

C & M

**Build Innovation
That Bring Values**

chloematt.com



Hello.

We are Chloe & Matt, a digital product strategy and development firm that help companies to innovate through collaboration by applying the combination of customers research and insights to bring impact.

We make sure the idea of a new digital product or service get validated first in the target market before entering the development phase.



Web Application Design & Development



Mobile App Design & Development

"The trouble with market research is that people don't think how they feel, they don't say what they think, and they don't do what they say."

David Ogilvy

Innovate by listening to real customers

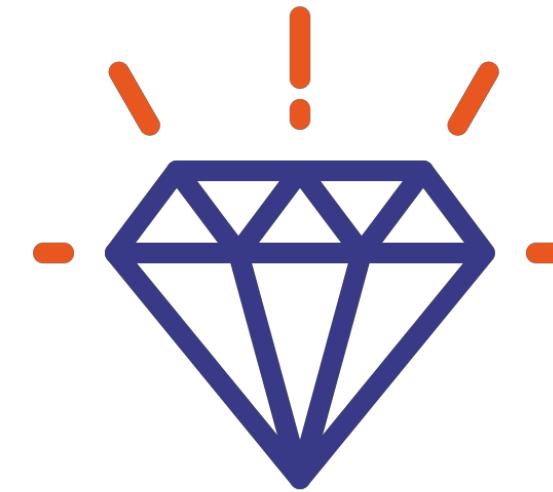
We help corporations to develop digital product / service ideas by conducting consumer research first with the intention of understanding their habits, interests and preferences in depth.

By giving the right questions to consumers, really listening to them and tap into a deep conversation with them, we can produce useful insights as the main ingredients for developing digital products / services faster, more efficient and valuable.



Co-Innovation

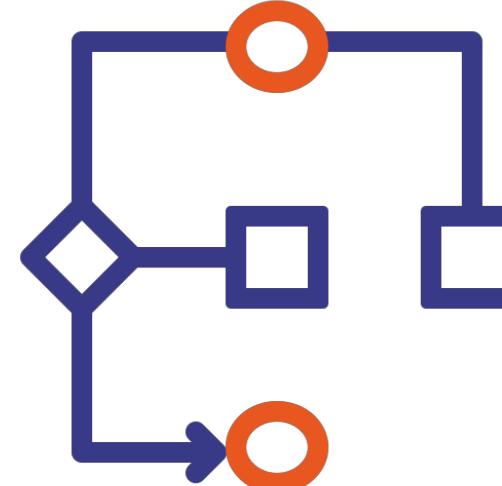
Co-Innovation is the term that we use to work together with companies to create new and innovative products or services. We relies heavily on insights coming from customers and outside experts, that we cultivate from deep conversations and ethnographic researches. By doing that, we are able to bring innovative ideas faster in a more cost-effective way.



1

GATHER PROBLEMS

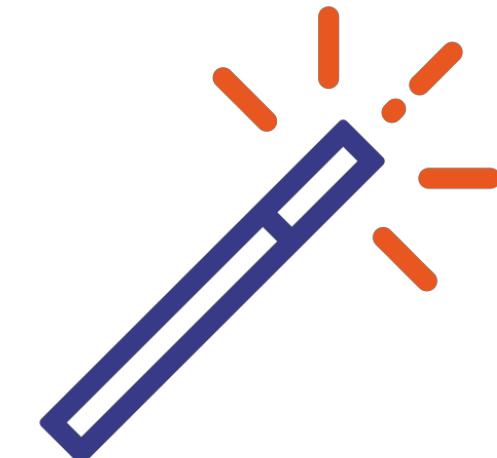
The process of gathering insights from target customers and determining the topic limitations of the product to be created.



2

DESIGN SOLUTIONS

The process of defining objectives, validating assumptions and determining product roadmap to reduce the risk when released.



3

BUILD PRODUCT

The agreed features will be divided into several sprints, and limited testing can be done at the end of each cycle.

C&M Playbook

We created **Playbook**,
a framework consisting of processes
that can be arranged flexibly as needed
to implement Co-Innovation.



Process



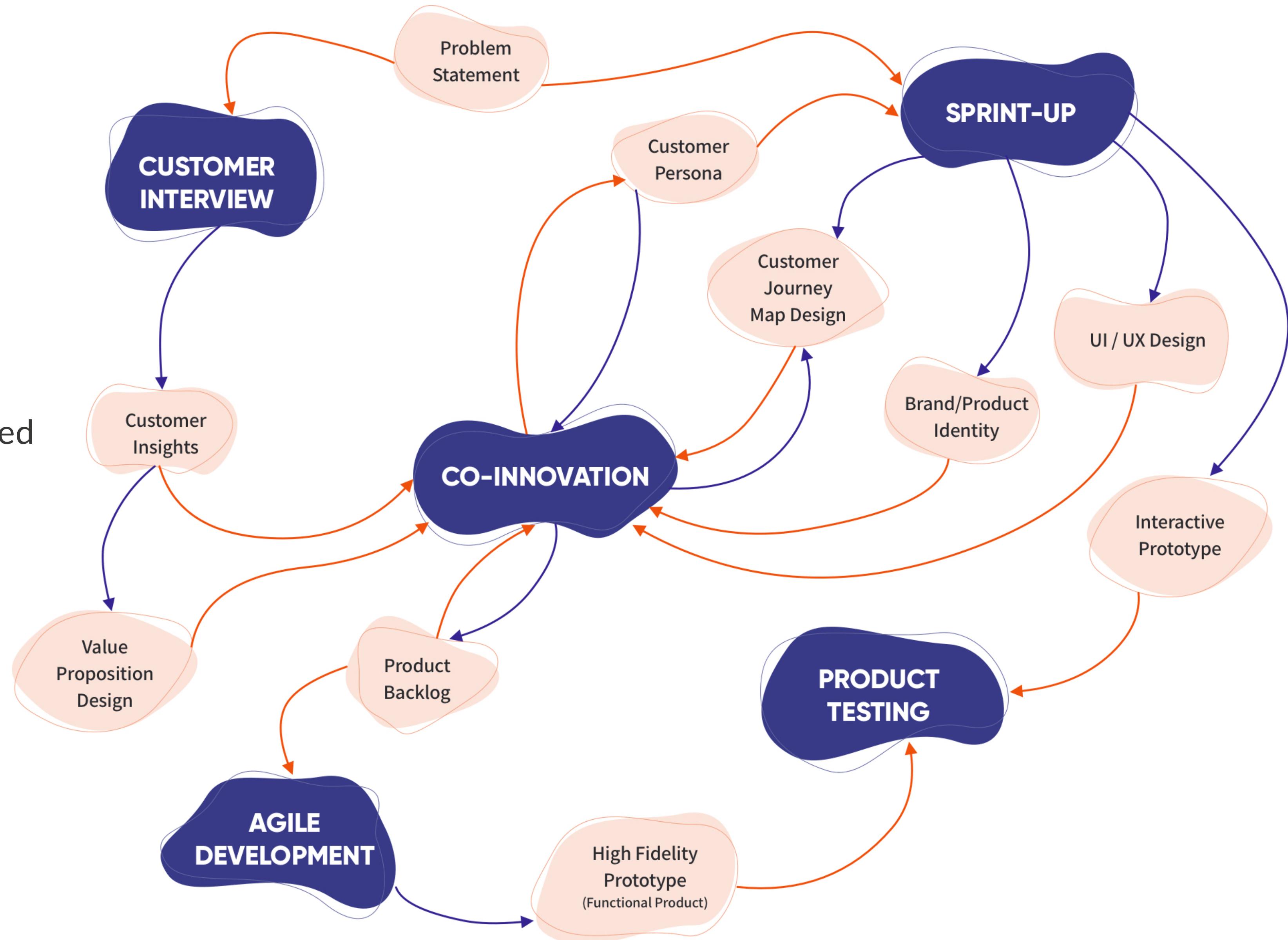
Deliverables Artifact



Input to Process



Output from Process





Customer Interview

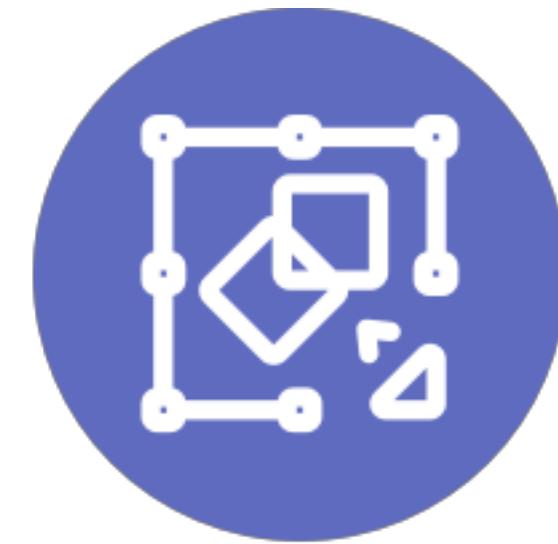
2 Weeks

Process:

- Customers DeepTalk
- Lightning Decision Jam
- Value Proposition Design

Output:

- Customers Insights
- Value Propositions



Sprint-Up

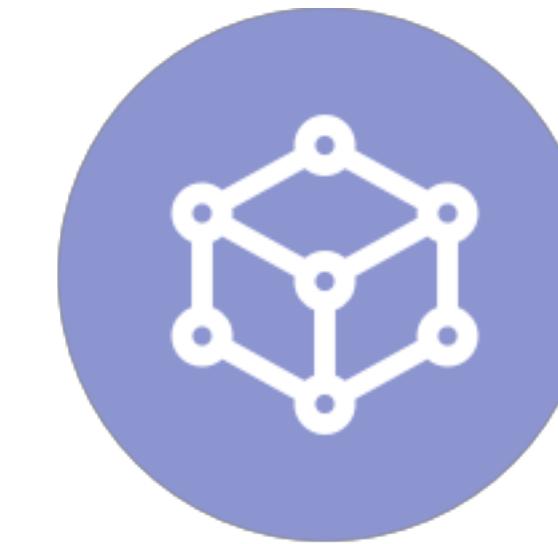
4 Days

Process:

- Design Sprint
- Brand Sprint

Output:

- Interactive Prototype
- Product Identities
- Product Features



Agile Development

1-2 Months

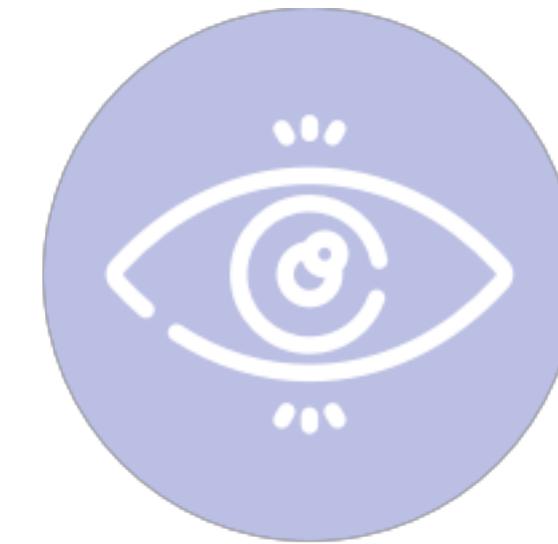
Process:

- Kanban
- 2 weeks per cycle*

Output:

- Functional and ready for test

*) The number of cycles is determined by the number of product features agreed upon.



Product Testing

4 Days

Process:

- Acceptance testing by our QA
- Usability testing by selected customers

Output:

- Bug backlog

Our Works.

NAWA

<http://nawasolution.com>

Date: June 2018

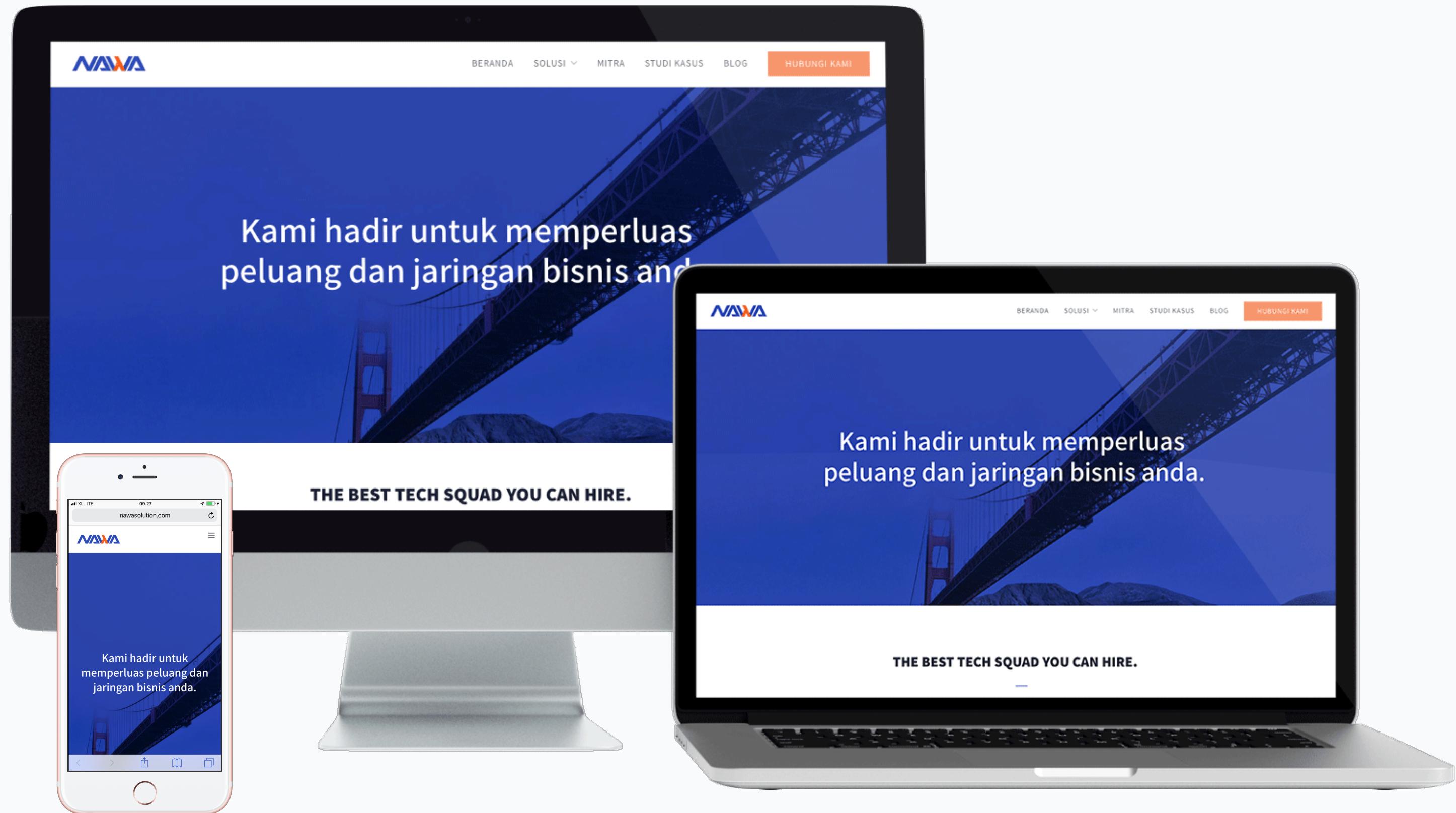
In 2018, NAWA contacted us to design their company visual identity and website, so their services can be well represented. They are an IT consultant based in Indonesia with a niche services in the development of Internet of Things devices, computer vision, and web-based software.

We were called in to design the whole visual identity of their company, and also to develop their company website. They want to show a bold-modern visual presence, trusted and professional image, but not too geeky.

WHAT WE'VE DONE:

- Create their brand identity and guidelines, such as: logo, colors, typography, icons, photos and content writing.
- Develop their website using WordPress
- Build content writing that suits to their brand image.

For this project, we developed the visual style across all screens and devices. We used Brand Sprint to speed up the timeline, and we managed to do it within a sprint cycle.



LOGO

The logo represent boldness and modern visual style, with a representation of Lambda as a formal system in mathematical logic for expressing a universal model of computation that simulate any Turing machine.



ICONS

To represent a not too-gEEKy IT consultant, playful but strong icons are used in the website design.

WEB DEVELOPMENT



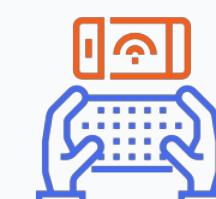
MOBILE APP DEV



COMPUTER VISION



INTERNET OF THINGS



COLOR PALETTE

NAWA color palette consists of dynamic and neutral color that complement each other. The combination of the color palettes allow the creation of materials that are visually interesting, while expressing company personality.

PRIMARY COLORS



Prime Blue

HEX #2E4CB8
RGB 46, 76, 184



Tangerine

HEX #F15E1D
RGB 241, 94, 29



Graphite

HEX #292929
RGB 41, 41, 41

COMPLEMENTARY COLORS



Deep Sky

HEX #466AEC
RGB 70, 106, 236



Peachy

HEX #FF8550
RGB 255, 133, 80



Navy

HEX #191E31
RGB 25, 30, 49

TYPOGRAPHY

The sans serif typeface is using Hafontia's Assistant that using a contemporary Hebrew design with 6 styles, from ExtraLight to ExtraBold.

WEIGHTS

Assistant has 6 weights: Extra Light, Light, Regular, Semi-Bold, Bold, and Extra-Bold.

WEB & SCREEN

Assistant is available as desktop and web fonts to provide consistent typography styles across print and digital communications.

SPECIMENS

ASSISTANT EXTRA LIGHT

ABCDEFGHIJKLMNPQRSTUWXYZabcde^{fgij}klmnopqrstuvwxyz
xyz1234567890תְּאַבְּגָדְהַזְּחִתְּיְכְּלָמְדְנָסְעַפְּצְקְרָשְׁתְּוּוּבְּ

&\<-+÷x=>©\$€£¥¢;;,. *₪

ASSISTANT LIGHT

ABCDEFGHIJKLMNPQRSTUWXYZabcde^{fgij}klmnopqrstuvwxyz
xyz1234567890תְּאַבְּגָדְהַזְּחִתְּיְכְּלָמְדְנָסְעַפְּצְקְרָשְׁתְּוּוּבְּ

{@}/&\<-+÷x=>©\$€£¥¢;;,. *₪

ASSISTANT REGULAR

ABCDEFGHIJKLMNPQRSTUWXYZabcde^{fgij}klmnopqrstuvwxyz
xyz1234567890תְּאַבְּגָדְהַזְּחִתְּיְכְּלָמְדְנָסְעַפְּצְקְרָשְׁתְּוּוּבְּ

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ASSISTANT SEMIBOLD

ABCDEFGHIJKLMNPQRSTUWXYZabcde^{fgij}klmnopqrstuvwxyz
xyz1234567890תְּאַבְּגָדְהַזְּחִתְּיְכְּלָמְדְנָסְעַפְּצְקְרָשְׁתְּוּוּבְּ

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ASSISTANT BOLD

ABCDEFGHIJKLMNPQRSTUWXYZabcde^{fgij}klmnopqrstuvwxyz
xyz1234567890תְּאַבְּגָדְהַזְּחִתְּיְכְּלָמְדְנָסְעַפְּצְקְרָשְׁתְּוּוּבְּ

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ASSISTANT EXTRA BOLD

ABCDEFGHIJKLMNPQRSTUWXYZabcde^{fgij}klmnopqrstuvwxyz
xyz1234567890תְּאַבְּגָדְהַזְּחִתְּיְכְּלָמְדְנָסְעַפְּצְקְרָשְׁתְּוּוּבְּ

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GRO Planter App

<http://groplanter.com>

Date: January 2018

GRO is a startup that creates urban gardening equipment and introduces a method of growing plants without soil that can save water usage up to 90%. They want to integrate different farming experiences through digital technology.

THE CHALLENGES

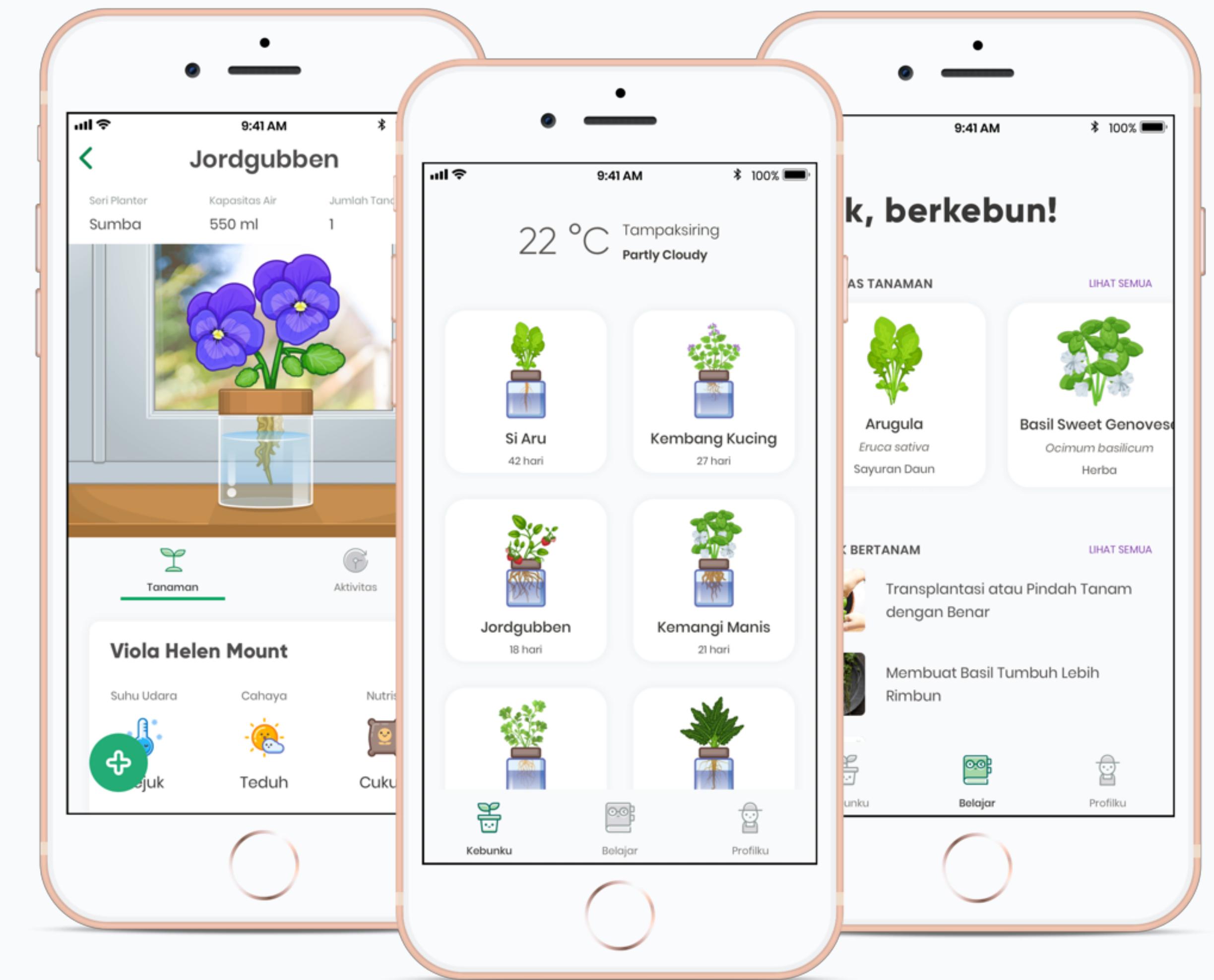
Their target market is gardening enthusiasts living in urban areas, where land to grow their own vegetables and herbs are scarce. However, this type of customers are already busy working and does not have enough time for a gardening hobby that requires more free time.

THE SOLUTIONS

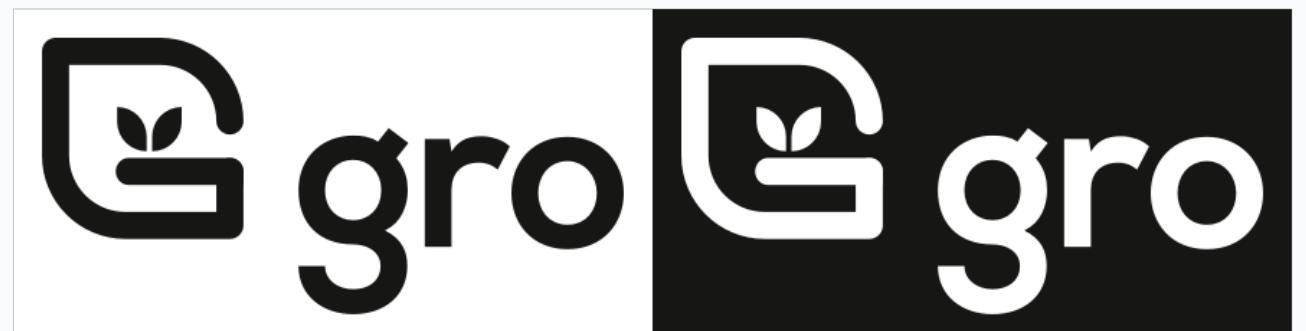
GRO customers need a gardening assistant who can remind them when to carry out certain activities, and also record notes and tasks that must be done. Information on plant growth is also included to help achieve optimal crop yields.

THE OUTCOME

iOS and Android application, created with Flutter to speed up development time while still be able to maintain great quality of native apps.

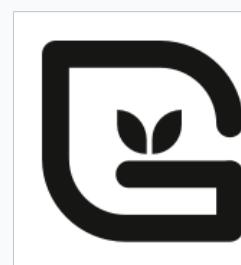


LOGO

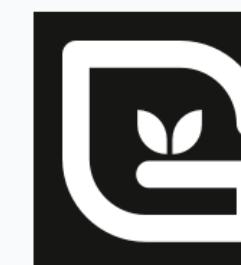


GRO-FullDark

GRO-FullLight



GRO-IconDark



GRO-IconLight

COLOR PALETTE

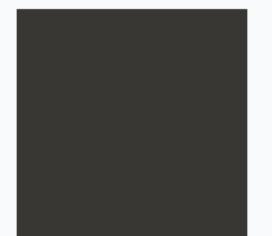
PRIMARY COLORS



Green Grass
HEX #00BD70
RGB 0, 189, 112



Power Violet
HEX #7714A1
RGB 119, 20, 161



Dark Matter
HEX #393733
RGB 57, 55, 51

To represent youngness, playful and attractive image, we created a set of visual guideline that matches to the product characteristics.

The app features:

- Plants management
- Barcode scanner
- Plants animation in different stage of life
- Gallery and notes of user activities
- Task management
- Gardening knowledge center
- User Profile management

WHAT WE'VE DONE

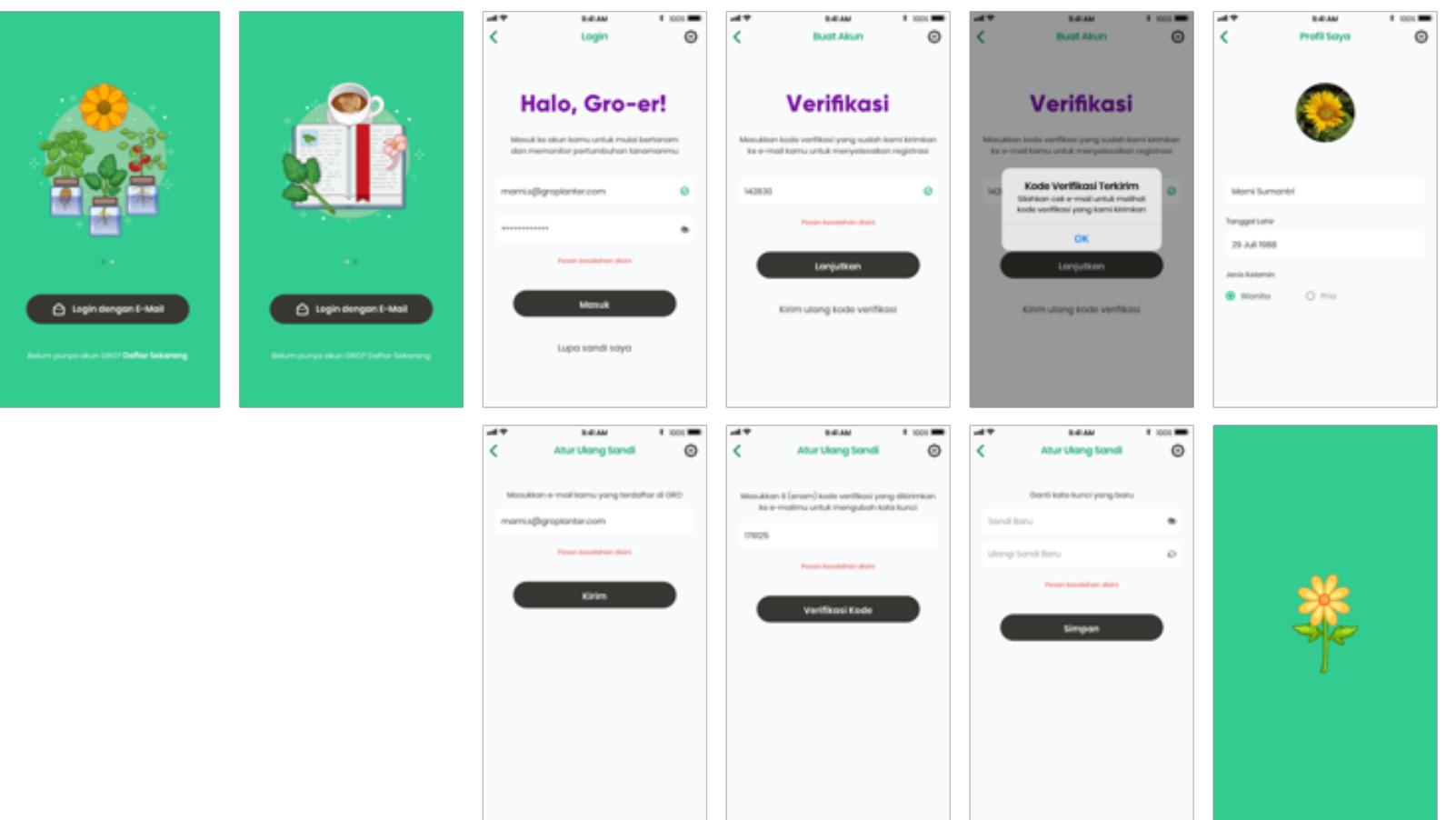
- Create brand and visual guideline, illustration, mobile app interface, and photography for marketing activities.
- Develop user journeys, scenarios, low and high-fidelity prototypes, usability testing and high-fidelity designs.
- Worked side-by-side with the mobile app and backend developer to make sure everything works like the design.

ILLUSTRATIONS & ICONS

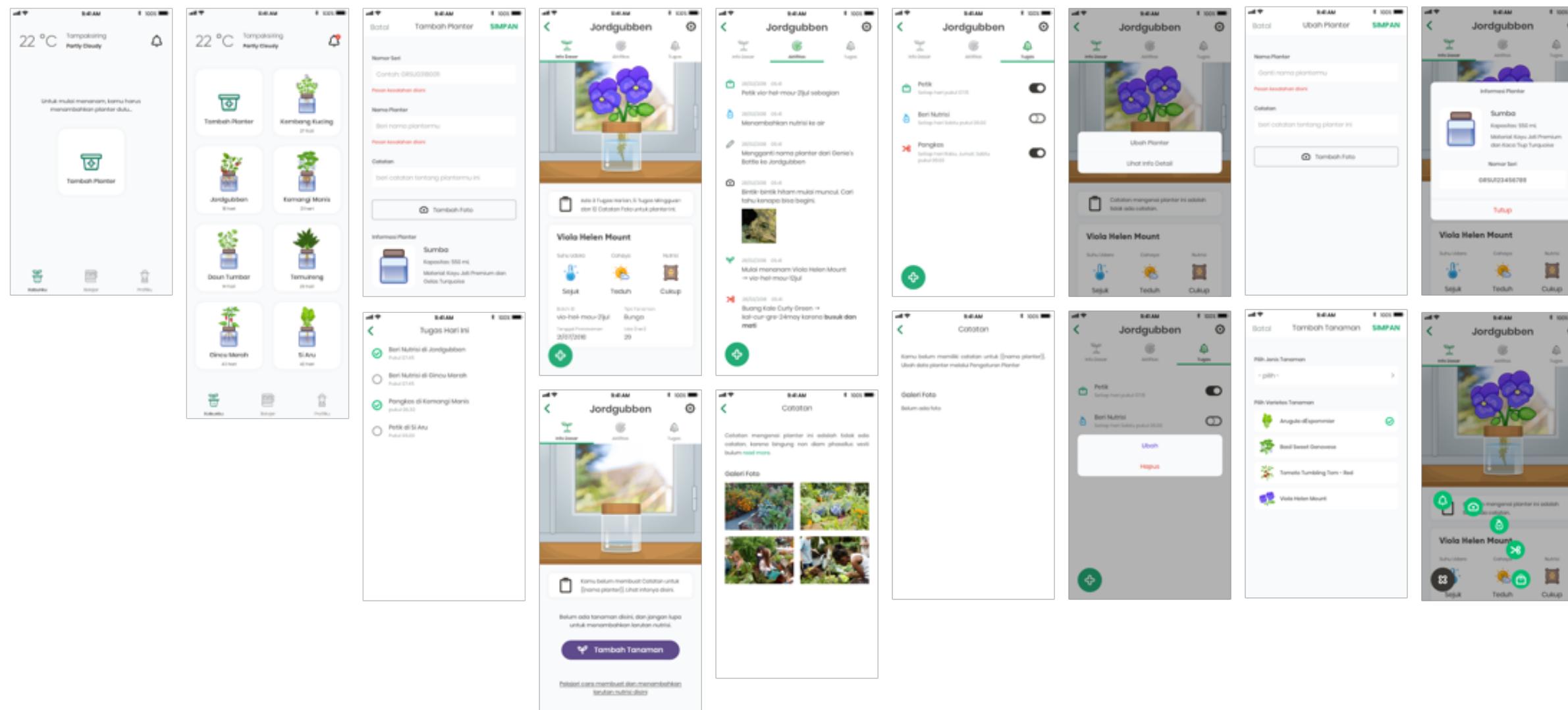


HIGH-FIDELITY INTERFACE DESIGN

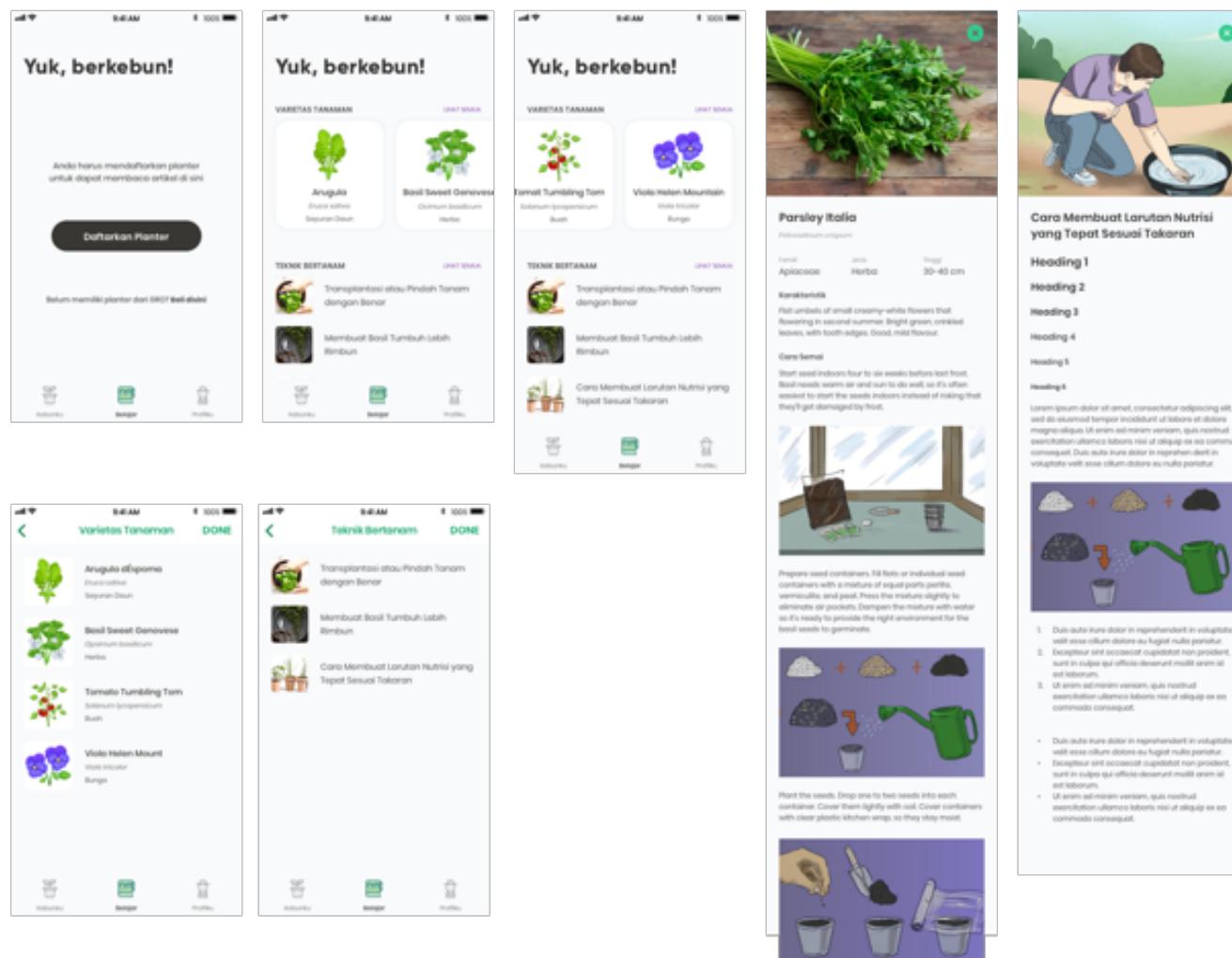
Login & Register



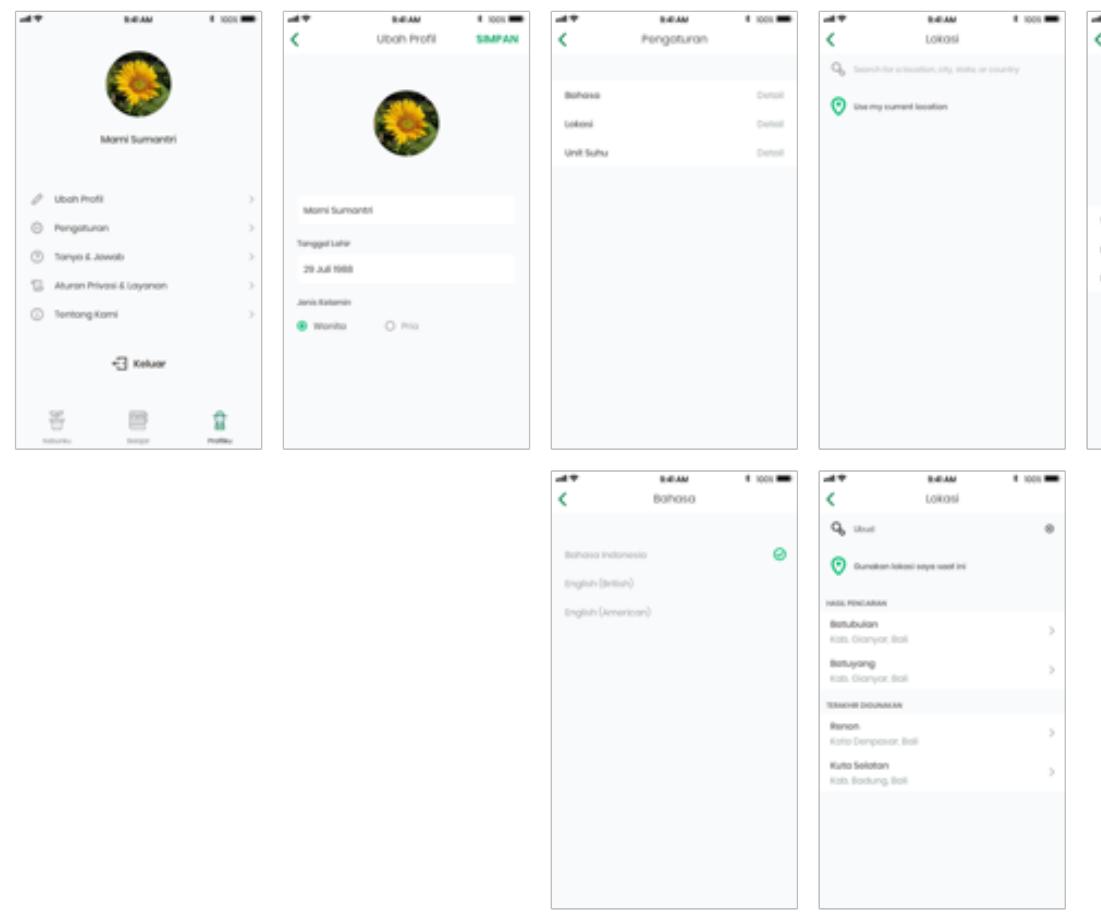
My Garden



Learn



Profile



TANIA

<https://usetania.org>

Date: June 2017

Tanibox created TANIA, an agricultural management system that can be used by farmers to help them carry out their business operations.

THE CHALLENGE

The agricultural management system developed by Tanibox for their enterprise clients must be able to accommodate IoT-based sensor equipment that can be accessed from various devices. However, most users run agricultural businesses in areas that are not connected to the Internet.

THE SOLUTIONS

We help them develop web-based applications that can be run using portable computers such as Raspberry Pi or NAS (Network Attached Storage) that can run IoT equipment and collect necessary data.

THE OUTCOMES

- Develop application flow, User Journey, scenarios, prototypes, and usability testing.
- Create visual guides, application interface and custom icons as needed.
- Fully functioned web-based application using Go and VueJS

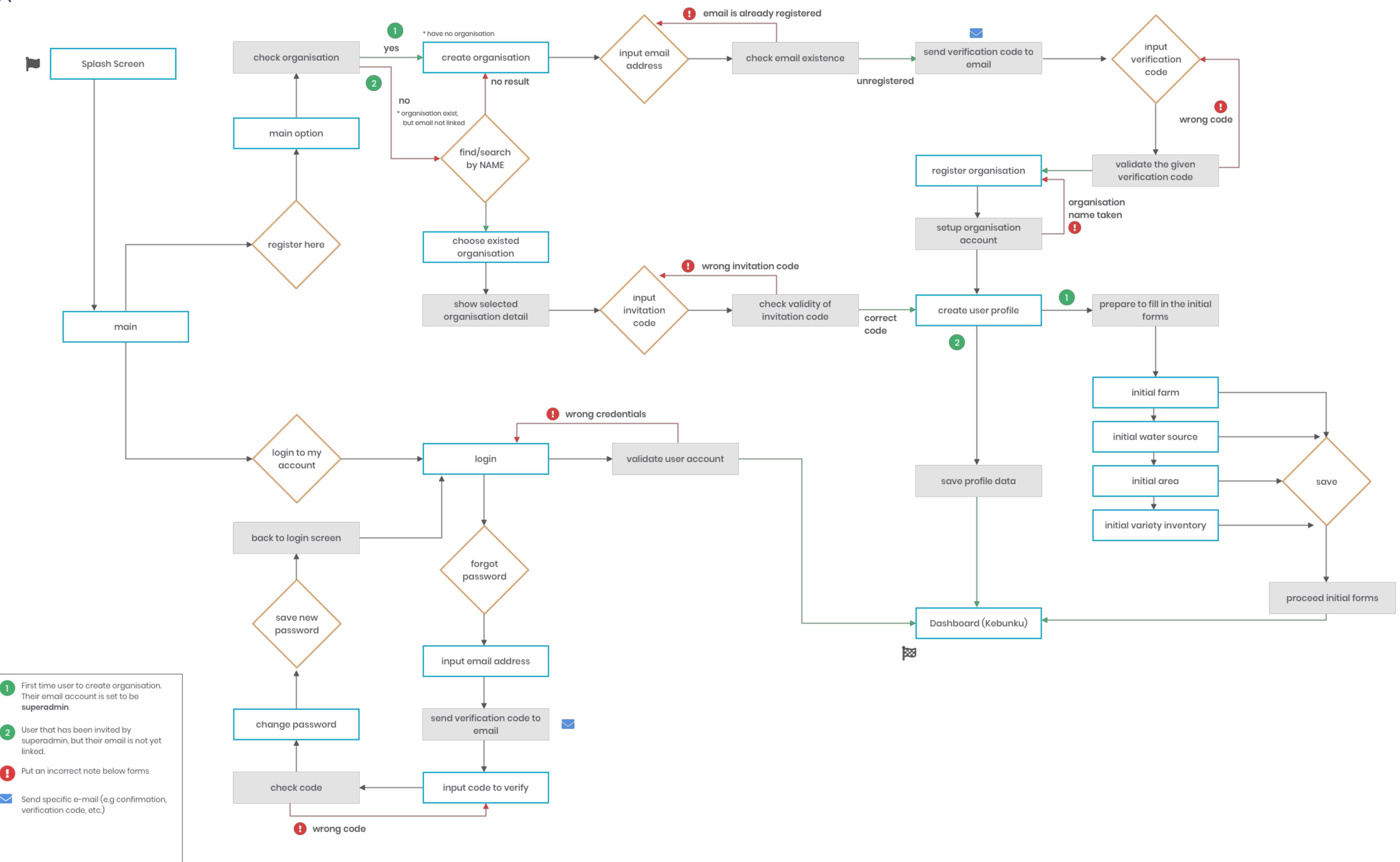
The screenshot displays the TANIA web application interface. On the left is a dark sidebar menu with options like Dashboard, Production, Tasks, Inventories, Finance, Add-Ons, Devices, Settings, General, Account, Preferences, and Collapse Menu. The main content area has several sections:

- Leafy Veggie**: A section titled "Growing" showing a photo of a garden with various plants, basic info (Area Size: 1820 m², Location: Outdoor, Batches: 12, Crop Variety: 6, Connected Device: 7, Reservoir: Kran Pojok Depan), and current status for Air Temperature (27.1°C), Air Humidity (87%), Soil Moisture (29%), Soil Fertility (409 µS/cm), and Light Intensity (36761 lux).
- Crops List**: A table showing crop variety, batch ID, seeding date, moving date, days since seeding, and initiate area. The data includes:

Crop Variety	Batch ID	Seeding Date	Moving Date	Days Since Seeding	Initiate Area
Rosemary Primed	ros-pri-1nov	01/11/2017	24/11/2017	37	Florania
Bayam Lu Hsien	bay-lu-hsi-2dec	02/12/2017	03/01/2018	32	Florania
Dill Goldkrone	dil-gol-23nov	23/11/2017	02/01/2018	27	Florania
Basil Sweet Genovese	bas-swe-gen-29nov	29/11/2017	03/01/2018	24	Florania
Pak Choy Siera	pak-cho-sie-14dec	14/12/2017	03/01/2018	21	Florania
- Tasks**: A table listing tasks with items, category, due date, priority, and status. Examples include "Fumigating with Rentokil" (PEST CONTROL, URGENT, Overdue), "Add new layer of composted soil up to 5cm high" (AREA, NORMAL, Today), and "Fertilize the bed and clean up the rotten or dry leaves" (SANITATION, NORMAL).
- Notes**: A section for creating notes, with a note entry: "The screen must be checked every month to make sure there are no rips or holes or unfastened" dated 19/11/2017.

At the bottom right, it says "Made for the ❤ of plants © 2017 Copyright." and "Tania 1.5.0".

APP FLOW FOR REGISTRATION & LOGIN



Interested in collaborating with us?

Contact us via:

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For more information,
check us on:
<http://chloematt.com>



Thank You.