



# Arsenal

Verst, Inc.

First class tech & design studio.

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Web Development  
App Development

Legals  
Cloud Computing

 **activate**  
Portfolio member



# WEB PROJECTS

This section is a little tricky, and expansive. You'll find a few common approaches that we've used in the past to sell digital projects.

# Simple Websites

## Overview

The marketing website will be the digital home for your brand and the top of your marketing funnel. Our goal is to achieve depth of information, aesthetic impact, and ultimately, conversions.

## Three (3) Stylescapes

Stylescapes are a visual encapsulation of your brand's voice, tone, look, and feel filtered through three prompts. This essential step will help us set the broad direction for the visual identity, and allow you to collaborate with our process at a very early stage.

## Wireframe & Copywriting

Armed with the insights from the ideation phase, the location's specifics and the brand story, we will craft a complimentary story for the web. Then we'll organize this into a wireframe which contains the site copy in basic outline format.

## Development

It all comes down to this. This is where we synthesize all of our work to date and translate the approved prototype into a dynamic website. We will craft a custom web with a highly customized backend visual editor, which will make future site updates simple and fast. We will also add custom features, and optimize the web for search engines and screens of all sizes.

## **QA and Launch**

It is important that what we build works in the real world. We'll set up a demo environment to test out the website on all major operating systems and browsers. This is the part where we setup the domains and launch the web.

## **Continuous Improvement**

Once the site has launched, we will train your internal team how to use and update the site. We will also train your team how to track, test and interpret user data collected from actual usage. This training will be recorded and delivered as reference material.

# Progressive Web App

## Overview

Progressive Web App (PWA) is a new technology that was introduced in 2015. It's a web that has the same feels with mobile app, but have no native mobile features such as push notifications, and other things. Our goal is to create a mobile-like web, so client can test their app ideas safer.

## Discovery Phase

A live, in-person, facilitated discovery phase where we uncover deep insights about your viewer base and internal stakeholders, as well as project-specific goals and benchmarks. Typical discovery sessions last a total of eight hours over the course of one or two days.

## User Stories & App Flow

Now that we know who your users are, we'll work on a user story for each archetype discussed in our facilitated discovery session. We'll harmonize their priorities, goals, and preferences with your business objectives, establishing an end-to-end flow for each user.

## System Design

After establishing a clear app flow, we will design the infrastructure of the web depending the features that our client wants, and choose the best tools to do the job.

## **Back-End Development**

Next, we will create all the main functionalities of the web depending on your needs, and after all the main features are ready, before going to the next phase.

## **Front-End Development**

Once the back-end is ready, we will code the design, and connect the web interfaces with the back-end functionalities, and develop PWA features as well.

## **QA and Launch**

It is important that what we build works in the real world. We'll set up a demo environment to test out the website on all major operating systems and browsers. This is the part where we set up the domains and launch the web.

## **Continuous Improvement**

Once the site has launched, we will train your internal team how to use and update the site. We will also train your team how to track, test and interpret user data collected from actual usage. This training will be recorded and delivered as reference material.

# Web App

## Overview

We will create you a platform. Whether this platform will be used for sales, service or education, we want to create a beautiful and engaging experience that will help your team achieve incredible results. Difference of Web app and PWA is that PWA is much more friendly to mobile users.

## Discovery Phase

A live, in-person, facilitated discovery phase where we uncover deep insights about your viewer base and internal stakeholders, as well as project-specific goals and benchmarks. Typical discovery sessions last a total of eight hours over the course of one or two days.

## User Stories & App Flow

Now that we know who your users are, we'll work on a user story for each archetype discussed in our facilitated discovery session. We'll harmonize their priorities, goals, and preferences with your business objectives, establishing an end-to-end flow for each user.

## System Design

After establishing a clear app flow, we will design the infrastructure of the web depending the features that our client wants, and choose the best tools to do the job.

## **Back-End Development**

Next, we will create all the main functionalities of the web depending on your needs, and after all the main features are ready, before going to the next phase.

## **Front-End Development**

Once the back-end is ready, we will code the design, and connect the web interfaces with the back-end functionalities, and develop PWA features as well.

## **Quality Assurance**

It is important that what we build works in the real world. We'll set up a demo environment to test out the website on all major operating systems and browsers. All potential bugs will be fixed before deploying to users.

## **DevOps**

DevOps is an area in Software Engineering where we mainly deploy your web or app, and make it scalable to thousands of users, internationally.

## **Continuous Improvement**

Once the site has launched, we will train your internal team how to use and update the site. We will also train your team how to track, test and interpret user data collected from actual usage. This training will be recorded and delivered as reference material.





# APP PROJECTS

App makes life easier for an operation, and the accessibility advantage increases the amount of your business retention. This section will share you our app development capabilities.

# iOS App Capabilities

## Geolocation

Integrating live locations to your app is now possible with geolocation. We can track user's location for your app features.

## User Authentications

Creating an identity for your users, where they can have their own profile and have the freedom to uniquely use your apps.

## Camera Features

Self explanatory. You can access camera features to take a picture, and submit it!

## NFC Cards

Using a ISO Compliant Mifare Cards, you can use your mobile phone as a NFC reader, and create a digital card.

## Core ML

Apple Environment supports ML development faster, and accurate. We can help you create a ML APIs and train Natural Language, Audio, Vision, and Speech.

## Push Notifications

Notify your users of what's new with your app.

# iOS App

## Overview

iOS apps offers an exclusivity of your users. iOS environments are also continuously improved by Apple team, allowing developers to innovate new technology.

## Discovery Phase

A live, in-person, facilitated discovery phase where we uncover deep insights about your viewer base and internal stakeholders, as well as project-specific goals and benchmarks. Typical discovery sessions last a total of eight hours over the course of one or two days.

## User Stories & App Flow

Now that we know who your users are, we'll work on a user story for each archetype discussed in our facilitated discovery session. We'll harmonize their priorities, goals, and preferences with your business objectives, establishing an end-to-end flow for each user.

## System Design

After establishing a clear app flow, we will design the infrastructure of the web depending the features that our client wants, and choose the best tools to do the job.

## **Back-End Development**

Next, we will create all the main functionalities of the app depending on your needs, and after all the main features are ready, before going to the next phase.

## **Front-End Development**

Once the back-end is ready, we will code the design, and connect the app interfaces with the back-end functionalities.

## **Quality Assurance**

We'll do testing before deploying to users, and fix every issue.

## **Publishing to App Store**

We will guide you on how to get your Apple Developer Certificate, publish your app in BETA in Test Flight, before publishing your app to App Store.

## **Continuous Improvement**

Once the app has launched, we will train your internal team how to use the Apple Developer dashboard to track, test and interpret user data collected from actual usage. This training will be recorded and delivered as reference material.

# Android App Capabilities

## Geolocation

Integrating live locations to your app is now possible with geolocation. We can track user's location for your app features.

## User Authentications

Creating an identity for your users, where they can have their own profile and have the freedom to uniquely use your apps.

## Camera Features

Self explanatory. You can access camera features to take a picture, and submit it!

## NFC Cards

Using a ISO Compliant Mifare Cards, you can use your mobile phone as a NFC reader, and create a digital card.

## Push Notifications

Notify your users of what's new with your app.

# Android App

## Overview

Android apps allows your app to be more accessible to more users, boosting your business retentions, and increasing sales in the effect.

## Discovery Phase

A live, in-person, facilitated discovery phase where we uncover deep insights about your viewer base and internal stakeholders, as well as project-specific goals and benchmarks. Typical discovery sessions last a total of eight hours over the course of one or two days.

## User Stories & App Flow

Now that we know who your users are, we'll work on a user story for each archetype discussed in our facilitated discovery session. We'll harmonize their priorities, goals, and preferences with your business objectives, establishing an end-to-end flow for each user.

## System Design

After establishing a clear app flow, we will design the infrastructure of the web depending the features that our client wants, and choose the best tools to do the job.

## **Back-End Development**

Next, we will create all the main functionalities of the app depending on your needs, and after all the main features are ready, before going to the next phase.

## **Front-End Development**

Once the back-end is ready, we will code the design, and connect the app interfaces with the back-end functionalities.

## **Quality Assurance**

We'll do testing before deploying to users, and fix every issue.

## **Publishing to Play Store**

We will guide you on how to get your Android Developer Certificate, publish your app in BETA in Test Flight, before publishing your app to App Store.

## **Continuous Improvement**

Once the app has launched, we will train your internal team how to use the Apple Developer dashboard to track, test and interpret user data collected from actual usage. This training will be recorded and delivered as reference material.

# Cross Platform App

## Overview

We will create you both iOS and Android apps, and publish to both stores.

## Discovery Phase

A live, in-person, facilitated discovery phase where we uncover deep insights about your viewer base and internal stakeholders, as well as project-specific goals and benchmarks. Typical discovery sessions last a total of eight hours over the course of one or two days.

## User Stories & App Flow

Now that we know who your users are, we'll work on a user story for each archetype discussed in our facilitated discovery session. We'll harmonize their priorities, goals, and preferences with your business objectives, establishing an end-to-end flow for each user.

## System Design

After establishing a clear app flow, we will design the infrastructure of the web depending the features that our client wants, and choose the best tools to do the job.



## **Back-End Development**

Next, we will create all the main functionalities of the app depending on your needs, and after all the main features are ready, before going to the next phase.

## **Front-End Development**

Once the back-end is ready, we will code the design, and connect the app interfaces with the back-end functionalities.

## **Quality Assurance**

We'll do testing before deploying to users, and fix every issue.

## **Publishing to Play Store**

We will guide you on how to get your Android Developer Certificate, publish your app in BETA in Test Flight, before publishing your app to App Store, and Play Store too.

## **Continuous Improvement**

Once the app has launched, we will train your internal team how to use the Apple Developer dashboard to track, test and interpret user data collected from actual usage. This training will be recorded and delivered as reference material.



# LEGALS

We're working together with an attorney-level solutions to make your websites and apps compliant with the law across multiple countries and legislations third-party.

## **Privacy and Cookie Policy**

Provide a Privacy and Cookie Policy that also includes any third party service providers you're using, like Google Analytics or Google AdSense.

## **EU Cookie Law (EU)**

If you have users from the EU, you must display a cookie banner, provide a cookie policy, acquire consent for the installation of cookies and block profiling cookies until consent has been obtained.

## **Terms and Conditions**

Terms and Conditions set the terms for how your site, app or service must be used and, most importantly, protect you from potential liabilities.

## **CCPA Disclosures**

If you have a business and you target Californian consumers, you will need to comply with CCPA requirements. This includes making specific disclosures regarding your data processing practices and honoring consumer rights.

## **GDPR Consent Records**

If you have EU-based users and you use web-forms on your site — such as newsletter sign-up forms or registration forms — you must collect and maintain valid records of consent in order for the consent you've collected to be considered valid.

# Contact us.

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