COMPANY PROFILE

ΞNKODΞ
TECHNOLOGIES

CONTENTS

ENKODE

INTRO

Enkode is a creative agency based out of Chicago, IL. Enkode's mission is to provide entrepreneurs and businesses a market edge through innovative solutions. We are technology agnostic to better serve the needs of our clients in emerging technology trends.

Enkode was built on the premise of helping organizations by providing the highest caliber of technical solutions, product strategy, and technology consultation all at an affordable cost.

Our company motto is, if you're not innovating, you're imitating. Imitators never come first.

Our mission is to create long lasting impacts on people, businesses, and society through realization of innovative ideas and ambitious goals. Our honest belief is that any one individual or entity can accomplish any of their goals with the proper ambition, ideas, and know-how. All three are critical for the success of any business.

MISSION

Every company and client that we work with, we seek to create a bilaterally beneficial relationship. We like to say, "a happy client, leads to a good alliance." We've seen that long term Enkode-client relationships create significantly more beneficial impacts than short term profits due to dishonest practices. Everything starts with trust, and then we build the rest from there.

VALUES

SERVICES

AI

Artificial intelligence is growing faster than ever, however it is only getting started. We help our clients understand how and what it is, and how they can apply it to their business and technology. From custom AI applications, to existing AI API integrations, we got you covered. AI helps you get the data insights you need. In this day and age, data is one of the biggest components of any business or technology.

BLOCKCHAIN

The blockchain revolution is here and our creative innovations team is helping making it happen. Our team is proficient in building cryptocurrencies, smart contracts, distributed ledgers, private & public blockchains, exchanges, wallets, and much more! Blockchain is disrupting every industry and you can either disrupted or be the disruptor. Enkode brings the top blockchain expertise to be the disruptor of the industries.

E-COMMERCE

We help businesses migrate and optimize their current E-Commerce stores for less technical management and more business centric focus. The store migrations typically result in revenue boosts, cost savings, and time savings. Enkode follows E-Commerce best practices and only recommends software and strategies that will result in a boost of efficiency to the overall business. Our goal in E-Commerce, is to create more sales.

UX/UI DESIGN

Before beginning any prototyping, Enkode usually develops a comprehensive UX analysis to designate a UX strategy specific to the project. Most common deliverables include: content audits competitive analysis, ecosystem map, consumer journey map, user flows, site map, and use cases. This analysis helps all stakeholders as well as members of the project to get a full understanding of the requirements and documentation to use throughout the project.

SERVICES

MOBILE APPLICATIONS

In our current digital age, mobile applications have become the core of our daily lives. This is precisely the reason why every application we work on, we work on it like we will be using it ourselves. With how complex technology has gotten, our UX designers work directly with our developers in order to prove technical feasibility and achieve nearly optimal development scenarios each time.
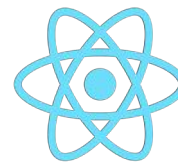
CUSTOM WEB APPLICATION

The method of define, design, develop, test, iterate is at the core of every web application. However, every web application has a different strategic vision and this is how we interpret our projects. Our agile approach has become the core of our company because it has allowed us to try different strategies without hampering project timelines. We believe that innovation drives successful projects, products, and businesses.

DIGITAL TRANSFORMATION

Our three core components of helping a company digitally transform are migration into the cloud, dev-ops best practices, and agile adoption. These three processes makes businesses exponentially more efficient. The cloud allows quick access and management of data. Dev-ops best practices open up opportunities for quick and efficient development and agile adoption allows businesses to move as quickly as startups.

PRODUCT STRATEGY

This is Enkode's primary differentiator. The question we try to solve for every product is what can we do that is uniquely different and better than what the competitors are doing? We work to analyze and understand every product we are building and come up with a strategic vision for the market, business, and technology. Every` product has its limitations on coming up with a unique approach, but our opinion will always be, innovators beat imitators.

TECHNOLOGIES

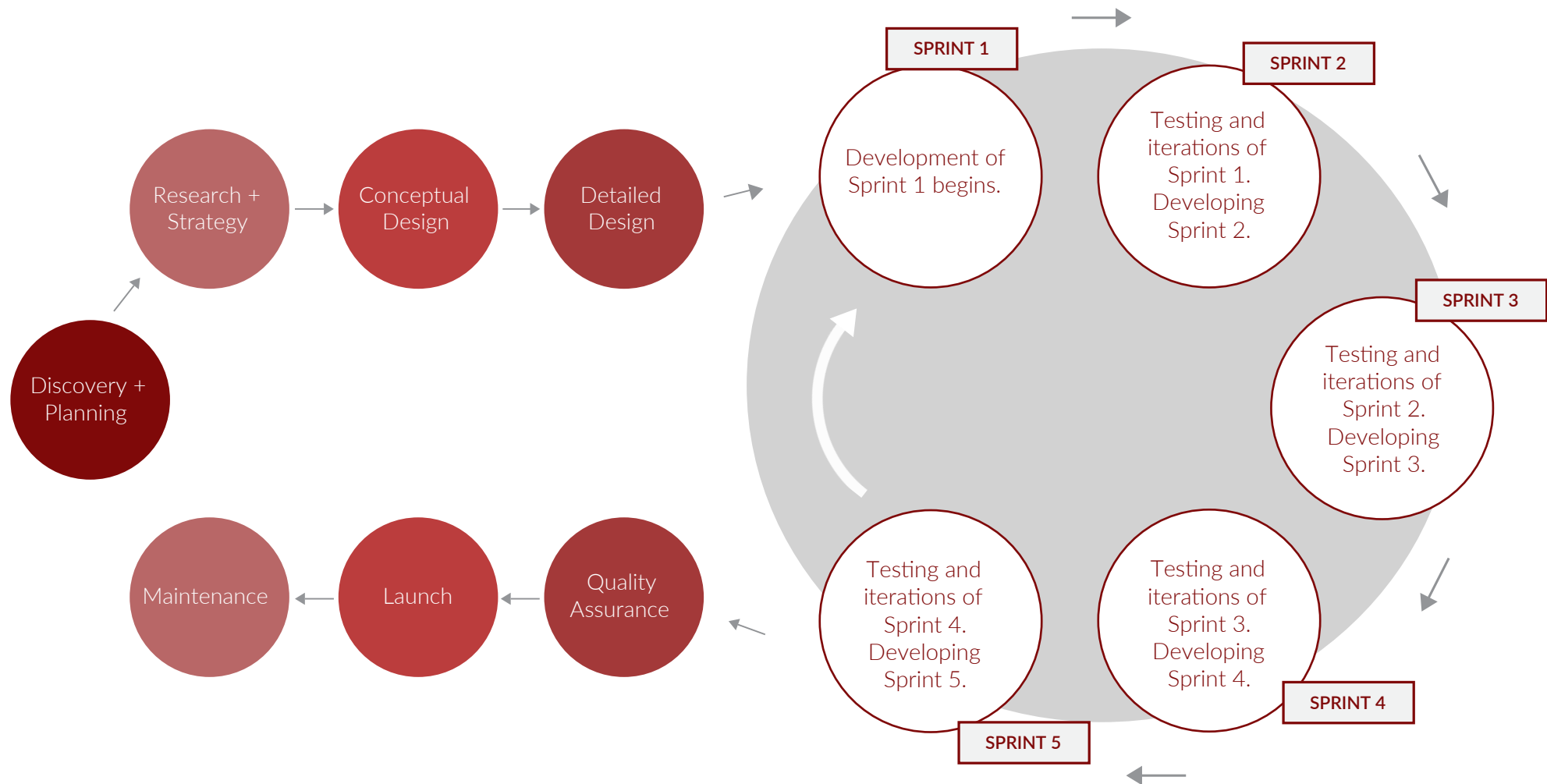node.js · shopify · AWS · WORDPRESS

Swift · Android · PHP · ANGULARJS by Google

RAILS · django · React · Azure

TensorFlow · .net · heroku · Xamarin

ENKODE DESIGN PROCESS

DISCOVERY & PLANNING	RESEARCH & STRATEGY	CONCEPTUAL DESIGN	DETAILED DESIGN

Iterations

Iterations

Iterations

- Project Introduction
- Goal Definition
- Design Plan Creation
- Sprint Planning
- User Surveys & Interviews
- Journey & Empathy Mapping
- Rapid Prototyping
- User Testing
- Define Design Guidelines
- Sitemap Creation
- Low Fidelity Prototype
- User Testing
- Design Documentation Creation
- High Fidelity Interactive Prototype
- User Testing
- User Interface Design

Providing 3 different versions of design of 3 different pages. Once the design is chosen based on the 3 pages, we will complete the website design with the chosen UI design.

THE ENKODE PROCESS

A Closer Look at Agile Scrum Development + Sprints

Discovery + Planning

Research + Strategy

Conceptual Design

Detailed Design

SPRINT 1
Development of Sprint 1 begins.

SPRINT 2
Testing and iterations of Sprint 1. Developing Sprint 2.

SPRINT 3
Testing and iterations of Sprint 2. Developing Sprint 3.

SPRINT 4
Testing and iterations of Sprint 3. Developing Sprint 4.

SPRINT 5
Testing and iterations of Sprint 4. Developing Sprint 5.

Quality Assurance

Launch

Maintenance

Development and management tools used by Enkode:

JIRA - GITHUB - Teamwork

◣ PORTFOLIO

JetTour

Task: JetTour is a VIP transport business that tasked us with designing and developing a clean marketing portal that it would be able to showcase to its clients.

Solution: With a fairly simple task at hand, we knew we had to focus on the UX & UI design and the most critical component to make this project successful. Since this is VIP transportation business, we decided it would be best to go with a golden look, hence the golden lettering throughout the website.
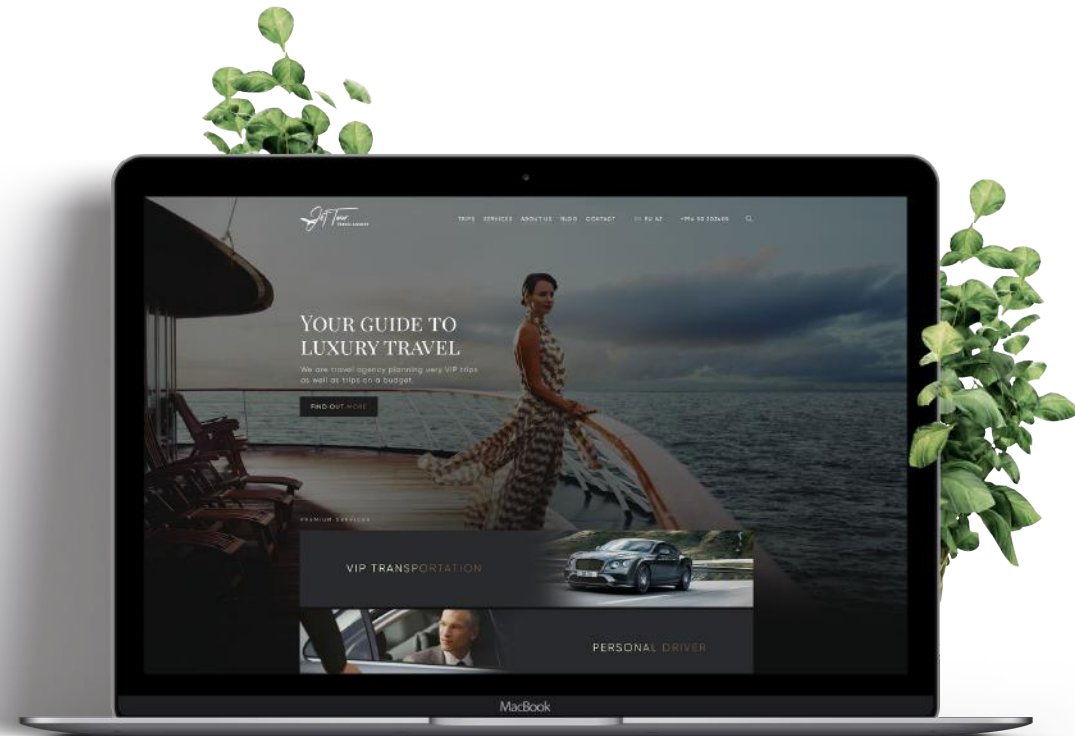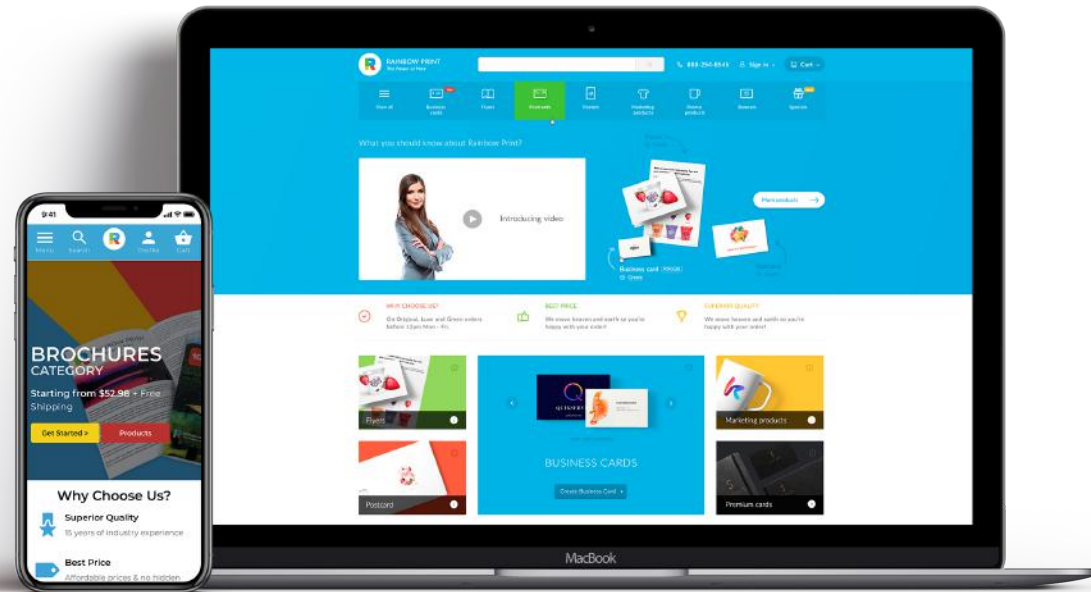
PORTFOLIO

RainbowPrint US

Task: Our task was to develop a SaaS platform which allows you to create your own printable graphic art that can then be ordered online. A comparable platform would be a platform such as Vistaprint which we tried to mimic some of their features but create our own unique twist to.

Solution: Using a series of UX competitive analysis techniques, we were able to define what features were needed and what we can exclude for the first iteration. Our goal was to create an MVP in three months that would be comparable to the competition. This was accomplished due to our competitive analysis and using the MoSCoW model for the feature set.
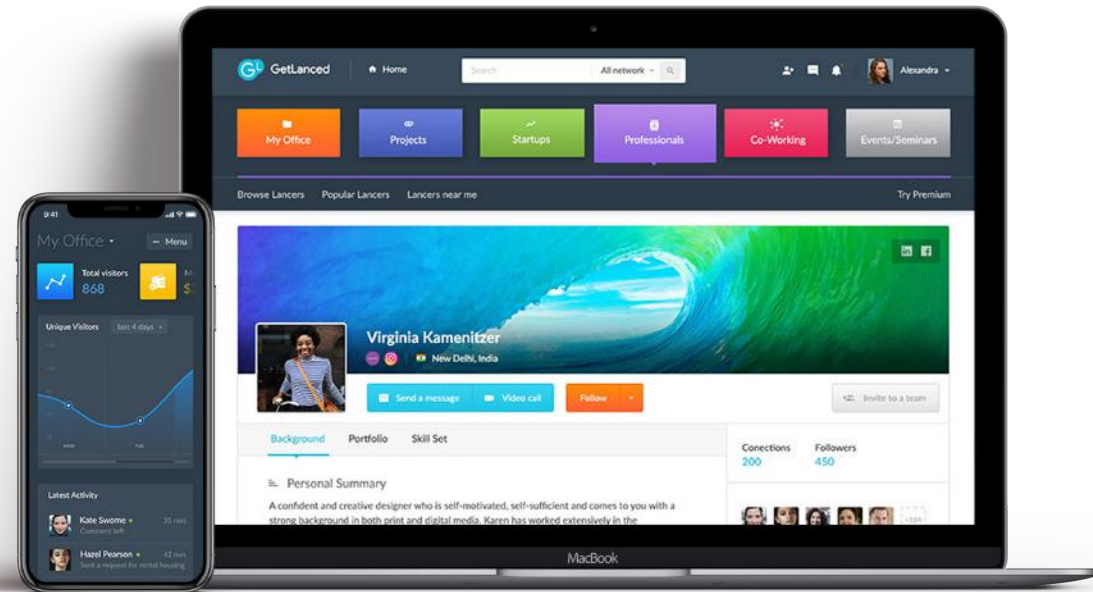
PORTFOLIO

GetLanced UK

Task: Our task was to create a professional social networking platform such as the likes of Linkedin for a startup targeting the Middle East, with a freelance component being the focused differentiator.

Solution: Due to the vastly different regions, the user experience requirements were quite different. We began by creating a comparison analysis between the Middle East market's most popular sites & web apps to define the similarities and differences we saw between their sites and ours. After all of the research is completed, our true agile methodology kicks in. Running two week sprints, our UX designer begins on the initial wireframes, while the backend development team begins planning the software architecture of the application.
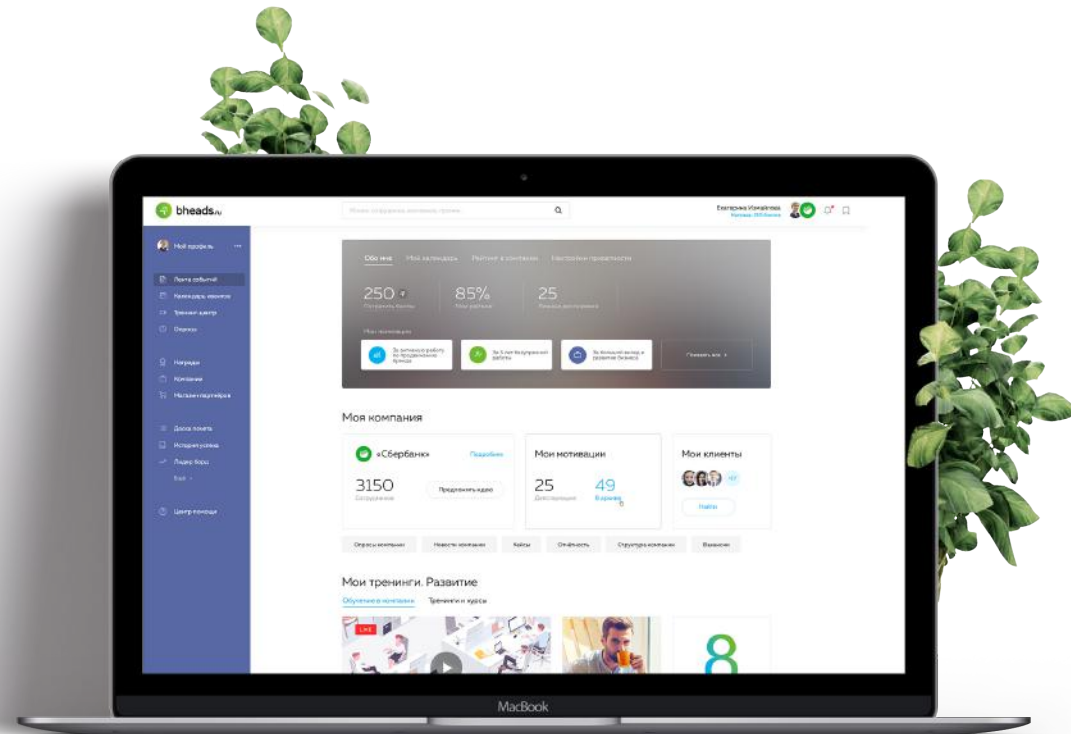
˹PORTFOLIO

BHeads

Task: An idea for a corporate motivation application for the workplace, resulted in the requirements being that of the likes of Workstride. This idea was to capitalize on Workstrides impeccable ideas and product strategy and take it to the Eastern European market, with a local experience and feel to it.

Solution: Our team had to do a creative analysis of the platform to find out how the users used the platform, why the used the platform, and what features they used on the platform the most. This is not always the easiest information to find out since there is no direct access to this information, so it was a bit difficult to find the right people to interview and talk to to pinpoint this data. However, after finding the correct people, it was a quick and easy process to find out the trends within Workstride's users. This provided the UX designers more leverage on figuring out which design aspects can and should stay within the European market and which ones need to be exchanged for something more local.
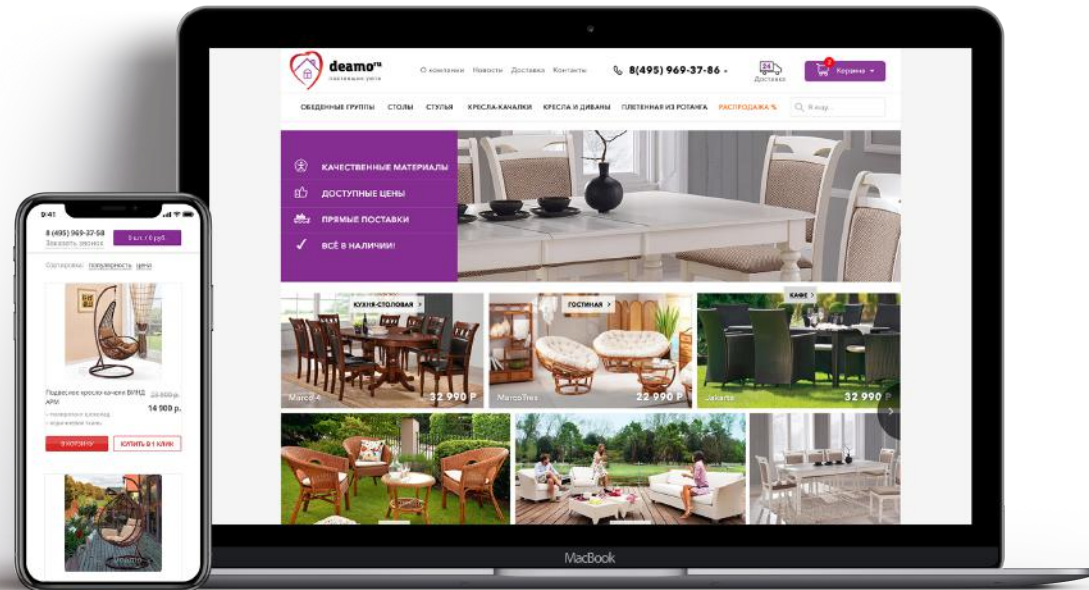
PORTFOLIO

Deamo - Furniture

Task: One of Russia's largest suppliers of rattan furniture set the task for us to create a single trading platform with an extended range of products and creation of a new brand.

Solution: Built using MODX, a CMS we typically don't work with, it was very interesting learning and implementing a new technology.
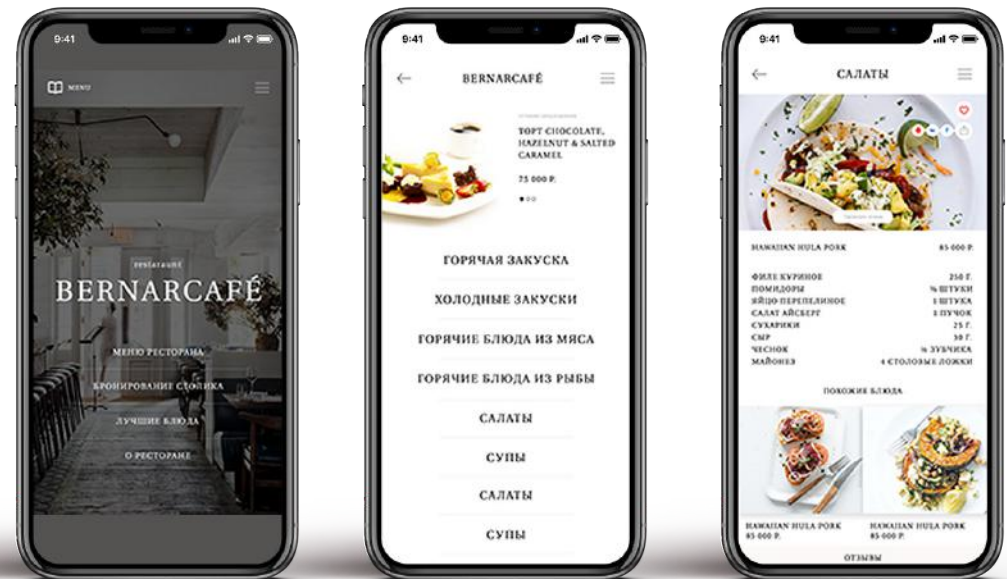
PORTFOLIO

Restaurant APP

Task: Development of a universal app for the restaurants. This application is a marketing tool, as well as a loyalty program for regular customers.

Solution: The system includes a content management system for the application on the server and a cross-platform mobile application for iOS and Android.
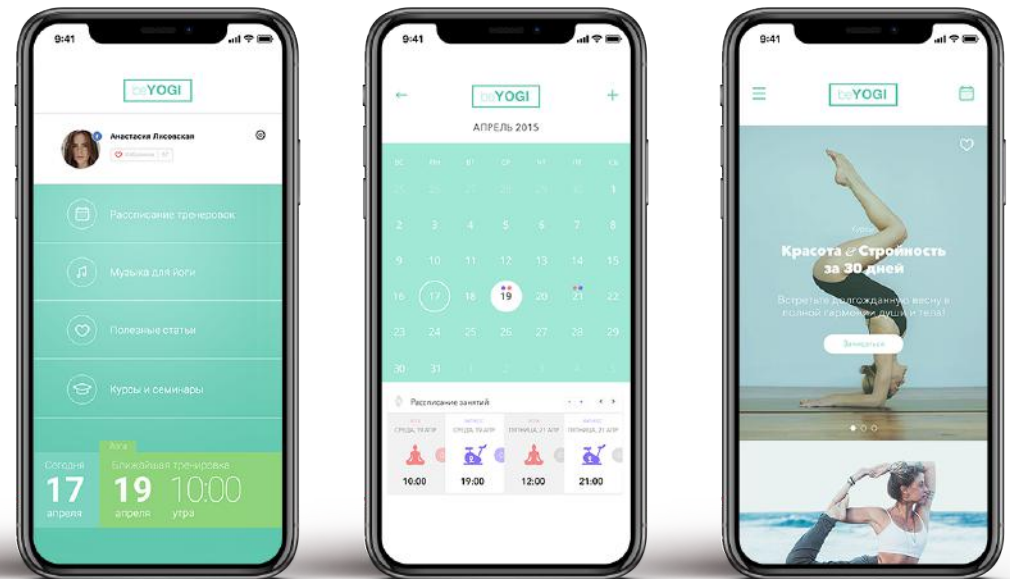
PORTFOLIO

YOGI App

Task: Create a yoga fitness application.

Solution: We created a fitness mobile app builder that allows our clients to manage and configure the app through the WP backend. We analyzed the top 10 fitness apps in the app store and google play store and created a comparison matrix that analyzes each feature. From this matrix we were able to pinpoint the must have, should have, nice to have, and won't have features for the template. Some of these were debatable as our team members were trying to decide what is a should have vs a nice to have. However after creating a rank based matrix for those features, it was a lot easier to determine what will be included and what will be excluded in the templated mobile application.

PORTFOLIO

www.pureway.com

Task: Our task was to redesign a Shopify E-Commerce store, make it mobile responsive, and increase customer conversions as the dropoff rate was quite high for an E-Commerce store.

Solution: We started by doing a detailed analysis of what the current issues are of the store and found that the store had many pages that did not look like they were from the same store. Some of the responsive pages were not optimized and therefore made the shopping experience impossible on the mobile device which hampered the conversions tremendously since 65% of the users were on mobile phones. We used a modern UX optimization strategy called the 2 click buy approach where customers can buy in 2 clicks. We also made the store look like one store on every page and created a mobile responsive design that made it very easy to shop. After the UX and UI overlay was completed we put our development skills to work and finished the store that increased sales conversions significantly.
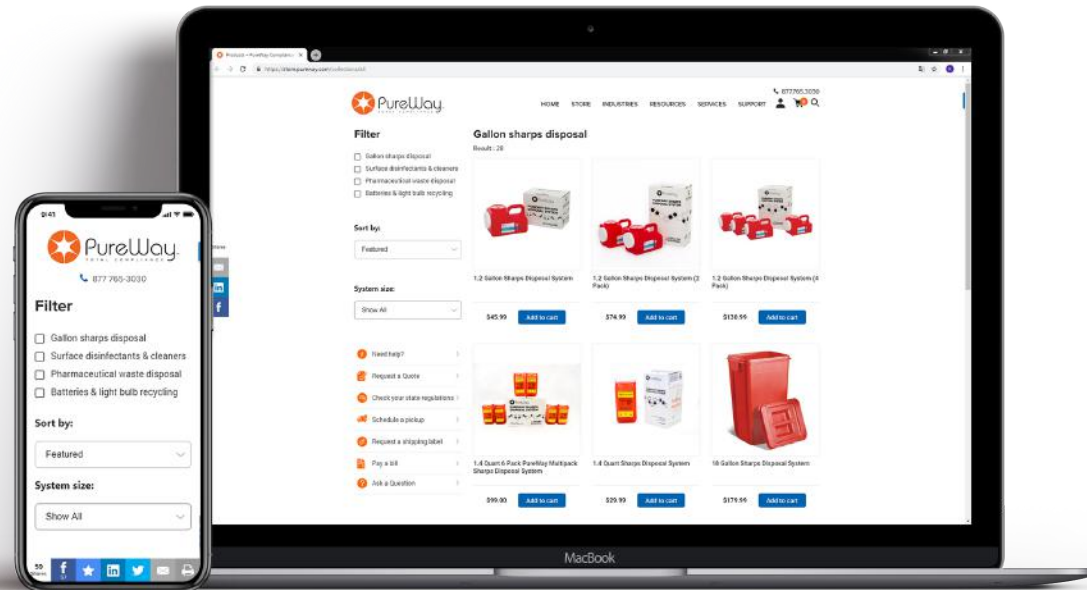
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