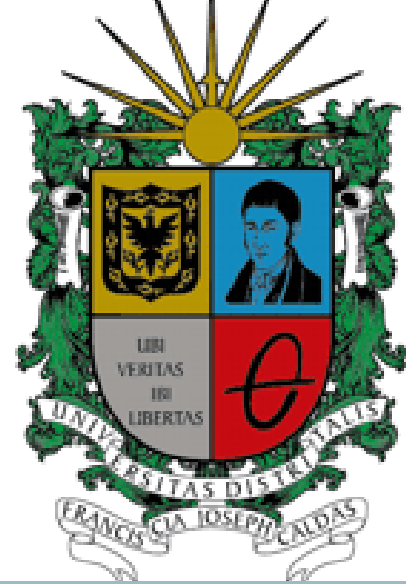


NULLY

WHERE TEAMWORK MEETS PRODUCTIVITY

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INTRODUCTION

In the digital age, efficient task management is crucial to the success of any project. Nully emerges as an innovative solution, designed to improve organization and team collaboration through an intuitive and flexible web platform. With distinctive features such as dashboard, list and card management, and real-time collaboration capabilities, Nully not only facilitates task creation and tracking, but also promotes synergy and productivity among users. Developed with modern technologies such as Next.js, React and MySQL, and with an agile approach, Nully ensures an optimized user experience and reliable performance, serving the needs of diverse industries from small businesses to educational institutions and non-profit organizations.



BUSINESS MODEL

Nully offers an intuitive platform for task management, improving collaboration and productivity for small and medium-sized businesses, startups, freelancers, educational and non-profit organizations. Its revenue model includes subscriptions, pay-per-use and premium services. The app is distributed through its website and download platforms, supported by digital marketing. Nully maintains close relationships with customers through ongoing technical support and updates. Its key activities are app development and maintenance, customer service and marketing. Partnerships with payment platforms and infrastructure providers ensure a reliable and secure user experience.

METHODOLOGY

The development of Nully was carried out using an agile methodology, focused on rapid iteration and continuous user feedback. This approach allowed adapting the application features to the changing needs of modern work teams. A robust technology environment was used, including Next.js for server-side rendering, React for the user interface, Prisma as the ORM, and MySQL as the database management system. Collaboration tools such as GitHub and Slack facilitated team coordination, while advanced security measures such as two-factor authentication and data encryption ensured the protection of user information.

EXPERIMENTS AND RESULTS

Several experiments were conducted to evaluate the effectiveness of Nully. In usability tests, participants found the interface intuitive and easy to use. Performance tests showed that the application efficiently handles high loads and peak usage. The real-time collaboration functionality was highly valued by users, improving team synchronization. In addition, security testing confirmed that user data is well protected through two-factor authentication and data encryption. These results validate Nully's ability to improve organization and collaboration on diverse projects.

CONCLUSION

Nully has proven to be an effective tool for task management, standing out for its intuitive interface and robust real-time collaboration features. Tests validated its ability to improve organization and productivity in diverse teams, from small businesses to educational institutions. The agile methodology and use of modern technologies ensured an optimized and secure user experience. With its subscription-based business model and premium services, Nully is well positioned to meet project management needs in a constantly evolving work environment. Its user-centric approach and continuous improvement reflect a strong commitment to excellence in task management.