

# Inkmagik - A Graphic Design Tool

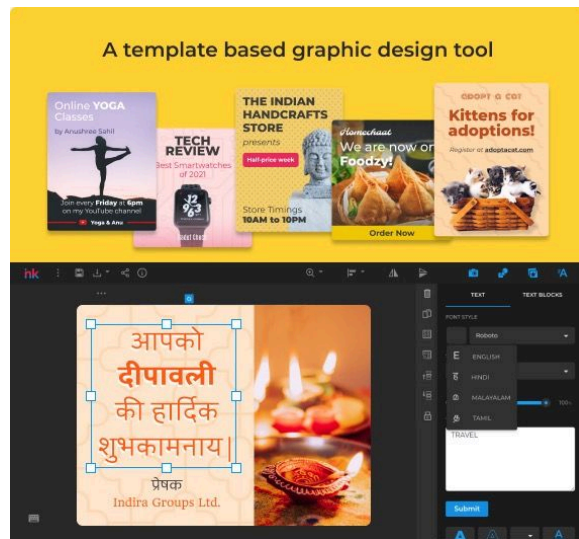
## Project Overview

inkmagik

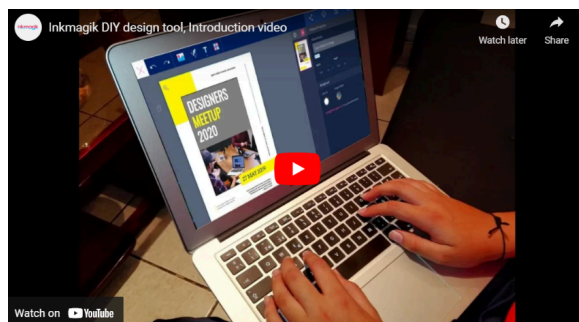
A SaaS application ([www.inkmagik.com](http://www.inkmagik.com)) for various marketing and corporate communications assisting to create impressive brochures, newsletters, case studies, manuals, etc with few simple steps. Empowering businesses to create the best-designed communication materials using our creative templates and collaborate, share, print, or embed them on any webpage.

Challenges:

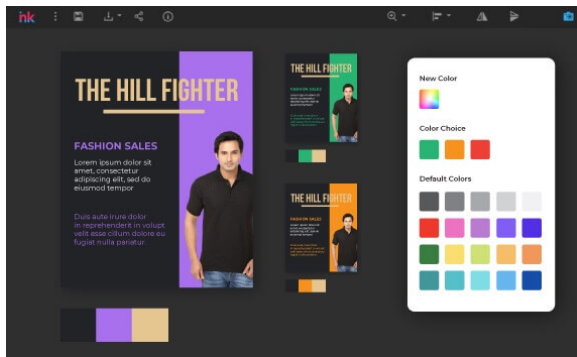
- Build a user-friendly graphic design tool for non-designers.
- Implementing the technology for the design tool's numerous functionalities.
- Understanding the demands of people and companies in terms of creativity.
- Creating templates for a variety of occasions and requirements.



*A design tool to help you manage your creative demands for personal and business purposes.*



## Stunning designs - Do-It-Yourself Design Tool



### Client speak

*“We wanted to develop a do-it-yourself design tool that helps design presentations, social media posts, accessible templates, and other quick projects. Our Neointeraction team worked together and created this simple tool which has gained many subscribers.”*

### Solutions we offered

We were able to provide customers with an all-in-one platform with ready to use templates, which can be customized with very little design skills.

Some of the key characteristics that make Inkmagik a worthy competitor are as follows:

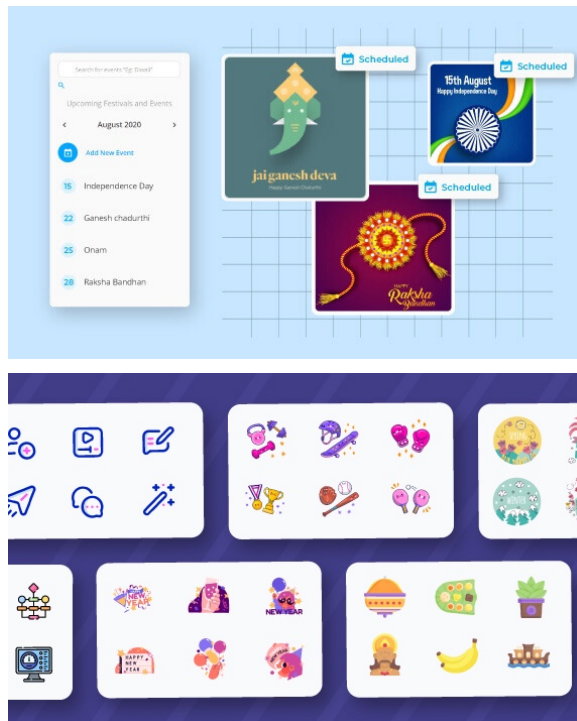
- Ready to use design templates for every occasion and need.
- Support of multiple languages. Currently, few Indian languages are supported in Inkmagik with more to come.
- Ability to manage your designs by scheduling, planning, sharing, and collaborating with your team.
- Safe and verified usage of stock images and clip-arts.
- AI-based background removal tool for images.
- Inkmagik also provides users with an option to sell their designs and earn based on their sales.

### How did our solutions help?

Because Inkmagik is an all-in-one graphic design tool, its applications differ based on the business or use-cases.

1. Social Media Marketers - Quick turnaround for creatives.

# Inkmagik - Template Based Design Tool



2. Online Sellers - Advertise products using visually attractive templates.
3. Institutions - Usage in projects and presentations for schools and colleges.
4. Marketing Teams - Category-based templates that help to reach out to customers.
5. Entrepreneurs - Connecting with the audience through good design.

## The Outcomes

- A worry free creation of marketing creatives
- Gained ample number of new subscribers

Neointeraction User Experience Design team engage with clients to create SIMPLE and MEANINGFUL experience for web and mobile products. Our team based out of Bangalore has 15 yrs of domain agnostic design experience that can bring great value addition to your business.

