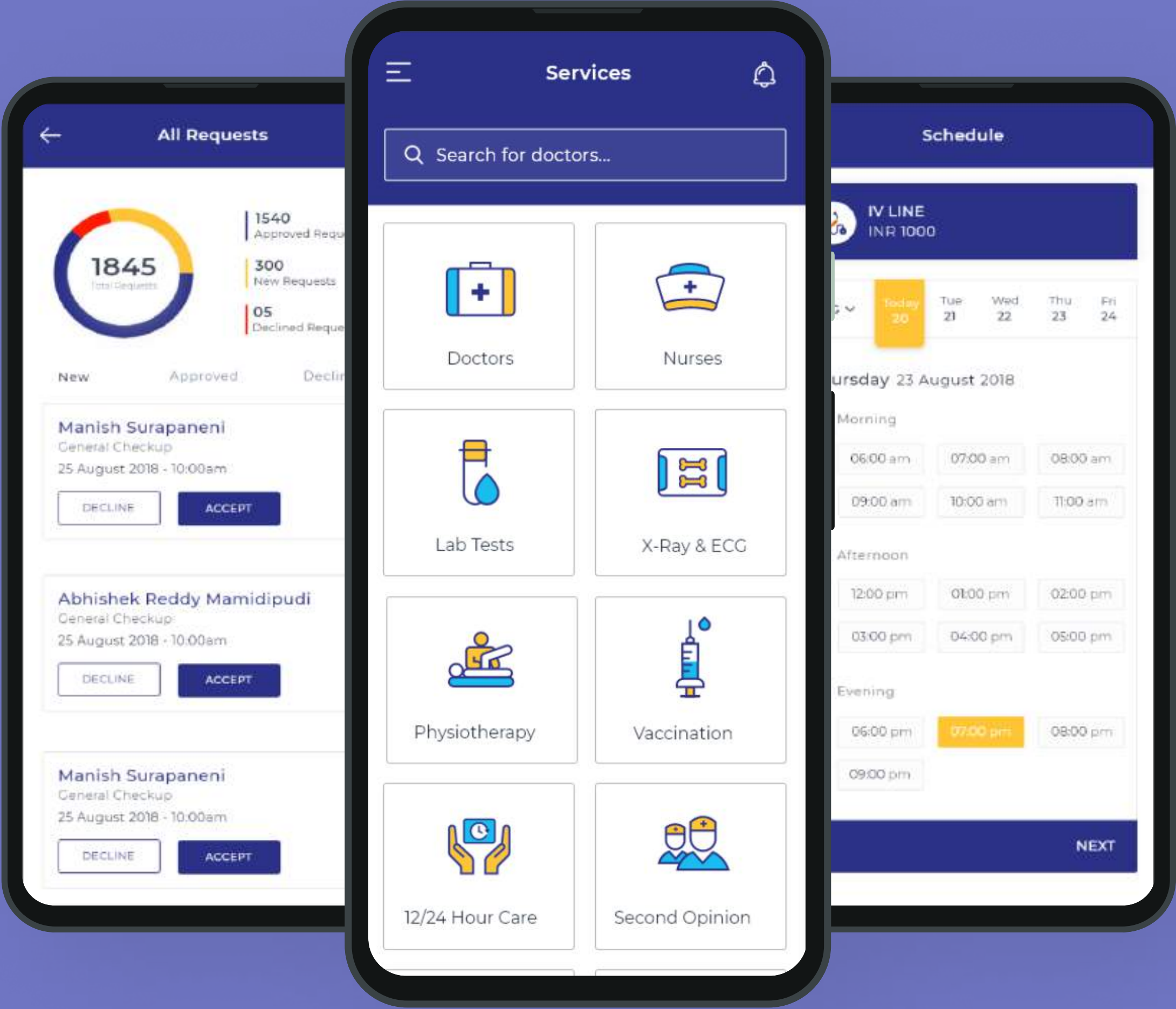
Telemedicine

## DELIVERABLES

Strategy & Consulting  
Product Design &  
Development

## PLATFORM

Mobile





# Airport Terminal Augmented Reality Experience

We have built an Augmented Reality Experience as a POC for GMR to showcase the new Terminal 2. The App delivers Apple Park-like AR Experience where the user can view multiple extensions of the premises.

## INDUSTRY

Airline (Augmented Reality)

## DELIVERABLES

Strategy & Consulting  
Product Design

## PLATFORM

AR & VR





# Asia’s Largest Healthcare Ed-Tech Company

Medvarsity Online is Asia`s largest healthcare Ed-Tech company, with over 4 lakh medical professionals trained and certified. Our partnerships with renowned medical professionals enable us to present the best courses to our students and help them meet their learning goals. With more than 150 courses in clinical & management areas for doctors, nurses, and general management personnel, we bring to you updated content carefully curated to meet your educational needs. We cover specialties such as Diabetes, Emergency Medicine, Cardiology, Nutrition, Wellness, Healthcare Informatics, and Mental Health.

## INDUSTRY

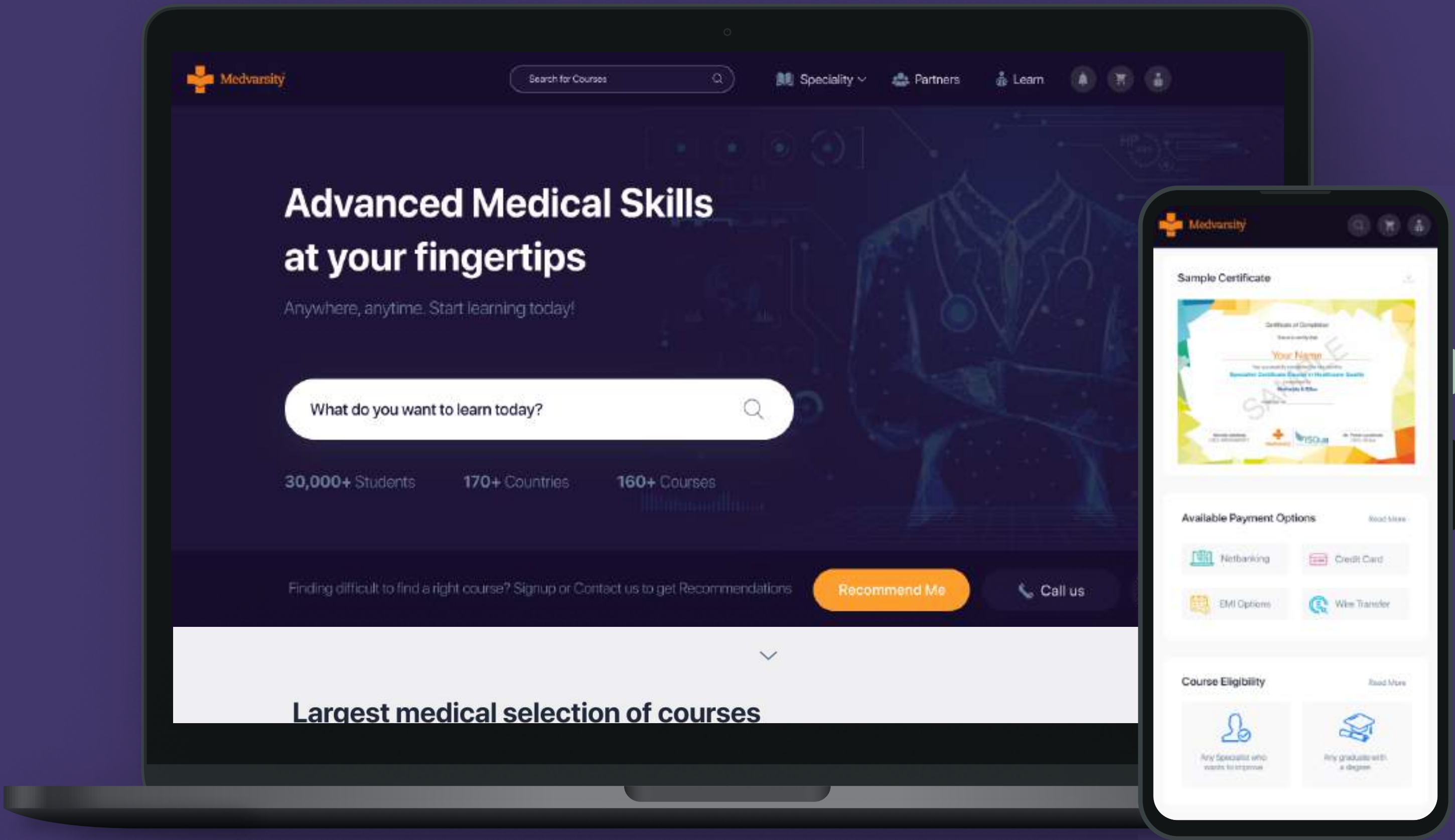
Healthcare Ed Tech

## DELIVERABLES

Strategy & Consulting  
Product Design  
Front End  
Development

## PLATFORMS

LMS  
Web  
Mobile





# Workout & Meal Planner With E-Commerce Integration

Multifit is a Workout Management Application designed to cater to gym needs of everyone from trainers to customers to managers. The Application has features like Creating a Custom Plan, Logging the weight and reps of each set in succession or logging all sets in one click. We'll save and track your data to show you the results of your training with intuitive statistics and charts. They also have a Built-in E-Commerce platform and Calories Tracker to manage your daily nutritional & protein needs.

INDUSTRY

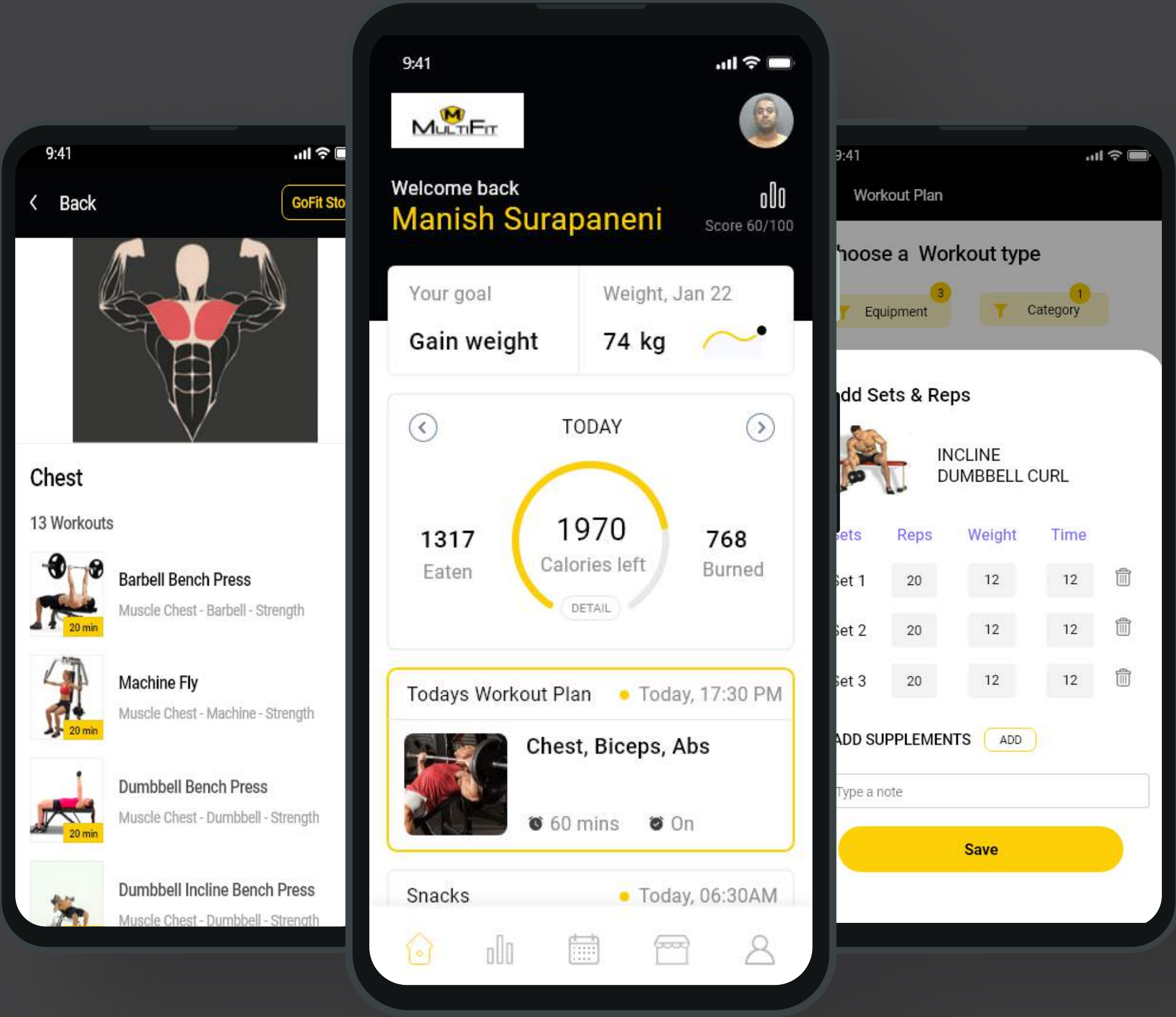
Fitness

DELIVERABLES

Strategy & Consulting  
Product Design

PLATFORM

Mobile





# Music Festivals Online Booking Platform

Music Festi offers carefully curated festival experiences to some of the best dance music events across the world. The Platform provides extensive details of the festival along with Checkout and saves your digital ticket with QR Code options.

## INDUSTRY

Travel (Booking Platform)

## DELIVERABLES

- Strategy & Consulting
- Product Design & Development
- Managed Services

## PLATFORM

- Web
- Mobile



# A Two-Way Interaction And Community Building Platform

Driving effective, intuitive, engaging and easy interactions. At WTA, we have built P&G's ultimate Q&A platform that promotes collaborative interaction and feedback at all employee levels

INDUSTRY

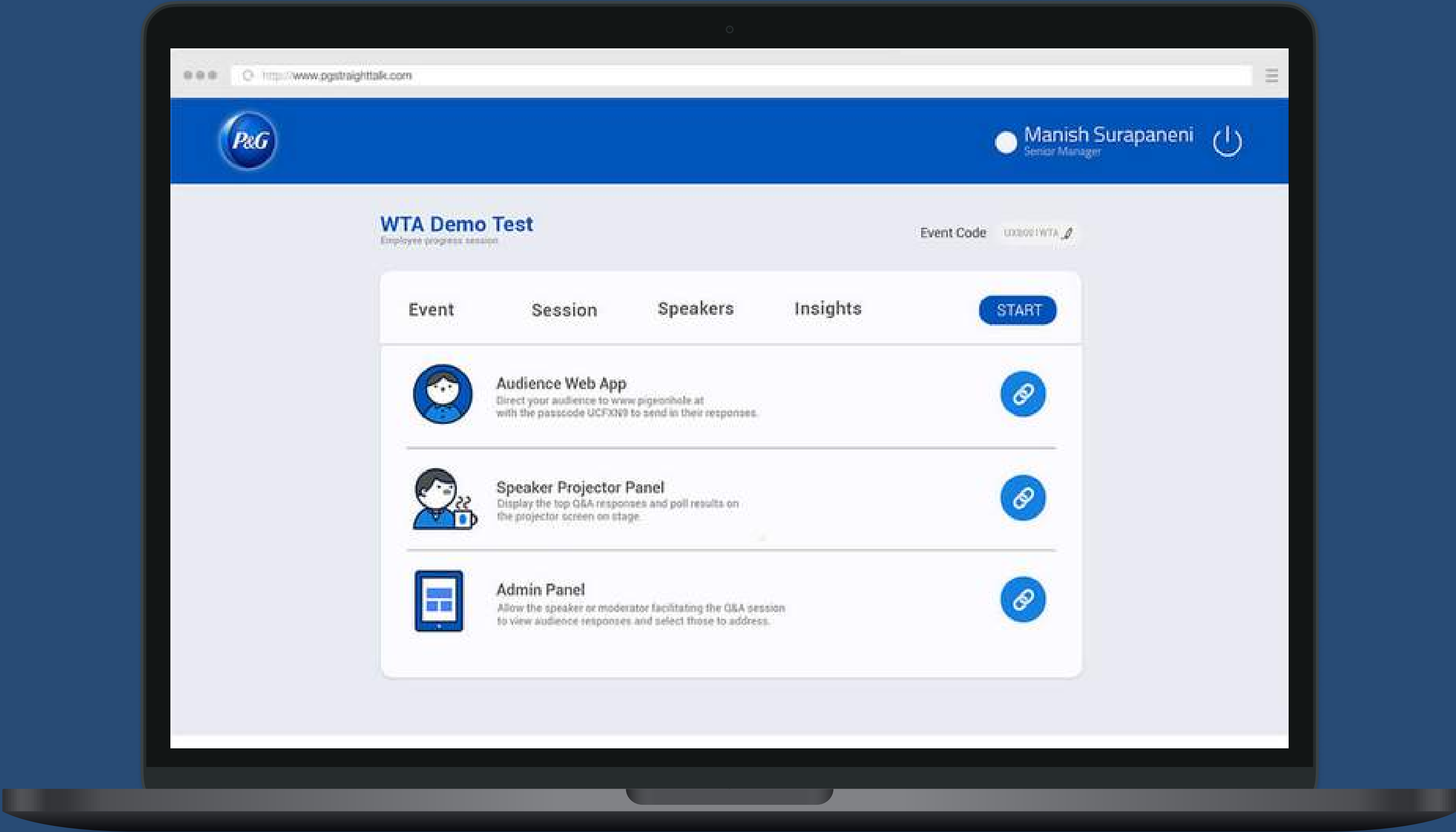
HR Platform

DELIVERABLES

- Strategy & Consulting
- Product Design & Development
- Managed Services

PLATFORM

Web





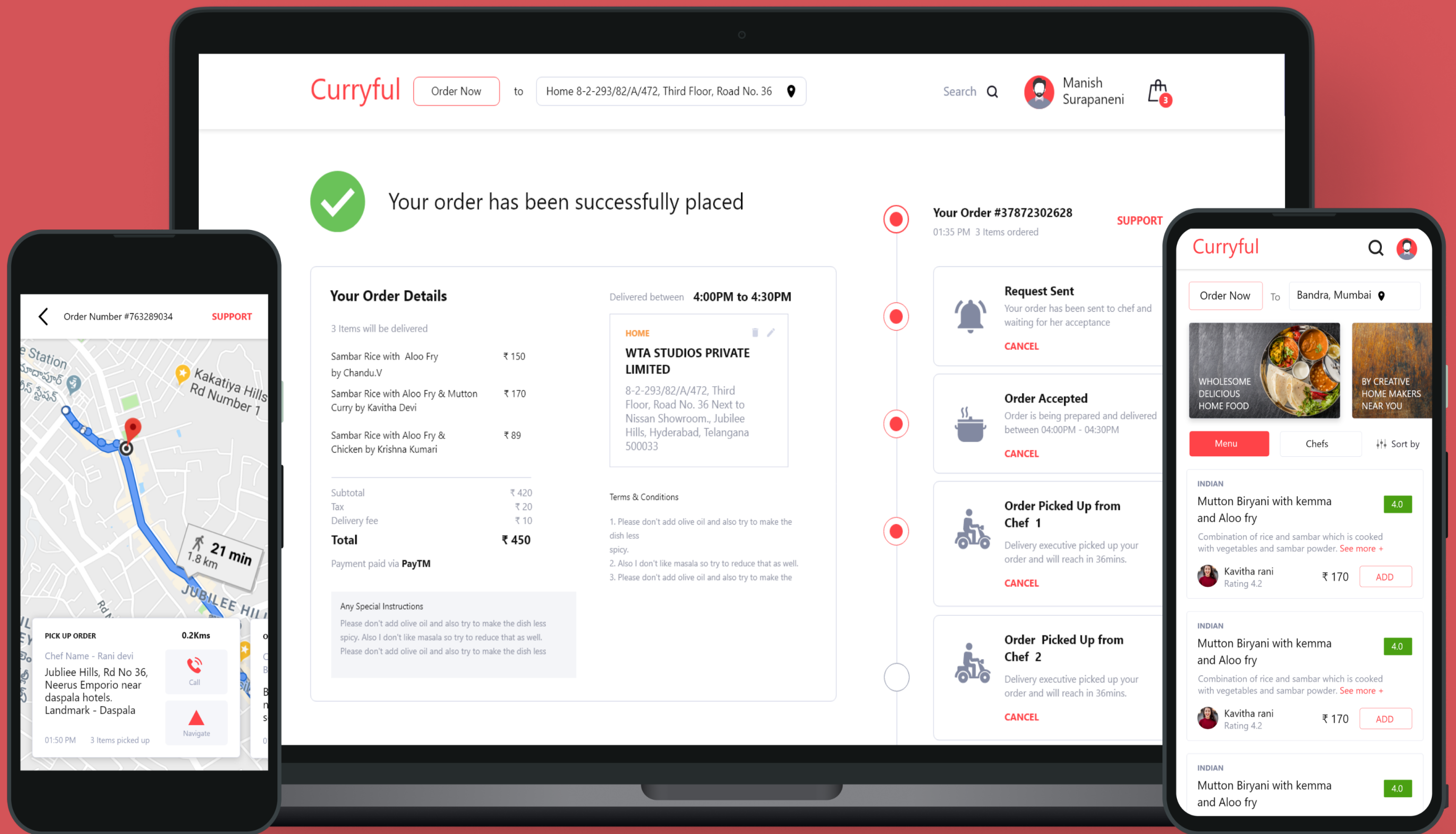
# Online Homefood Delivery Platform

Curryful is an online food delivery app that brings dishes made by super-talented home-chefs to people in search of a healthier and more homely alternative to eating out. We are pleased to deliver an Ecosystem of Apps to automate the entire business from Super Admin to Manage the Platforms like Customer Web & Mobile, Driver App & Chef.

INDUSTRY

On Demand (Online Food Ordering)

DELIVERABLES	PLATFORMS
Strategy & Consulting	Web
Product Design	Mobile
Web & Mobile App Development	
Managed Services	



# Talent Assessment & Recommendation Platform Using Virtual Reality

The PerspectAI Platform bridges potential to performance, making employment meaningful for companies and individuals alike. PerspectAI is a Talent Recommendation Tool that helps understand human abilities but is an extensive and engaging manner with unlimited insights.

## INDUSTRY

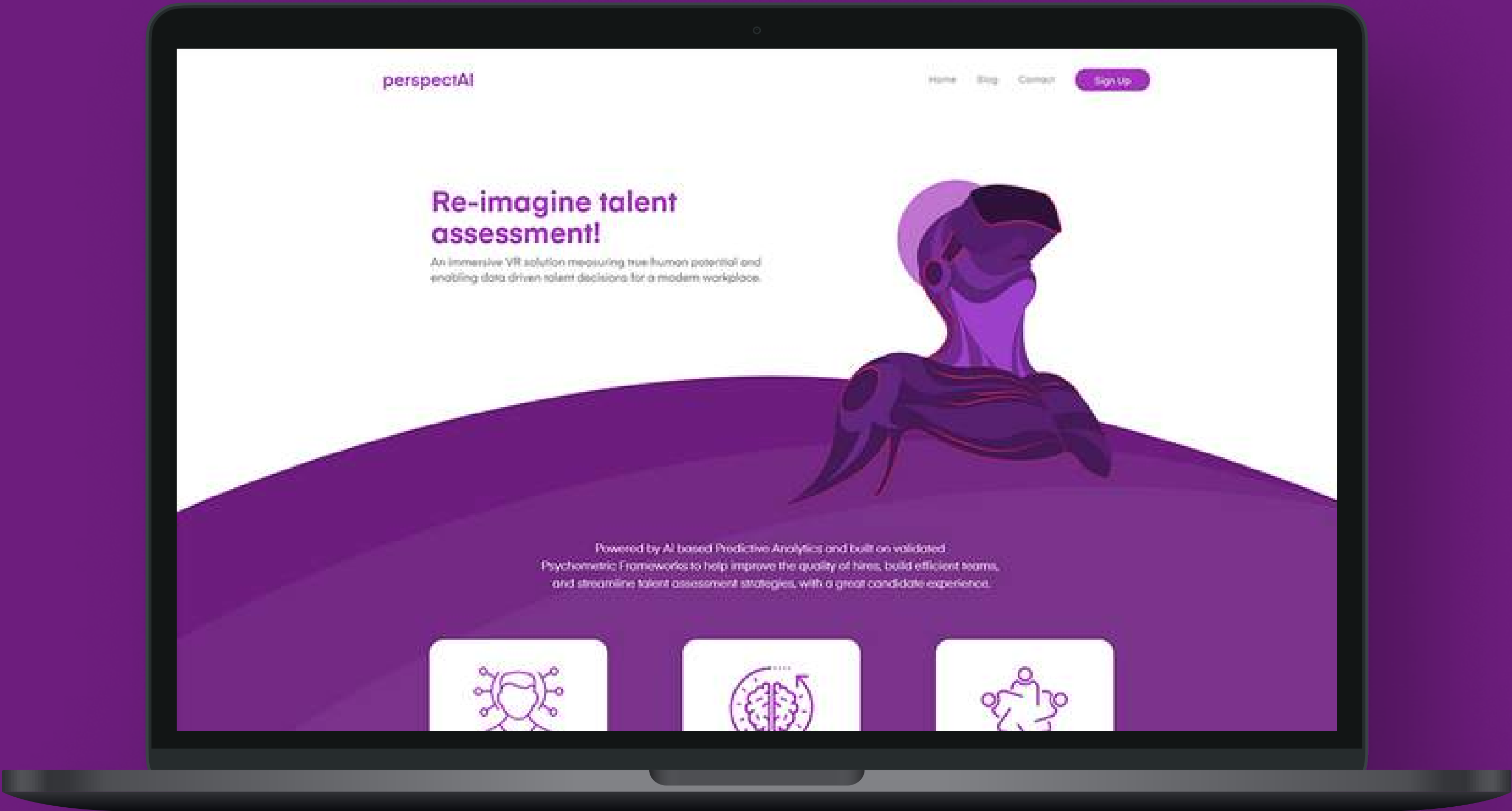
Assesement

## DELIVERABLES

Strategy & Consulting  
Product Design

## PLATFORM

Web





# A Software Estimation Builder

A platform that can turn any idea into tailor-made software, without writing any code or speaking to a developer or agency. It empowers anyone with an idea and no know-how to create and operate the lifecycle of any bespoke digital project.

## INDUSTRY

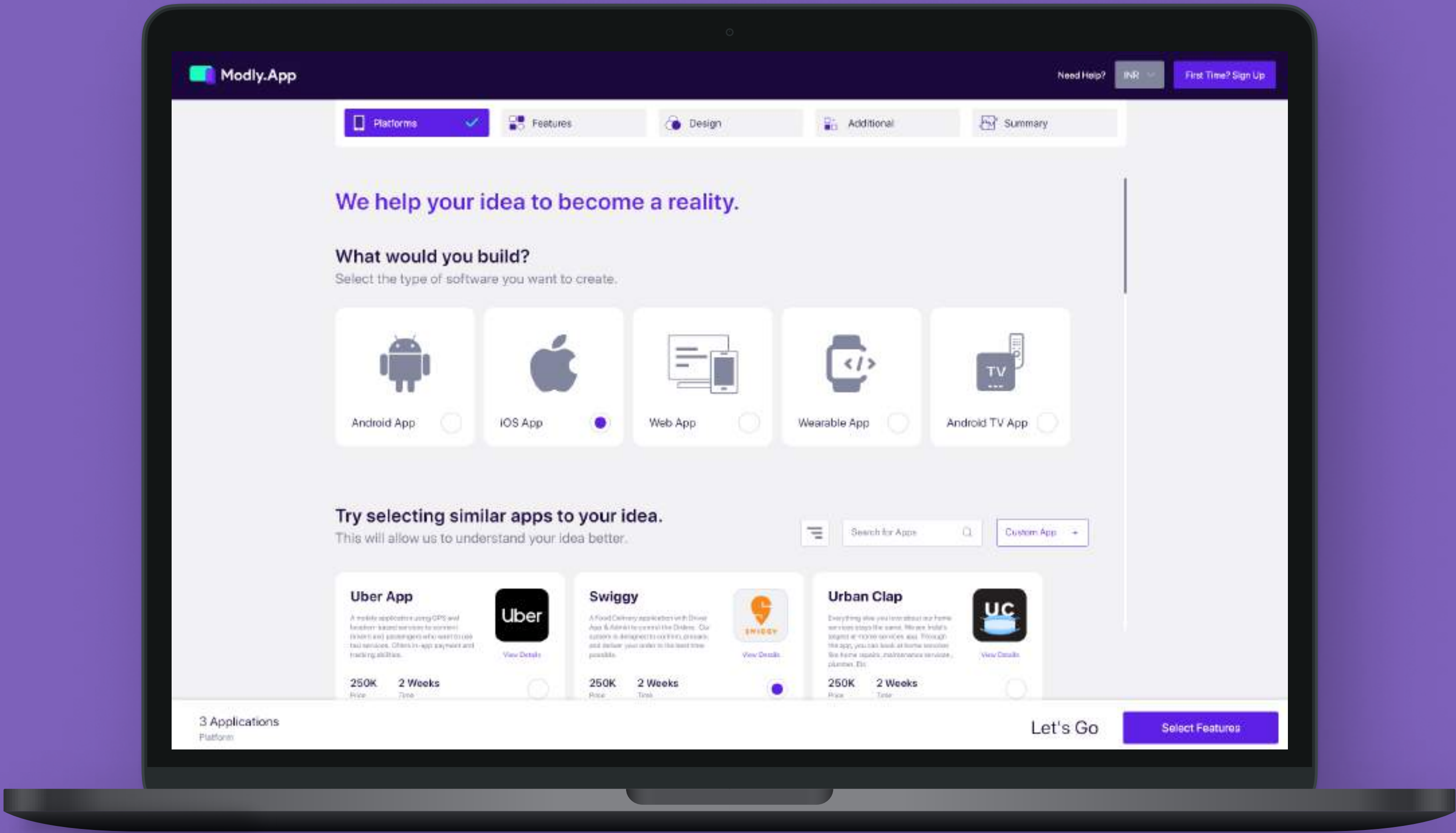
Software Development

## DELIVERABLES

Strategy &  
Consulting  
Product Design

## PLATFORM

Website





# Data Visualization Platform

A technology platform was developed at WTA to help analyze data, tackle database and data management through data-driven approaches & analytics, to eventually deliver a performance estimation platform aimed at highway revenue generation in India.

## INDUSTRY

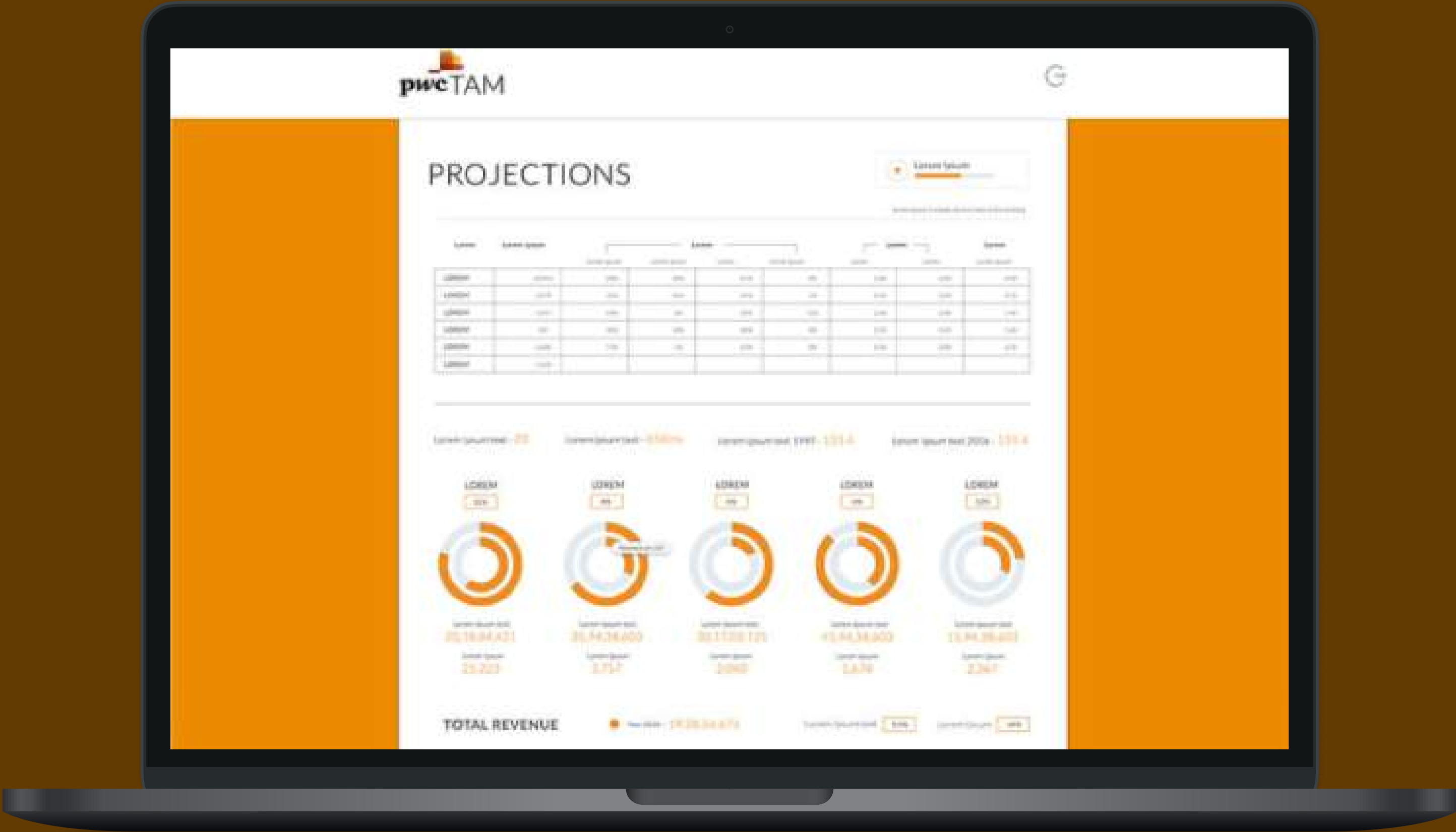
SaaS

## DELIVERABLES

- Strategy & Consulting
- Product Design & Development
- Managed Services

## PLATFORM

Web





# High-End 3D Car Customization Application With AR Visulization

A high-end 3D car customization application for users to design and customize cars and view them in 3D for a life-like preview at their fingertips. Use it in-store, online or as a mobile app, the car customizer lets users choose cars and their various components in a visually engaging way.

INDUSTRY

Automobile (Augmented Reality)

DELIVERABLES

Strategy & Consulting  
Product Design &  
Development

PLATFORM

Tablet  
VR



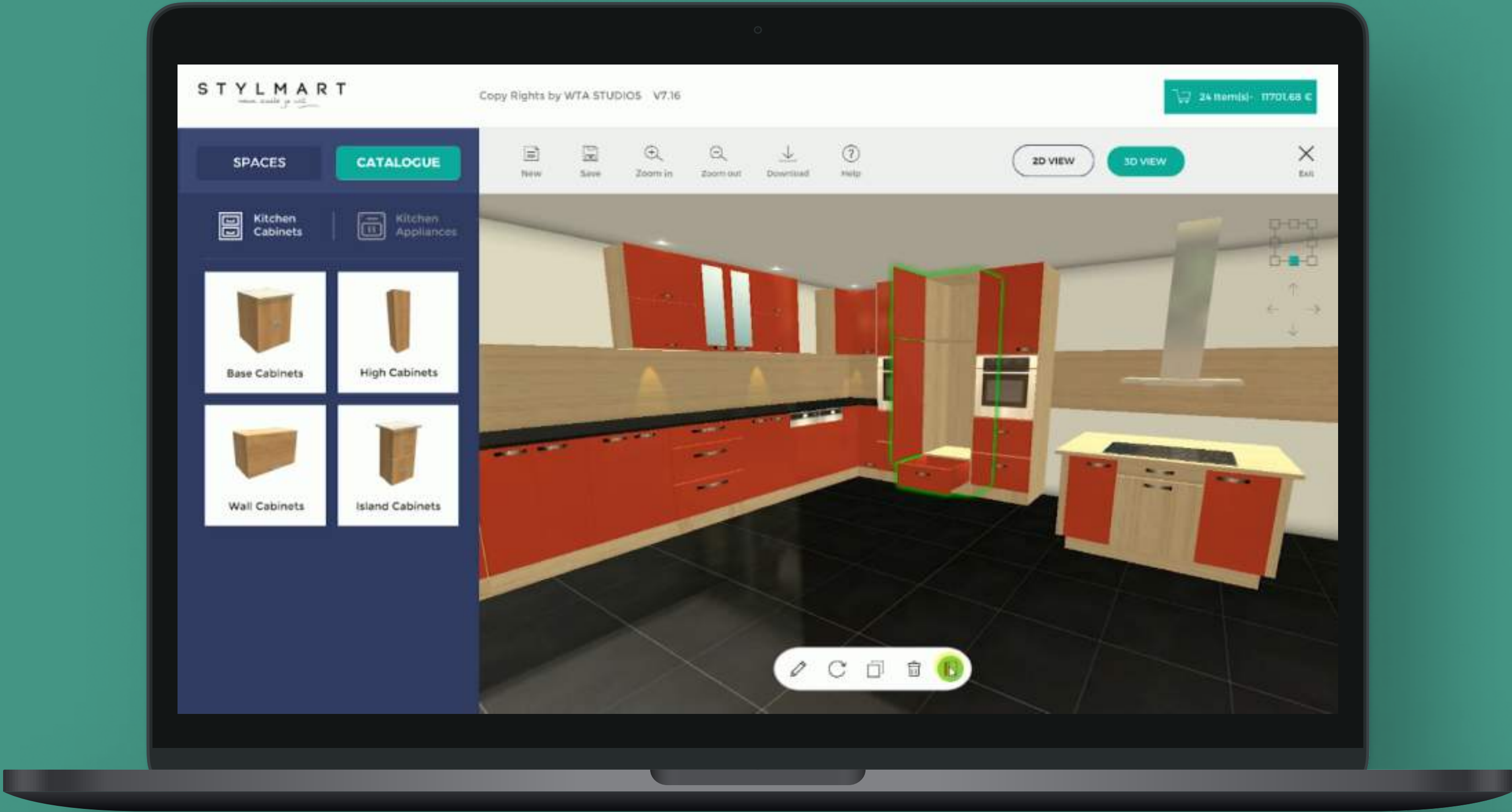


# 3D Kitchen Planner Plaform With AR & VR

Kitchen planner is an AR tool put together at WTA for planning, building, remodeling and decorating kitchens, using the latest in AR technologies. In addition to buying and other POS choices, the user can use 3D rendering to visualize the furniture and view it in Virtual reality instantly.

**INDUSTRY**  
Interior Design

DELIVERABLES	PLATFORM
Strategy & Consulting	Web
Product Design	



# E-Learning LMS Platform For Upskilling Tata Employees

Dashboard built for TATA AIA Internal E-Learning LMS Platform. This helps users plan their learning schedules efficiently. The dashboard offers a wide range of metrics that will keep the user up-to-date and motivated to complete tasks.

## INDUSTRY

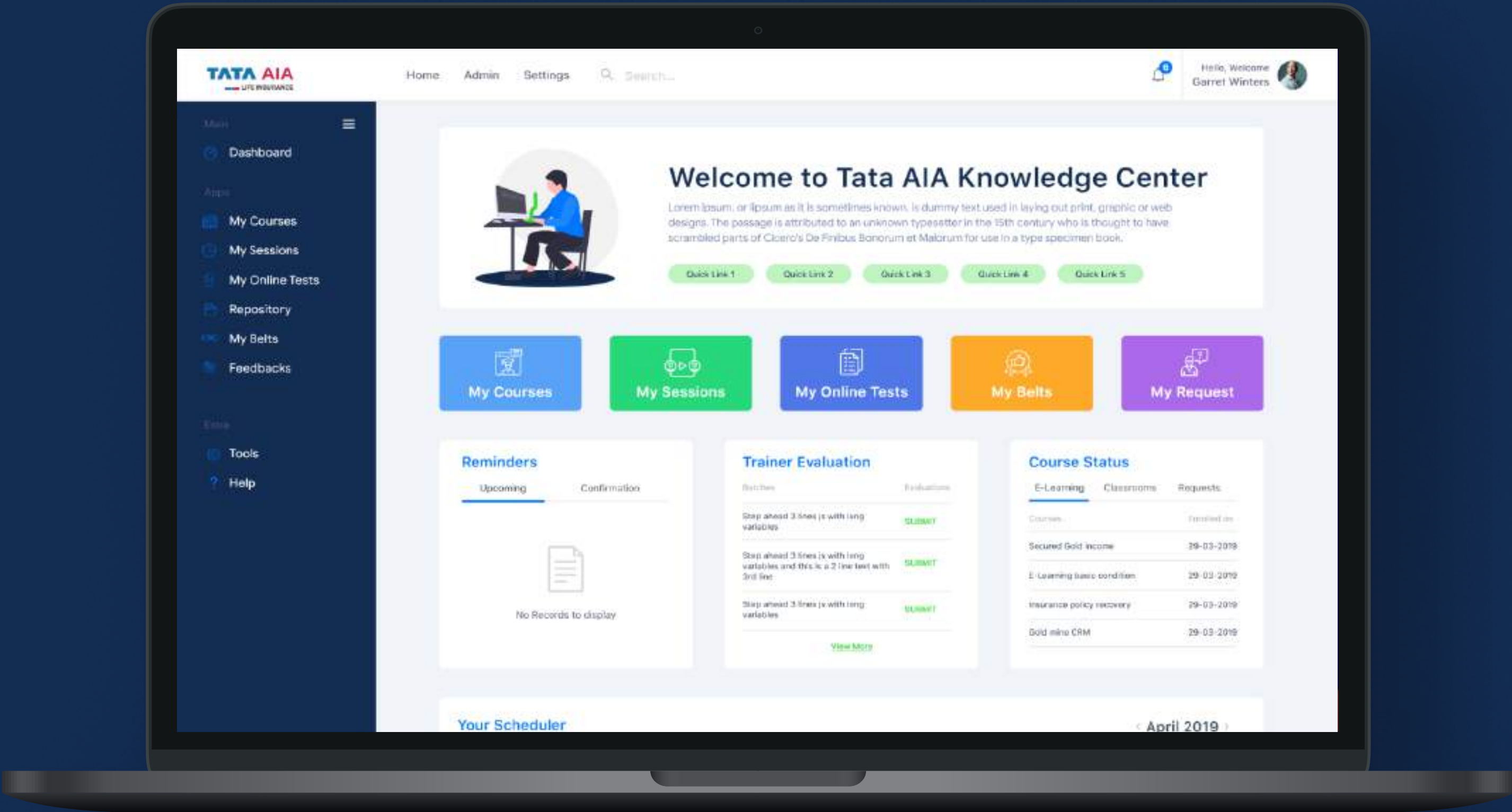
E-Learning (Education)

## DELIVERABLES

Strategy & Consulting  
Product Design

## PLATFORM

Web





# Billionaires Blogging Platorm With Real Time Net Worth Data

A Unqie Blogging Application that tracks the Net worth and latest updates curated specifc to the billionaires of the world. Get all the latest information and keep a track of all latest activities.

## INDUSTRY

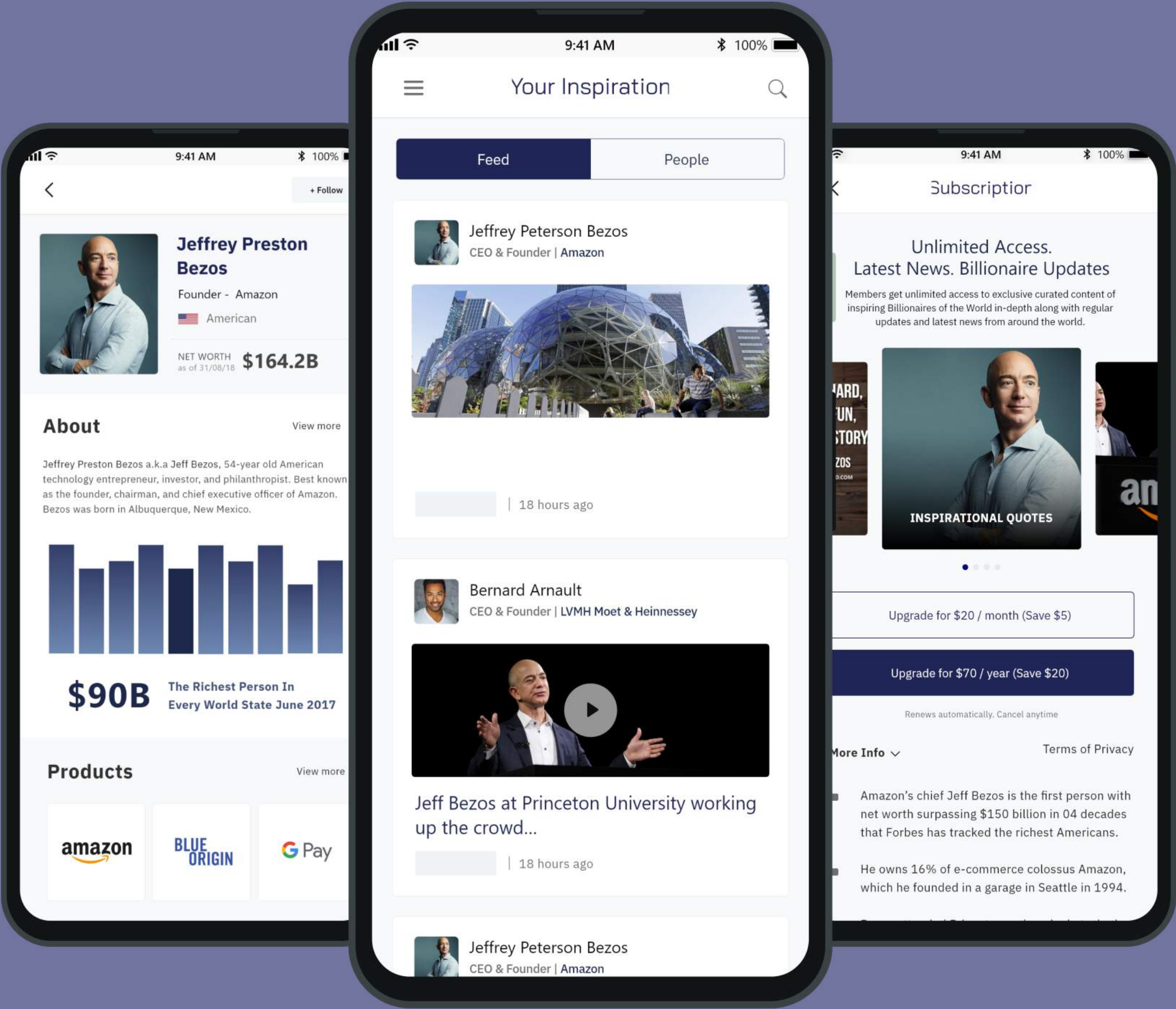
Blogging (News)

## DELIVERABLES

Strategy & Consulting  
Product Design

## PLATFORM

Mobile  
Web





# Psychometric Assessment Tool To Measure True Human Potential

PerspectAI Mobile is a psychometric assessment tool to measure true human potential by Loop Reality. It was designed and validated by psychometric games developer Loop Reality. The Tool helps the hiring process move faster and in a gamified Manner.

## INDUSTRY

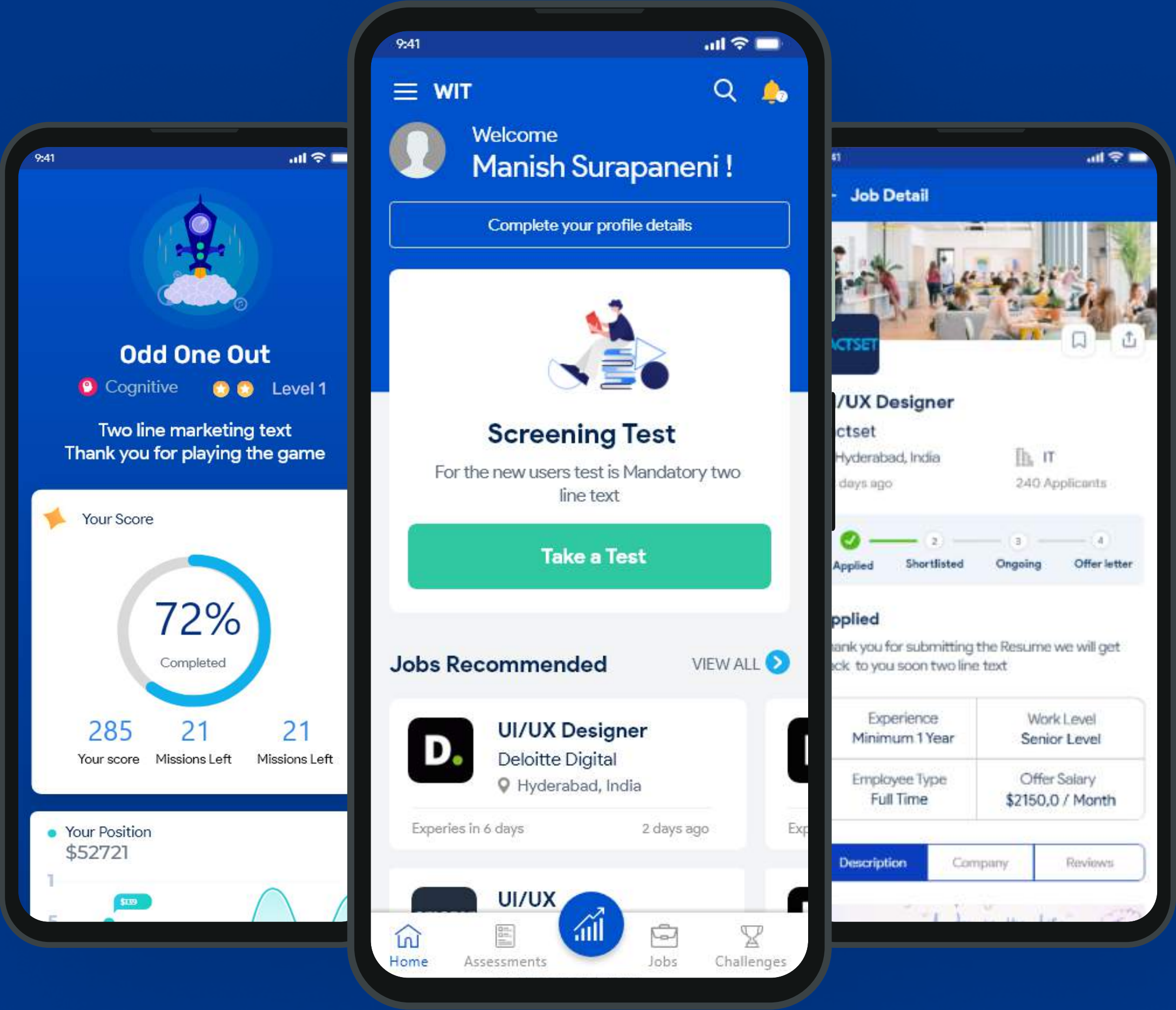
Job Portal

## DELIVERABLES

Strategy & Consulting  
Product Design &  
Development

## PLATFORM

Mobile





# Multi Brand Car Service Franchise Management Software

CarZ Franchise Management Software is cloud-based Automotive Workshop Garage Management software that provides an end-to-end digital platform to Manage Franchise day-to-day operations. An All-in-One Platform covering modules like - Onboarding New Franchise, Setting Up a Workshop, Daily Audits, Centralized Data Library, Project Management, Vendor Management & Organized Workshop Operations, this is an easy-to-use software that provides almost all franchise-related information needed to make a holistic and extensive ERP solution.

## INDUSTRY

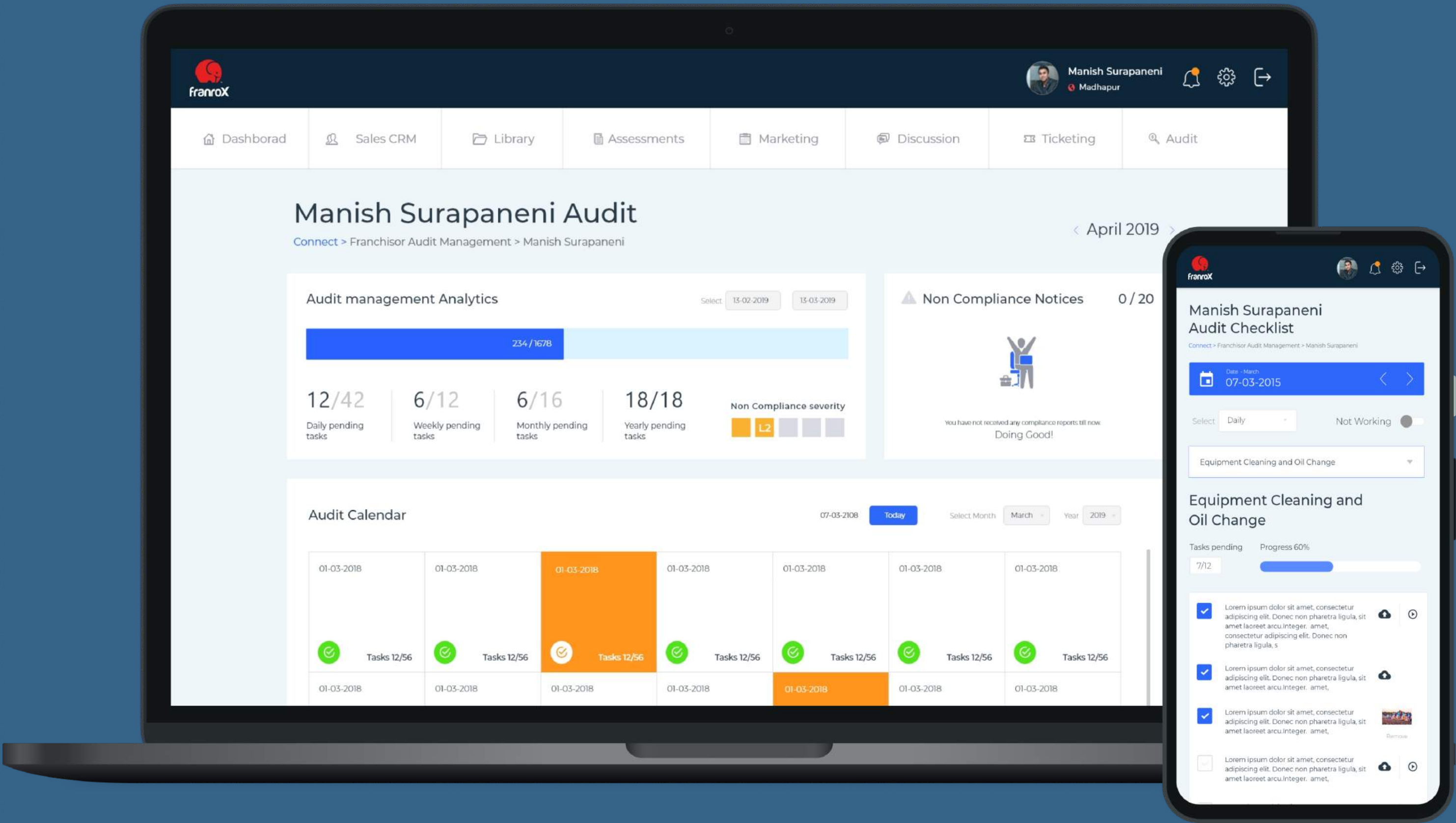
Automobile

## DELIVERABLES

Strategy & Consulting  
Product Design &  
Development

## PLATFORM

Mobile  
Web





# OTT Platform For Multi Platforms

VideoCorpus is a comprehensive and robust OTT Platform that supports our customers towards building a scalable & sustainable digital video streaming business. It is built on the latest technologies and has many innovative features coupled with a unique user experience across various screens and put together an end-to-end platform required for ISPs to deliver TV services and OTT services. Clients can deploy the service right from the required video infrastructure, to encryption, to billing, and delivering end-user devices.

## INDUSTRY

OTT Platform

## DELIVERABLES

Strategy & Consulting  
Product Design

## PLATFORM

Mobile  
Web





# Route Planner Platform To Optimize Truck Routes

TBS is a sophisticated Route Planner Application designed to optimize truck routes, manage loads & driver Allocation. This platform will help better planning and improving the efficiency of all rides.

## INDUSTRY

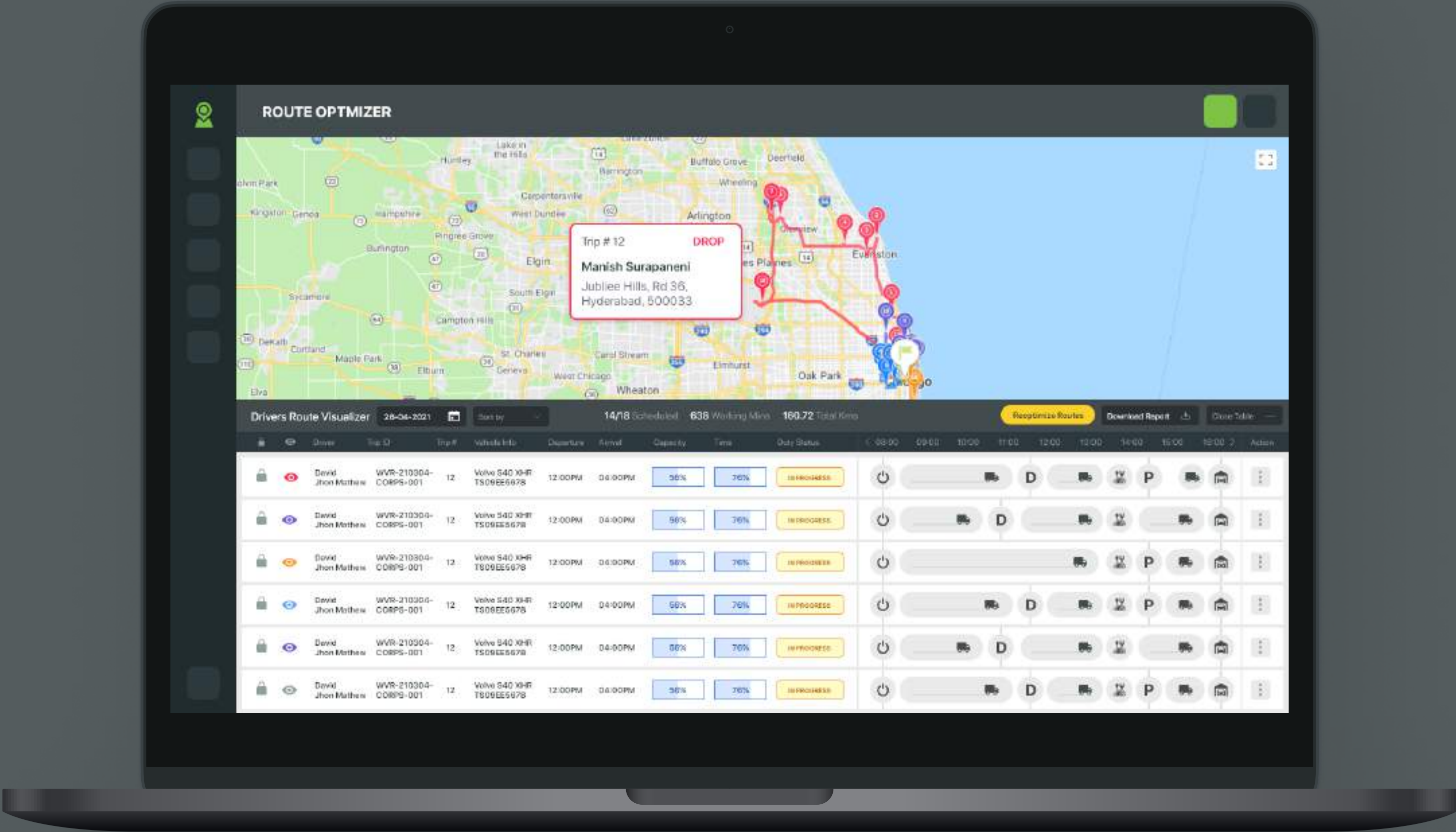
Logistics (Transport)

## DELIVERABLES

Strategy & Consulting  
Product Design

## PLATFORM

Web





# IOT/AI Platform To Connect Passenger, Baggage & Ground Assets

ZestIoT is engineered as an IOT/AI platform to connect the 4 key journeys of passengers, baggage, ground assets and airport together to make use of Data Sience and Artificial Intelligence to drive the growth for future with products like AviLeap & groundRadar. Connected ground operations with aircraft flight operations, enhancing customer check-in & onboarding experience, & empowering the customer with baggage tracking information are key enablers for future travel experiences. Integrated workflows empower hub control to avoid delays, identify critical paths & recover delays. Machine learning can enable growth & peak hour load factor simulation, thereby enabling better planning & resources management.

## INDUSTRY

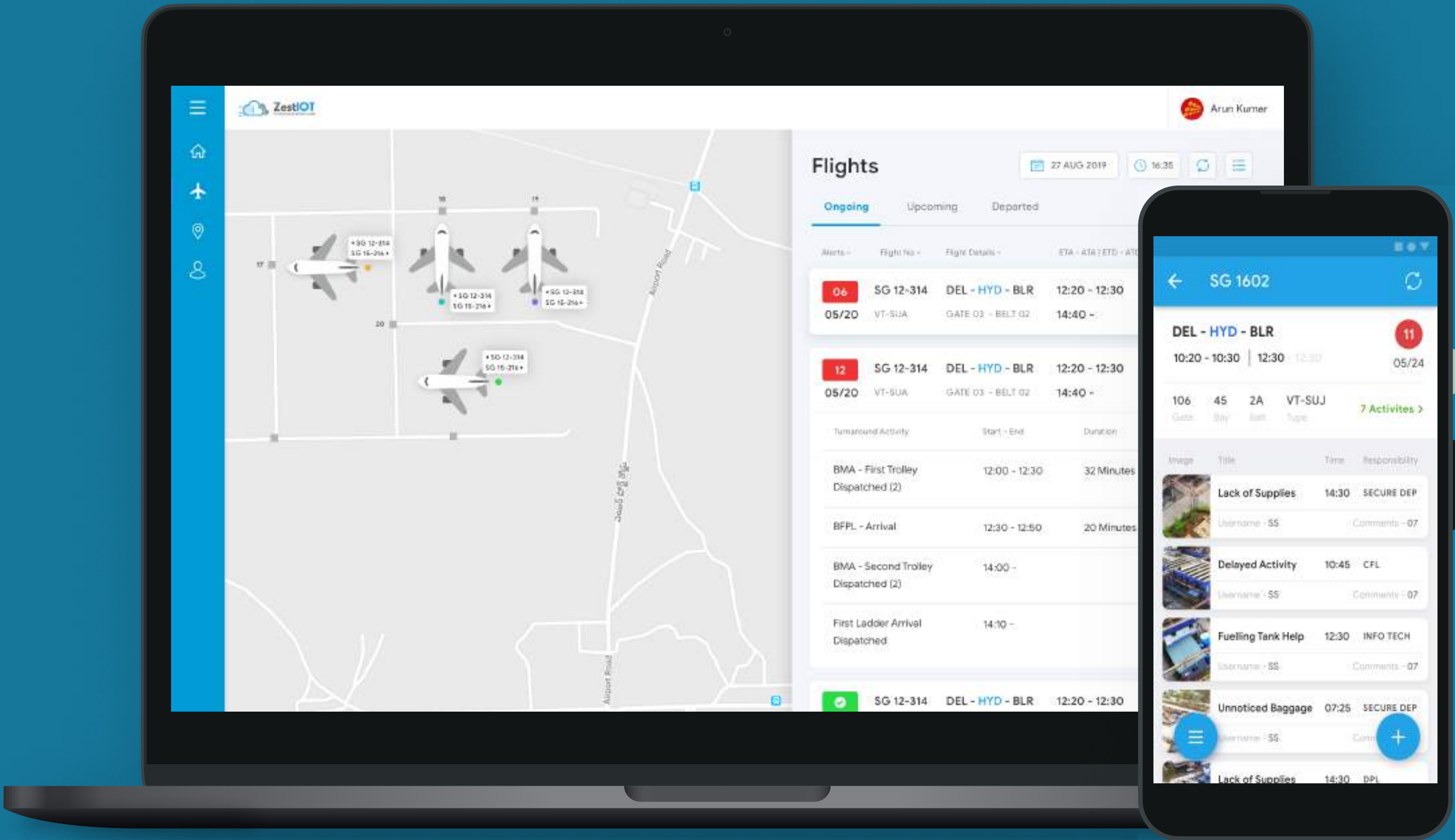
Airlines

## DELIVERABLES

Strategy & Consulting  
Product Design

## PLATFORM

Web  
Mobile





# No Code AI Data Science Platform

P-AIML is an enterprise No Code AI Data Science platform that accelerates and democratizes Data Science by automating the end-to-end journey from data to value. This allows you to deploy trusted AI applications at scale within your organization. P-AIML provides a centrally governed platform that gives you the power of AI to drive better business outcomes and is available on your cloud platform of choice, on-premise, or as a fully-managed service.

## INDUSTRY

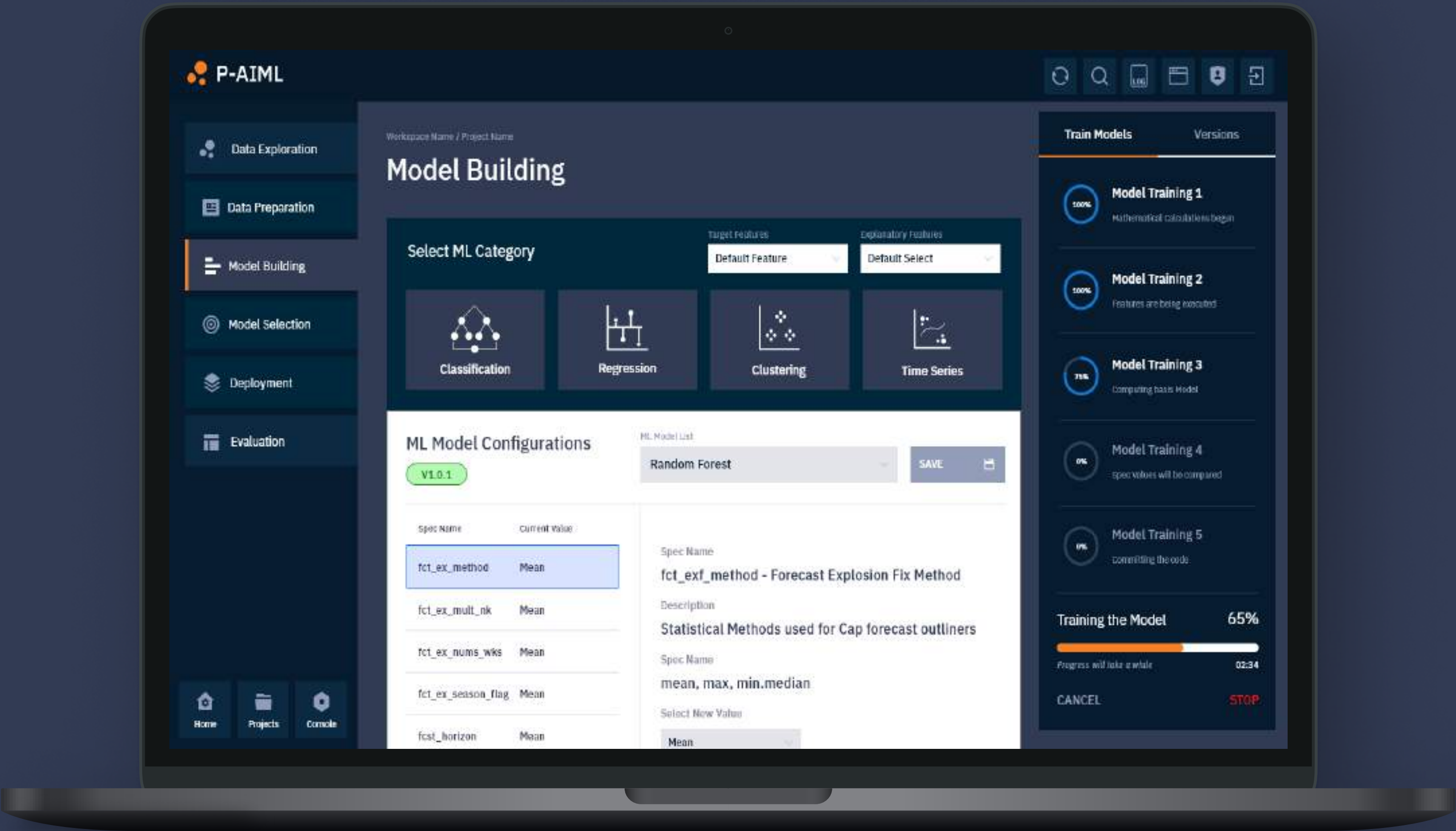
SaaS - Data Science

## DELIVERABLES

Strategy & Consulting  
Product Design

## PLATFORM

Web



# Being Agile in Everything

To succeed with agile methodology, teams must cultivate an agile mindset. The agile mindset is a thought process that involves understanding, collaborating, learning, and staying flexible to achieve high-performing results. By combining the agile mindset with processes and tools, Our teams can adapt to change and deliver incremental value to their customers. This way of thinking helps Our teams adapt to change, rather than struggle around it. Instead of simply diving into agile practices and going through the motions, it is vital for all team members to understand and truly adopt the methodology in all aspects of their work. When the 'why' of agile is clearly understood, the 'how' is nurtured naturally in accordance with the needs of the team.





# How we work

We plan work in intervals called Sprints. They usually last 2 weeks. Together with you, we plan which features to include in the development, and decide how to implement them. We split our work into small parts so that we present the results of our efforts often. We work incrementally as with every sprint, we deliver a testable piece of the project puzzle. We also value honesty and transparency in giving and receiving feedback and hence with each Sprint we accomodate scope for change and improvement.



# Working Business Models

There are 3 ways of working with WTA.

We understand the skill requirements for your product and can efficiently arrange a team for you from our 50+ In-house engineers. With WTA, you can quickly launch and scale your product team.

You can concentrate on your product and business while we handle IT operations. We provide office facilities, recruitment, scaling, IT infrastructure, HR self-service, compliance, insurance, payroll, etc.

When you are ready to establish a local entity, we transfer an entire team to you at a fixed cost. You never lose sight of your team or product knowledge. We also assist you in registering your company, locating an office, and establishing processes.



## Dedicated Team

- For large Projects
- Evolutionary Enhancements
- Full time dedicated set of resources
- No Hidden Cost



## Individual Resources

- Full time Dedicated Member
- For Remote team augmentation
- Project Management handled by you
- No Hidden cost



## Project Outsourcing

- Pre-Defined Projects
- Milestone based Payment
- Project Management by Us
- No Hidden Costs



# Why Work with Us?



## ✓ **Design-First Technology Approach**

We believe that good design is key to a successful product, and our team ensures that the products we create are both user-friendly and technically sound.

## ✓ **Dedicated Agile Teams**

We have dedicated Agile teams to ensure that our products are of the highest quality.

## ✓ **Building and Delivering Smart Systems**

Using the latest tools and technologies, our team is able to build cost effective, scalable and secure apps that your customers will love.



# Contact Us

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