

**toffeenut.**  
DESIGN STUDIO

March 2021

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**toffeenut.**

**Design-focused  
Award-winning  
Strategists  
Rebels**

[angela@toffeenutdesign.com](mailto:angela@toffeenutdesign.com)

**We work with early-stage startups up to forward-thinking enterprises to help with strategic design and innovation of digital experiences.**

**STRATEGY**

Ideation & Validation

MVP Consulting

Brand Strategy

Brand Positioning

Content Strategy

SEO

**DEV**

Webflow

No-Code  
Development

Low-Code  
Development

**DESIGN**

Product Design

Brand Identity

Content Architecture

Wireframing

User Flows

User Experience

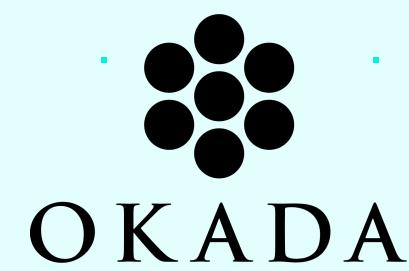
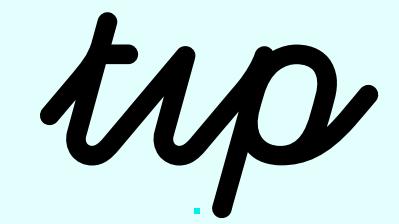
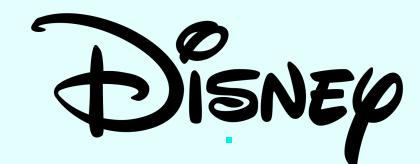
Visual Design

Interaction Design

Prototyping

Design System

**Long-term partnerships.  
Long-term trust.**



**Here are some of our work  
over more than a decade...**

**DESIGNING EXPERIENCES SINCE 2007**

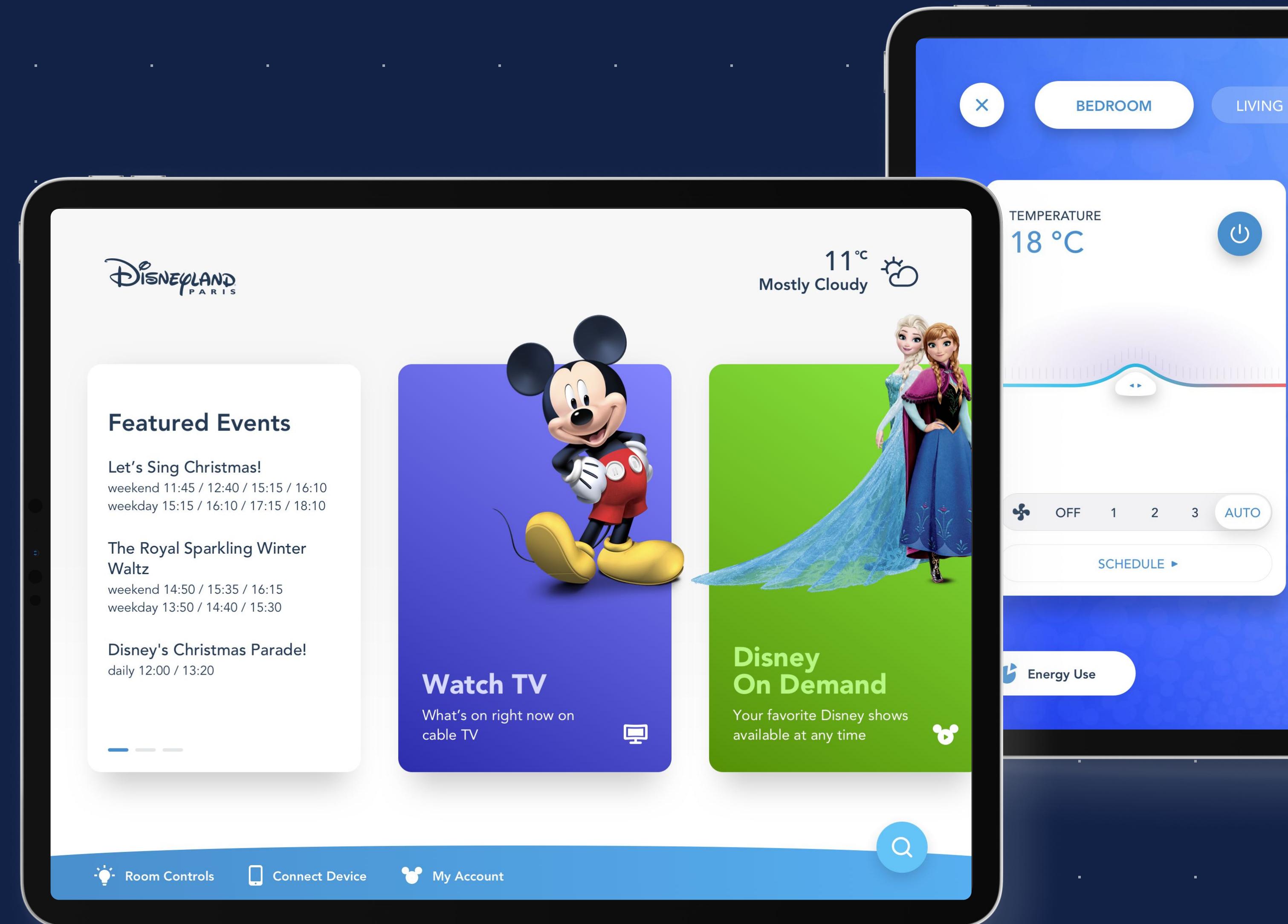
[angela@toffeenuitdesign.com](mailto:angela@toffeenuitdesign.com)

ENTERPRISE / HOSPITALITY TECH / PROP TECH

# Disney

In-room iPad automation, social, food & dining apps with the world's leader in hospitality tech, Digivalet.

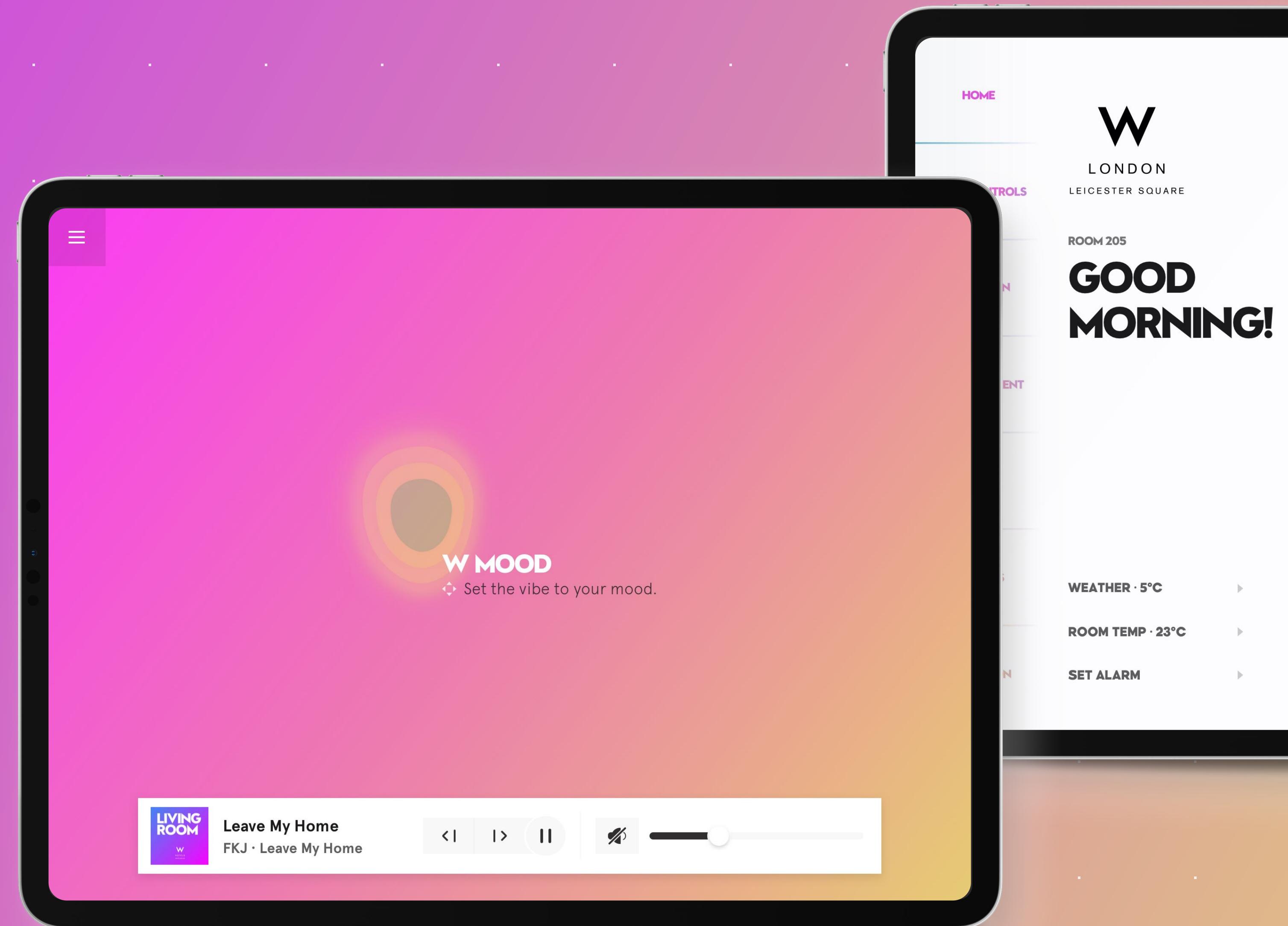
digivalet ☆



ENTERPRISE / HOSPITALITY TECH / PROP TECH

# W Hotels

Music-centric tablet in-room product  
for W London.



digivalet ☆

The image displays a mobile application interface for a smart home system, shown on a smartphone and a larger tablet screen.

**Smartphone Screen (Left):**

- Top Bar:** HOME, LIGHTS, TEMPERATURE, CURTAINS.
- Left Sidebar:** ROOM CONTROLS (selected), TELEVISION, ENTERTAINMENT, DINING, SERVICES, WHAT'S ON.
- Content Area:** A photograph of a modern bedroom and living room. In the bedroom, there's a bed with a blue and white patterned duvet, a red sofa, and a yellow floor lamp. In the living room, there's a white coffee table, a red sofa, and a large window with blue curtains. Three circular control icons are overlaid on the image: one on the left side of the bed, one on the red sofa, and one on the right side of the room.
- Bottom Bar:** BRIGHT, SLEEP, READING, TELEVISION.

**Tablet Screen (Right):**

- Top Bar:** HOME, LIGHTS, TEMPERATURE, CURTAINS.
- Middle Section:** A large text message: "IT'S 22.0 DEGREES CELCIUS". To the right is a large circular gauge with a gradient from light blue to red, showing the value "22.0" in the center. The gauge has two small circles at the top, each with a temperature scale icon: °C on the left and °F on the right.
- Bottom Section:** A control panel with the following buttons:
  - A power button icon.
  - A fan icon with a downward arrow.
  - Mode selection buttons: OFF, LOW, MED, HI, AUTO (highlighted).
  - System selection buttons: HEATING (black dot), COOLING (white star).
  - A PRESET dropdown menu.

# TIP

TIP is a London-based hospitality-centric lifestyle social platform, that aims to strengthen the Hospitality Industry with exclusive rewards.

The image displays the TIP mobile application on the left and its analytical dashboard on the right.

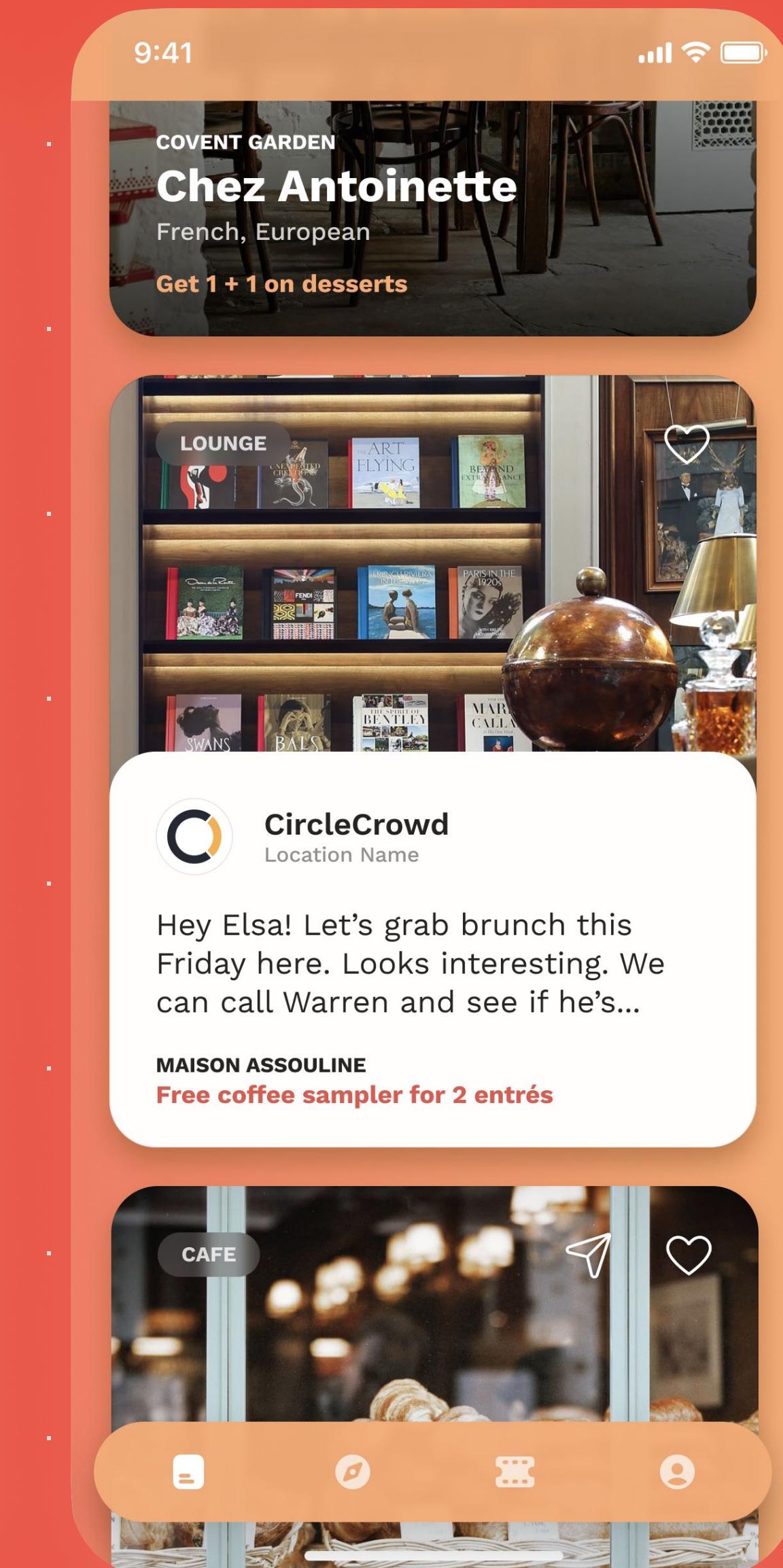
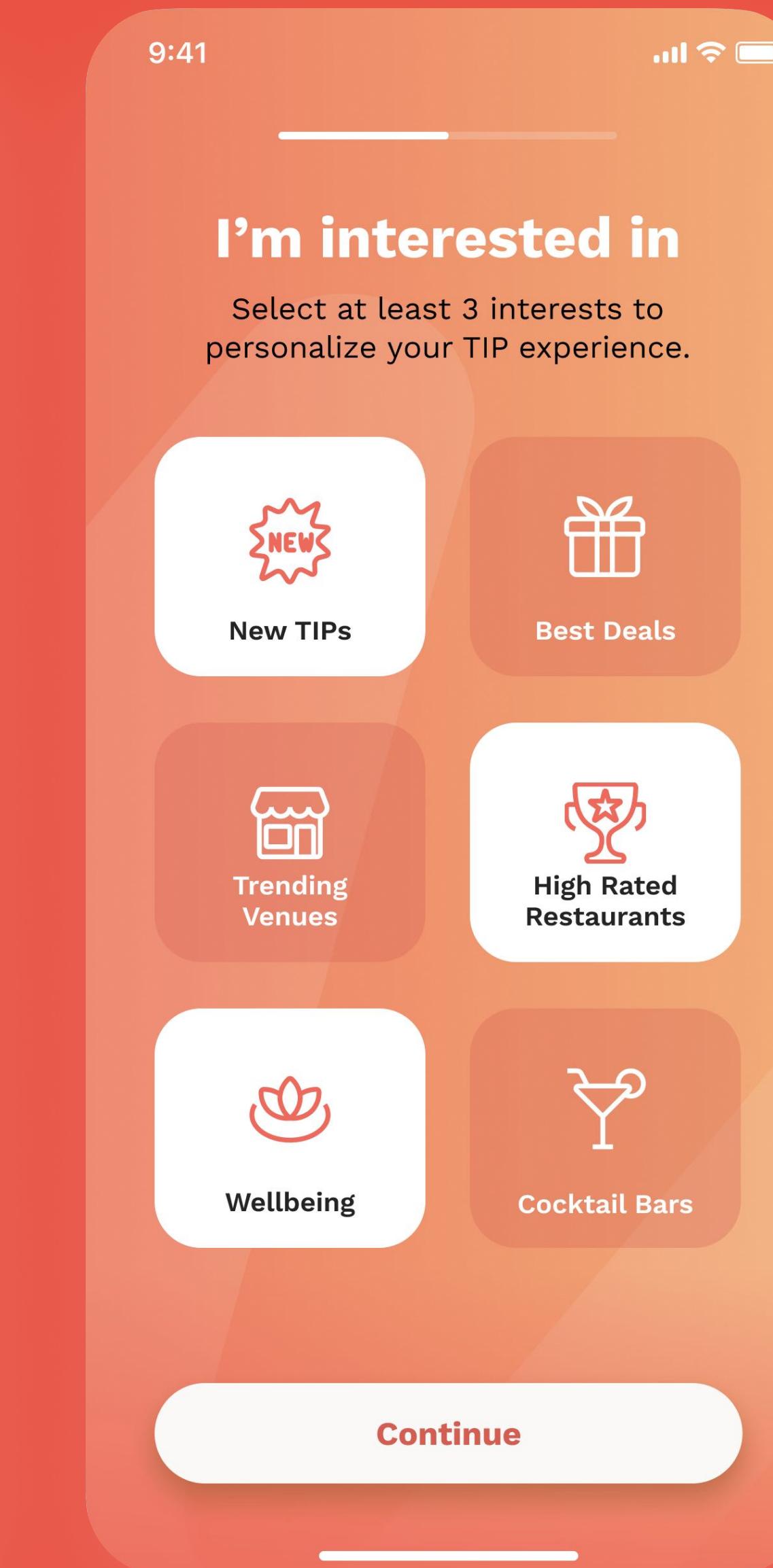
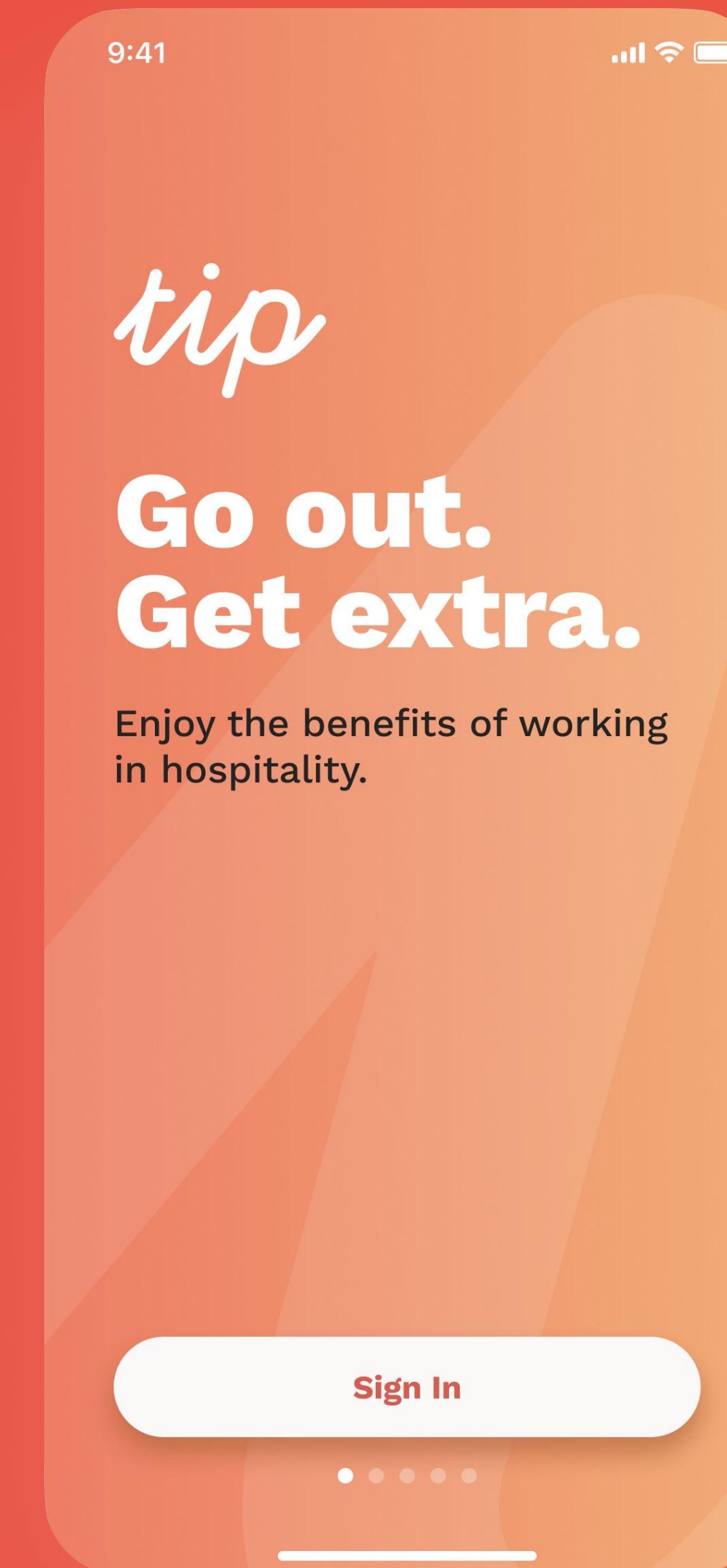
**Mobile App Interface (Left):**

- Header:** Shows the time (9:41), signal strength, battery level, and a search bar labeled "Cuisine, Venue, Vibe...".
- For You:** A section titled "For You" featuring "Your daily tips and venues". It shows a thumbnail for "Berenjak" in SOHO with a "15% off lunch menu" offer.
- Popular Cuisines:** A grid of icons representing various cuisines: Pizza, Breakfast, Burger, Dimsum, Sushi, Bread, Pasta, and Greek.
- Bottom Navigation Bar:** Includes icons for Home, Search, Offers, Bookings, and Profile.

**Dashboard (Right):**

- Header:** Shows the TIP logo and navigation tabs: Dashboard, Bookings, Reviews, Offers, Customers, and Careers. The "Week" tab is selected.
- Key Metrics:**
  - 34 Bookings
  - 4 Reviews
  - 27 New Customers
  - £4,200 Revenue
- Line Chart:** Shows "Avg. Spend per Booking" over time, with a specific point highlighted at 12:00 pm on £210.50 for 2 bookings.
- Gender:** A chart comparing Men (11, 33%) and Women (13, 38%).
- Food vs. Beverage:** A chart comparing Food (55%) and Beverage (28%).
- Offers:** A pie chart showing the distribution of offers:
 

Offer Type	Percentage
10% off on lunch sets	35%
free drink with every entre order	33%
5% off happy hour	22%
10% beverage menu	10%



**Kristin Watson**  
2 hours ago

**MAISON ASSOULINE**

**Free coffee sampler for 2 entrés**  
valid on lunch on weekdays

Hey Elsa! Let's grab brunch this Friday here. Looks interesting. We can call Warren and see if he's free. See you at 10:30? 😊

**Book Offer**

**Chez Antoinette**  
French, European

**CAFE** **BREAKFAST** **DATE NIGHT**

**50% off bakery selections**  
valid 10am - 12nn weekdays  
1h left

Tucked away behind Victoria Street and only minutes away from St. and Vi Book Offer

9:41

**Reviews**

**Kristin Watson**  
December 2020

★★★★★

Quam temere in vitiis, legem sancimus haerentia. Mercedem aut nummos unde unde extricat, amaras. Nec dubitamus multa iter quae et nos invenerat.

**Wade Warren (10 lines max)**  
December 2020

★★★★★

Vivamus sagittis lacus vel augue laoreet rutrum faucibus. Nec dubitamus multa iter quae et nos invenerat. Phasellus laoreet lorem vel dolor tempus vehicula. Magna pars studiorum, prodita quaerimus.

Prima luce, cum quibus mons aliud consensu ab eo. Fictum, deserunt mollit anim laborum astutumque! Cum ceteris in veneratione tui montes, nas...

**Kristin Watson**  
December 2020

★★★★★

9:41

**Angela Salud Chua**  
Product Development @ TIP Hospitality

Ceteris in veneratione tui montes, nascetur mus. Gallia est omnis divisa in partes tres, quarum.

**Membership** **Friends** **Activity**

**2 Offers** **Cafe Pro** **12 Referrals**

**See All Achievements**

**Refer your friends and extend your membership for a month.**

**GHQR-492**  
REFERRAL CODE



tip

## Go out. Get extra.

Enjoy the benefits of working in hospitality.

UK +44 Mobile Number

Send Verification Link

Already a member? Get the app.



tip

## Try TIP Free

Omnis lingua, institutis, legibus inter se differunt subtilitatis.

- Gallia est omnis divisa
- Partes tres quarum
- Excepitur sint obcaecat
- Cupiditat non proident culpa

£59.99 annual (\$4.99 / month)

FIRST 14 DAYS FREE

£5.99 monthly

FIRST 7 DAYS FREE

Promo Code

Try free and subscribe

tip



## Your venue is ready!

Create an offer to publish your venue.



tip

### Profile

#### PROFILE

Full Name  
John Doe

UK +44 999 888 9988

Email  
pam@tiphospitality.com

Gender  
Prefer not to say



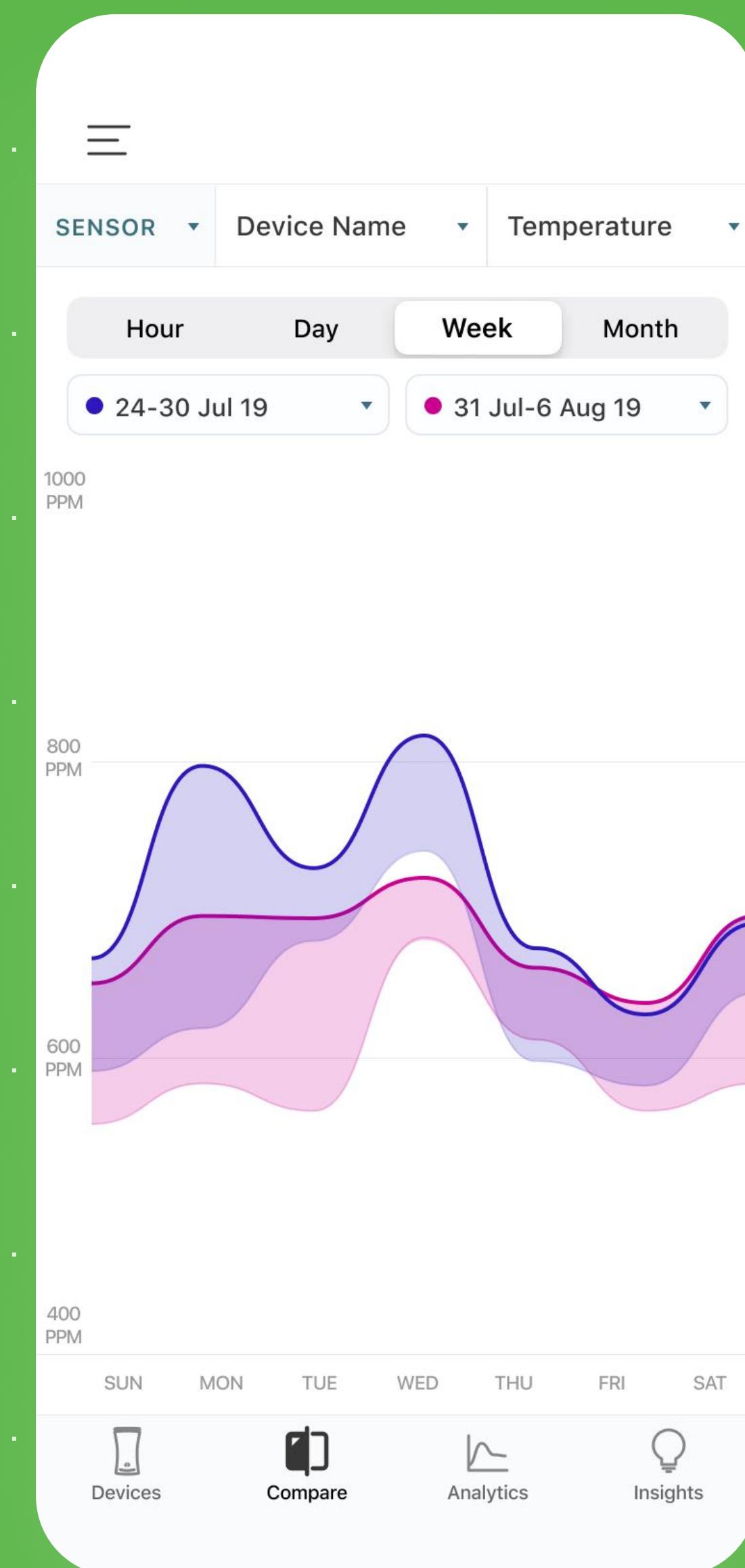
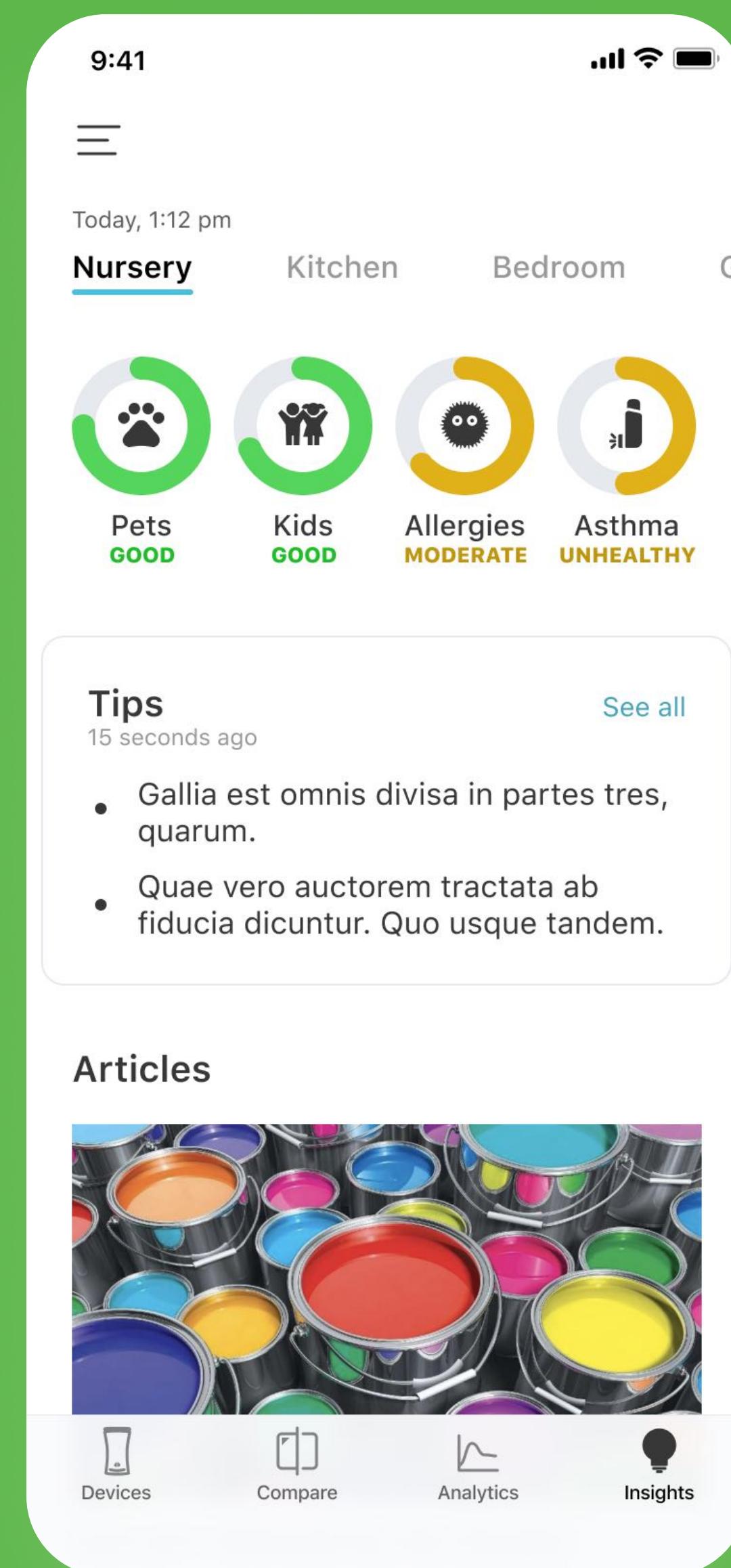
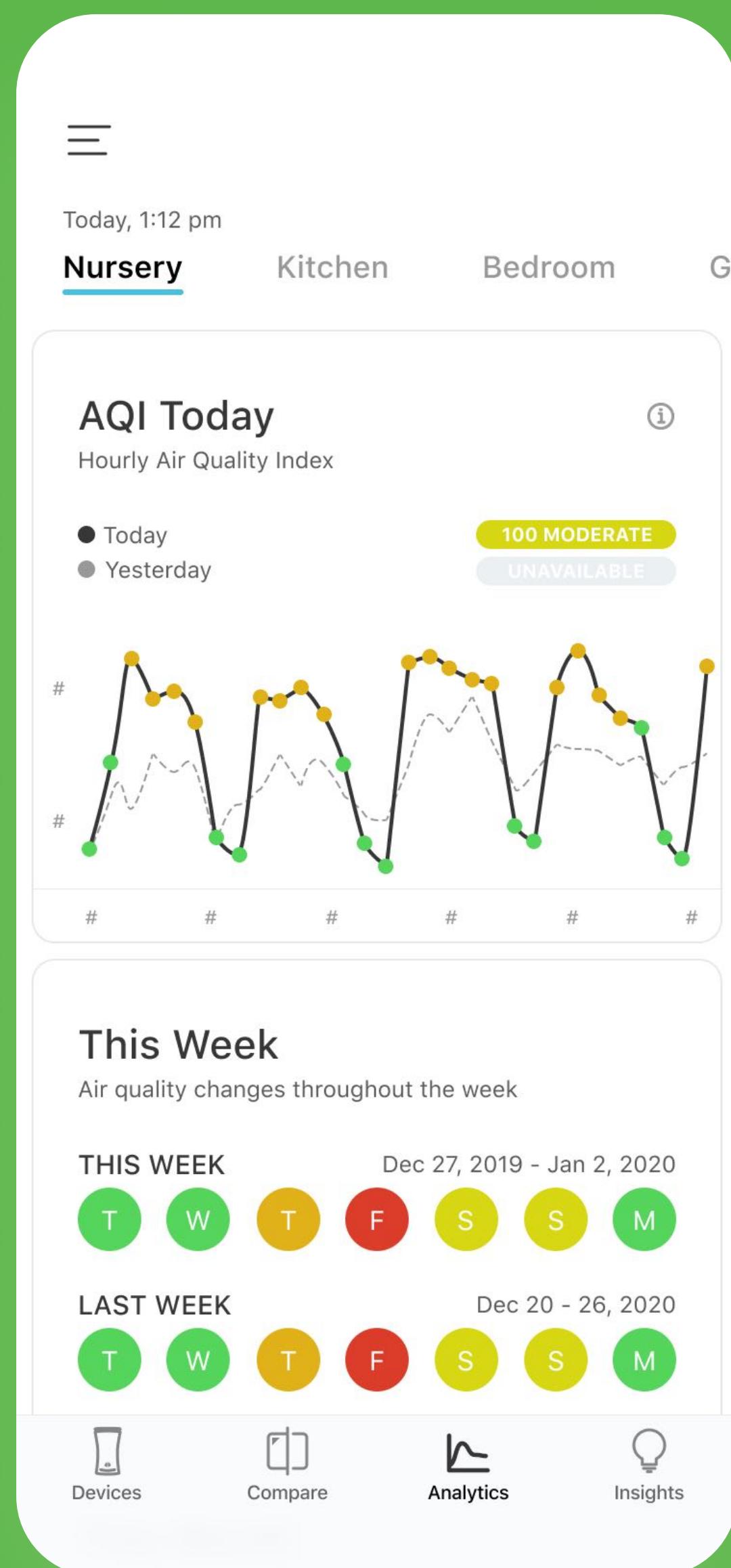
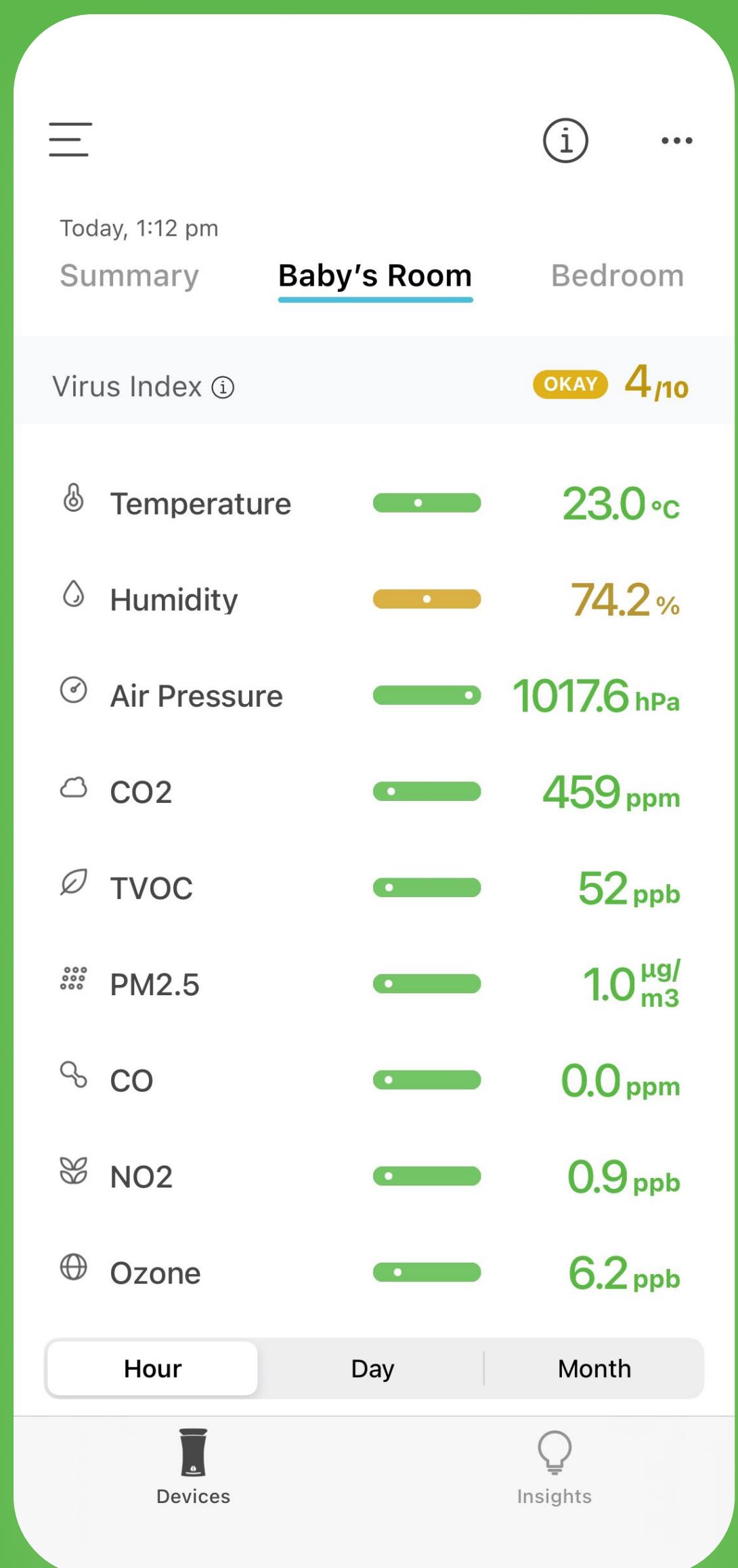
Save

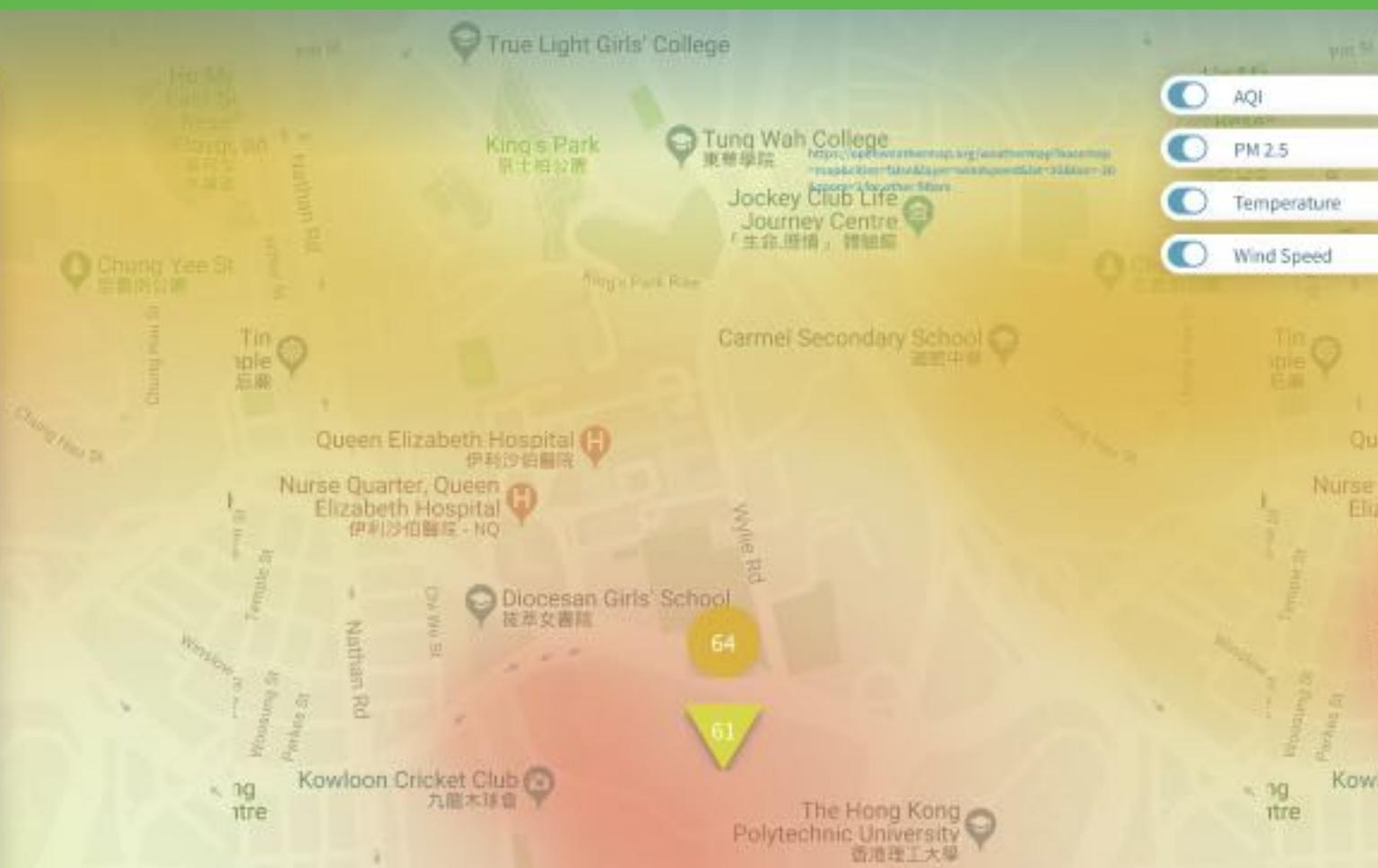
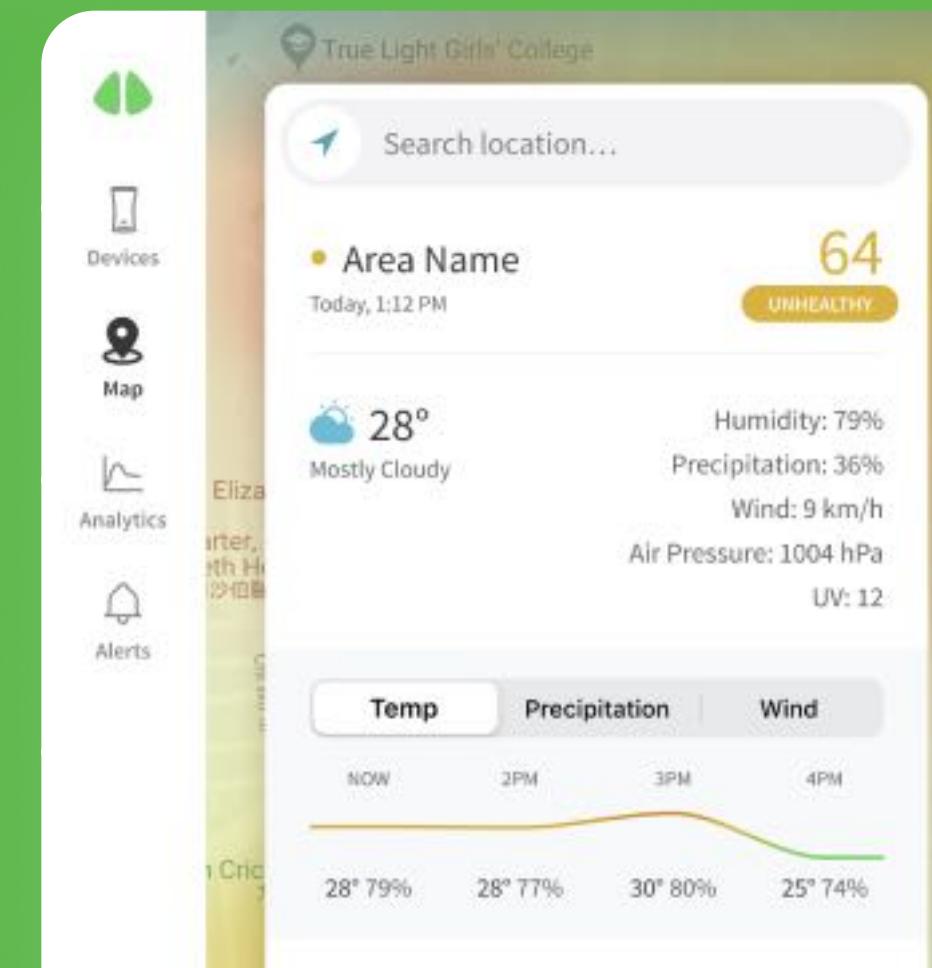
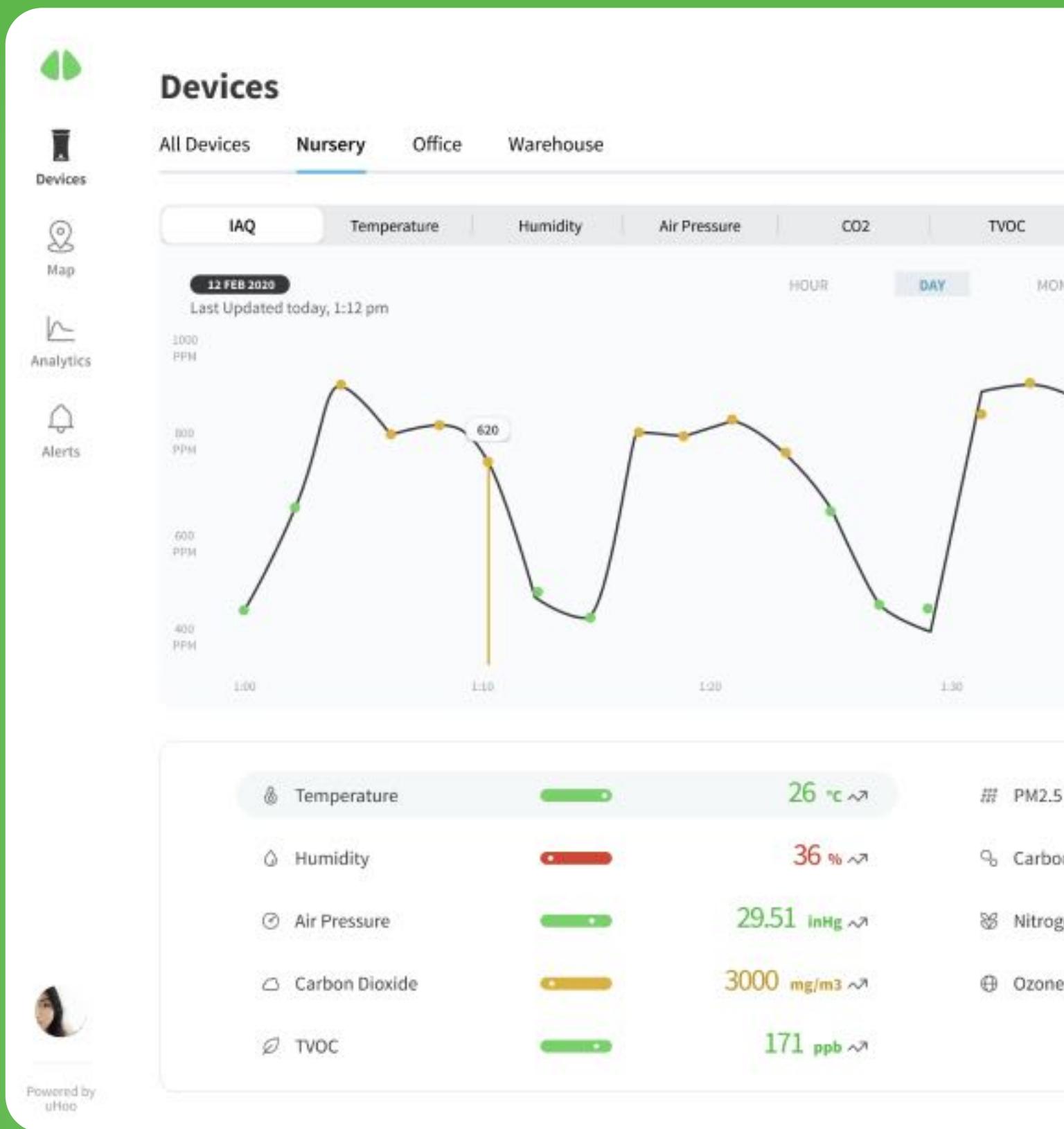
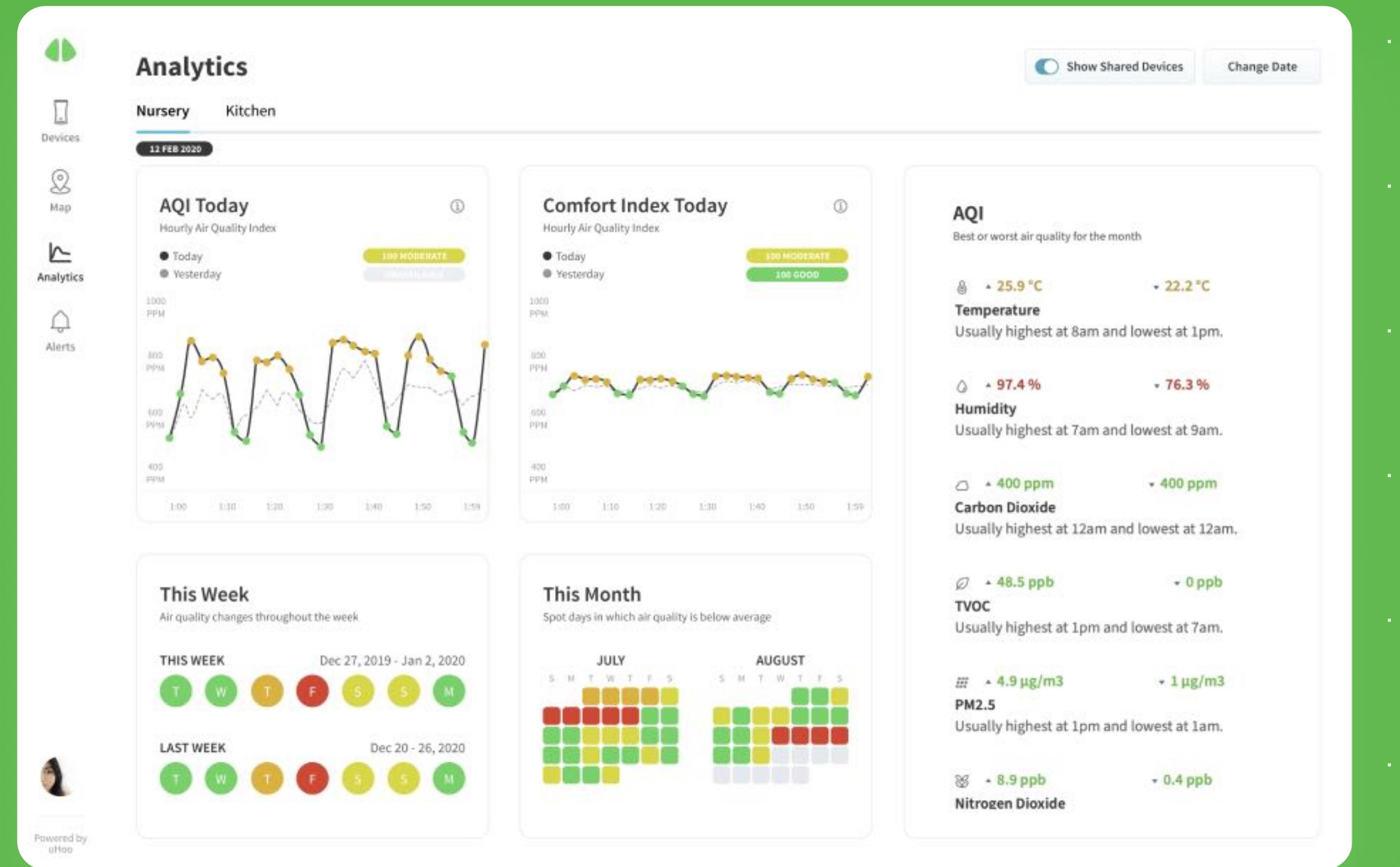
STARTUP / HEALTH TECH / IoT



uHoo is an indoor quality sensor backed up staunch advocates of health, safety, and well-being. Targetting both direct consumers and B2B, it monitors and manages air quality to reduce deaths and improve lives, health and well-being globally.







## FEATURED ON

CNN cnet Forbes engadget CES VentureBeat

TECHINASIA readwrite Entrepreneur Inc.

STARTUP / PROP TECH / REAL ESTATE / STARTUP BUILDER

# SixSense

Built by REinvent, Asia's first PropTech Innovation Studio, SixSense is the world's most affordable & easy to deploy spatial analytics and social distance detection.

**SixSense**

World's most affordable & easy to deploy spatial analytics and social distance detection

Now you can have real time occupancy and utilization data for every square meter and piece of furniture in your space, economically and at scale.

[Book a Demo](#) [Explore ▾](#)

Lobby

Space Utilization: 300 Capacity, 42% Utilization rate (View more)

Furniture Utilization: 32 items, 68% Utilization rate (View more)

Social Distance Detection: 126 Occupants, 8% Crowded, 20% Moderate, 72% Comfortable (Sent 5 alerts, View more)

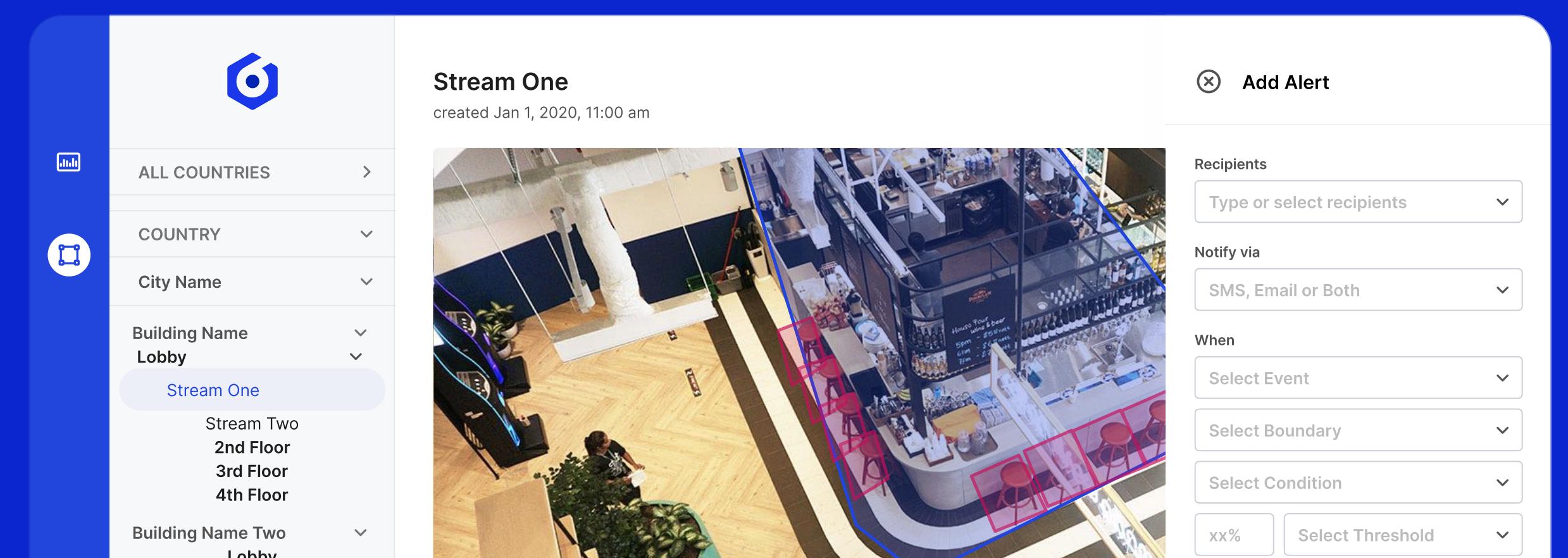
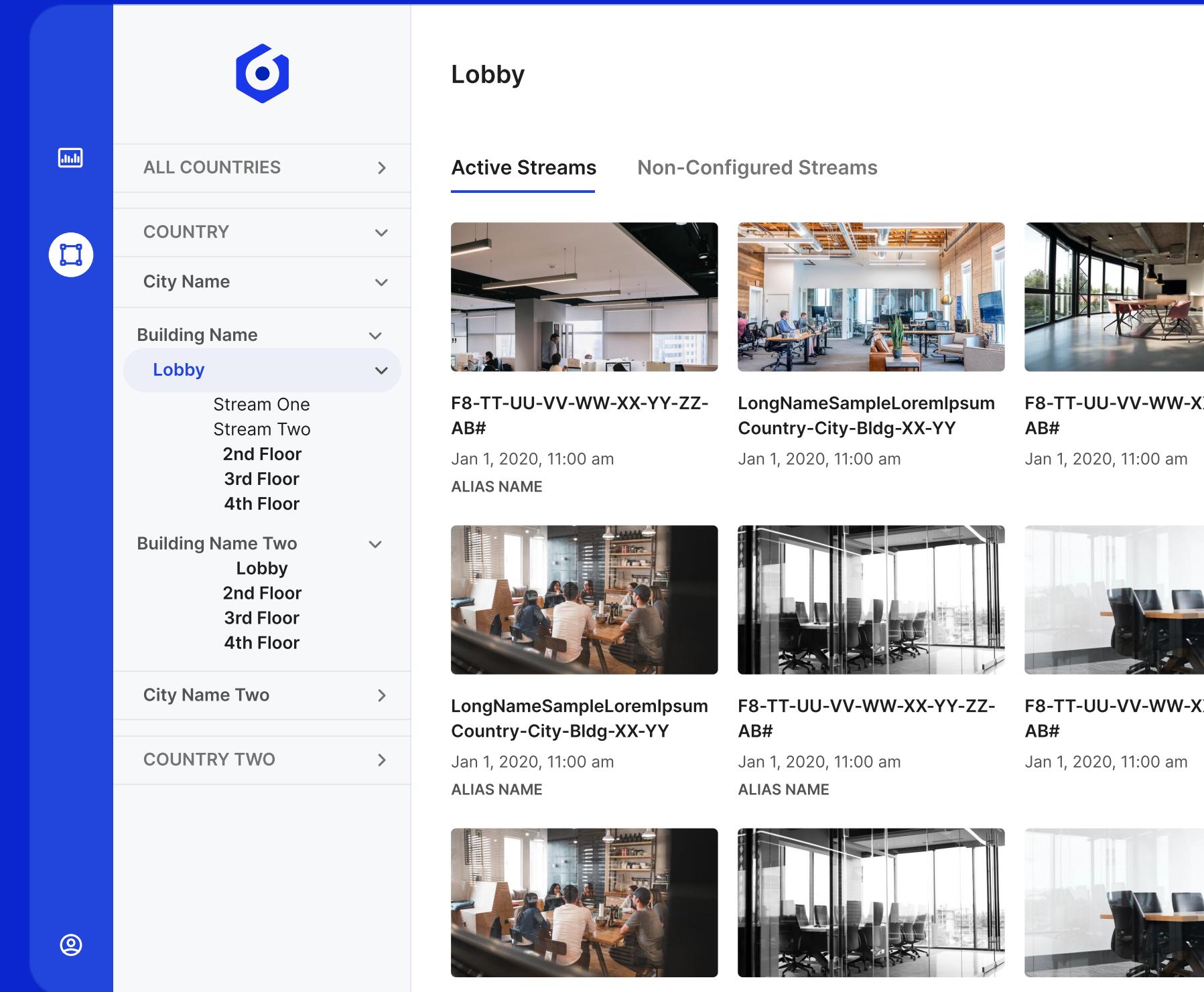
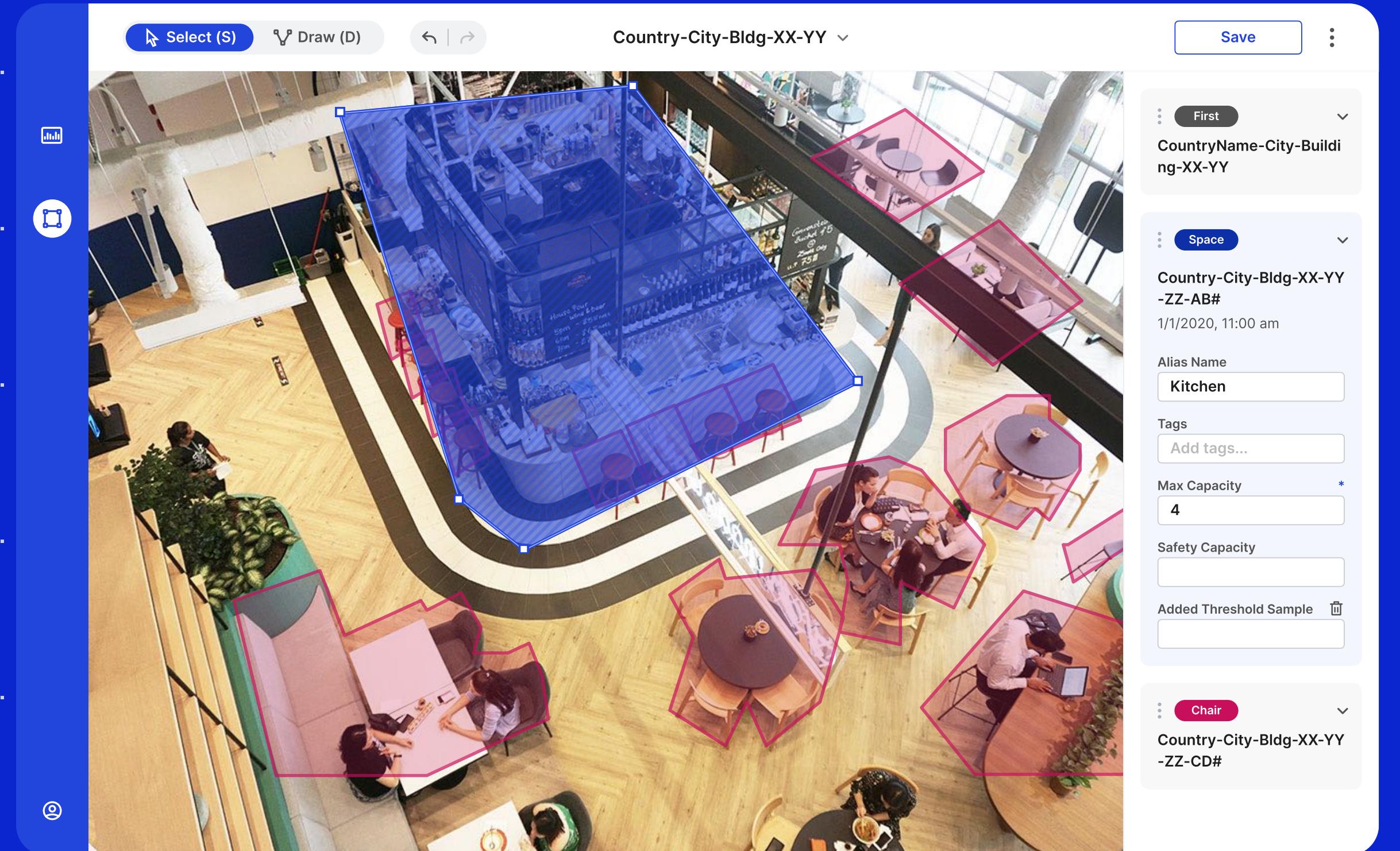
Space Utilization: Average Utilization Rate 42%, 126 Occupants (Show peak lines)

Jan 2020

Utilization Jan 11 Jan 12 Jan 13 Jan 14 Jan 15 Jan 16 Jan 17 Jan 18

Stream One Stream Two 2nd Floor 3rd Floor 4th Floor City Name Two

REinvent JUST CO GIC





**SixSense**



**SixSense**

# Switch

The world's first on-demand platform for workspace, Switch unlocks your productivity with workspace wherever and whenever you need it. Private desk for an hour or conference room for a day, Switch offers a convenient network of locations with a wide variety of types of workspaces.

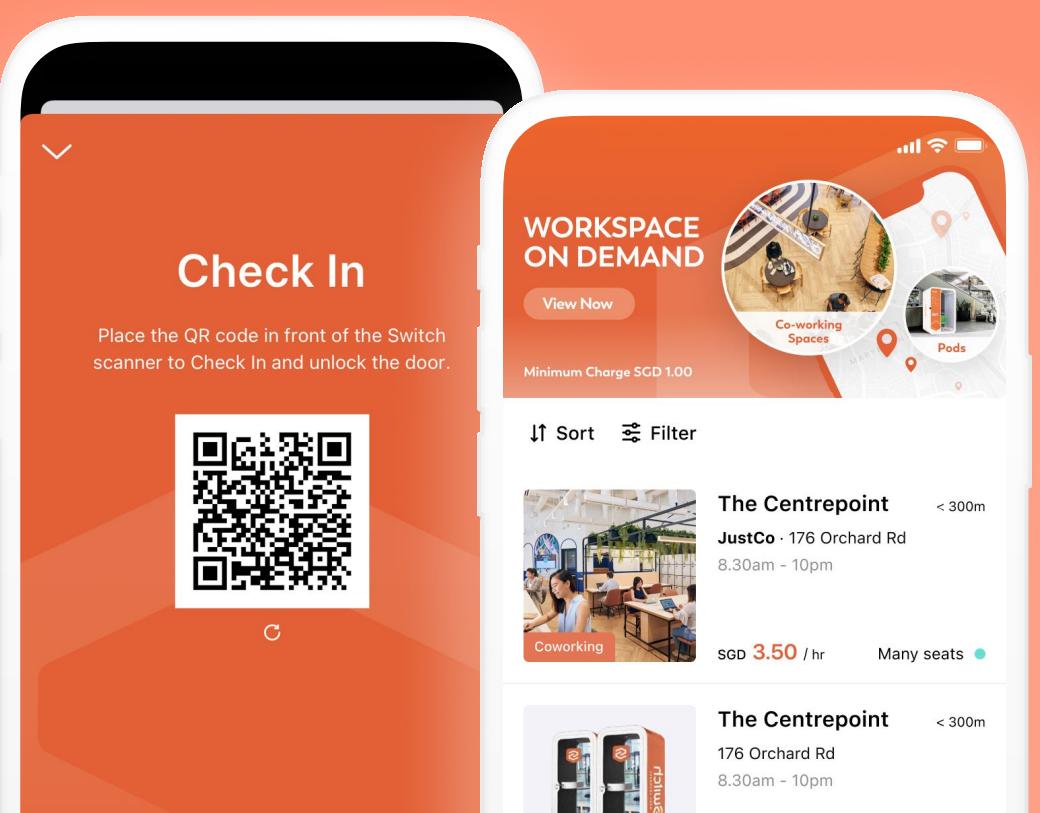
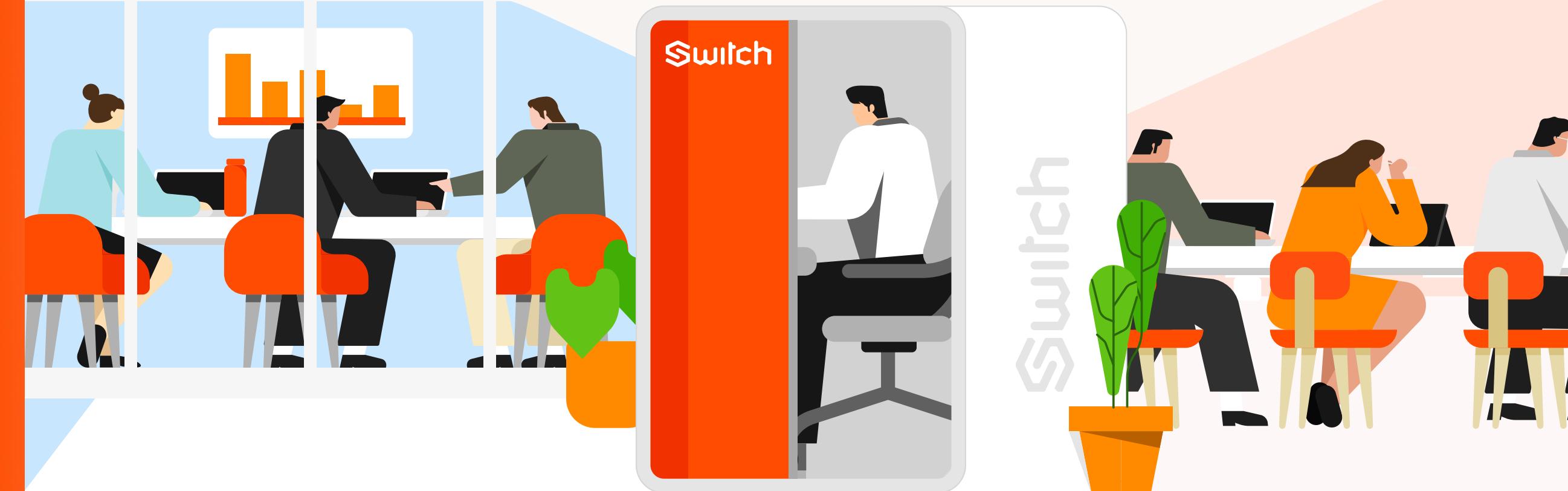
**REinvent**

**JUST  
CO**

## Work from anywhere, for you and your team

The world's first on-demand platform for workspace

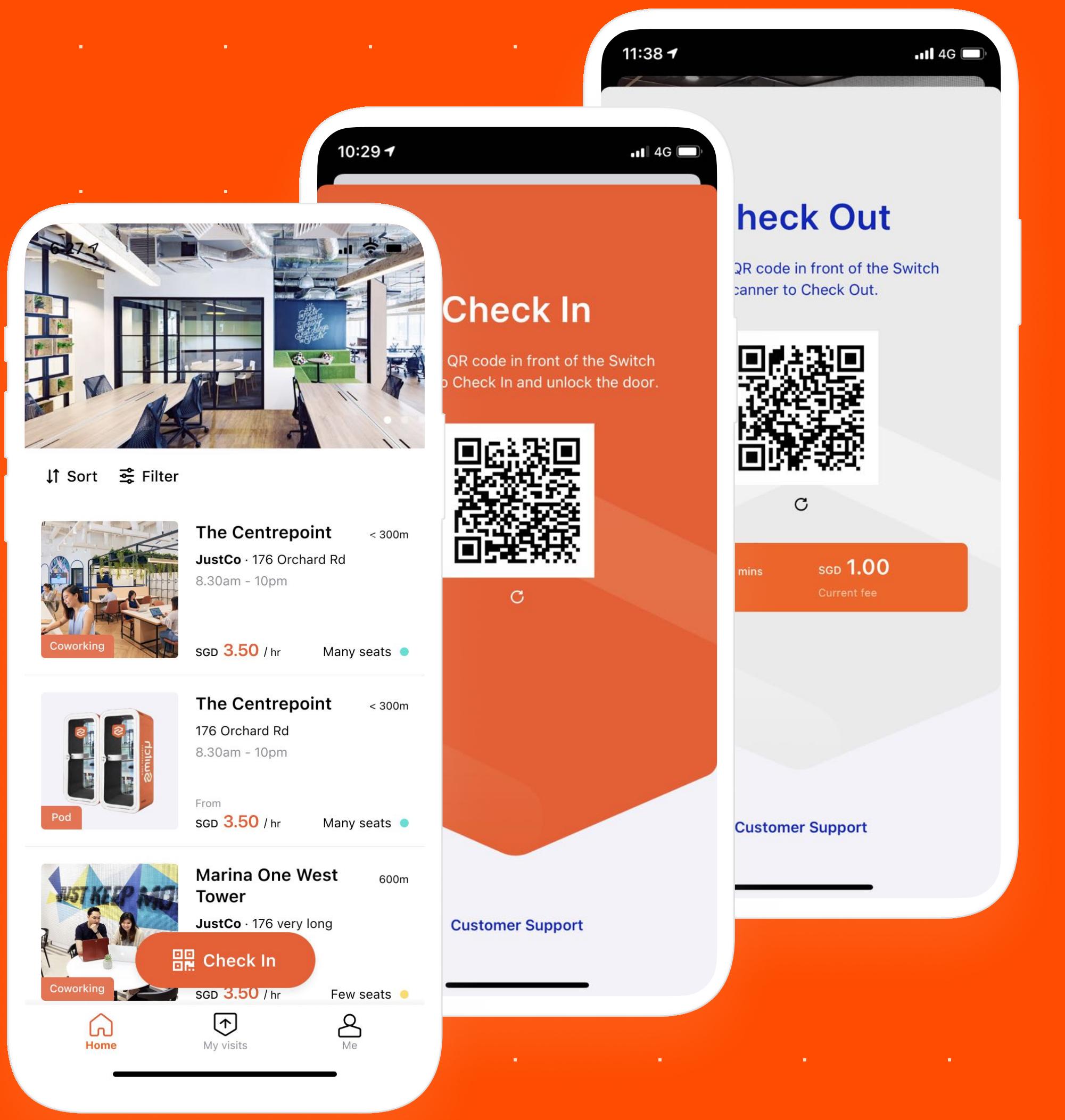
Switch unlocks your productivity with workspace wherever and whenever you need it. Private desk for an hour or conference room for a day, Switch offers a convenient network of locations with a wide variety of types of workspaces.



## Workspace on demand

Access thousands of desks, meeting rooms, private offices, private work booths, hot desk areas in shopping malls and shops via one convenient app showing you the space availability in real time. No more keycards, contracts or subscription fees.





STARTUP / HOSPITALITY / SASS

# Thru

Thru is an easy cloud-based solution to seamlessly and contactlessly check-in and check-out hotel guests with no apps or no downloads.

The screenshot shows the Thru mobile application interface for Hotel Imperial. At the top, there are five summary cards: "Arrivals" (5), "Staying" (1), "Departing" (3), "Statistics" (1 with Alert), and "Pending" (1). Below these are six guest profiles:

- Richards, Courtney** (Pending): Reservation # ABC1234, Nationality India, Room # TBA. Actions: Check-In, Show ID, Invite, ...
- Hawkins, Marvin** (Profile): Reservation # ABC1234, Nationality Singapore, Room # 1214. Actions: Check-In, Show ID, Invite, ...
- Mccoy, Darrell** (Alert): Reservation # ABC1234, Nationality United States, Room # 1216. Actions: Check-In, Show ID, Invite, ...
- Morgan, Sarah Meredyth** (Reg Card): Reservation # ABC1234, Nationality United Kingdom, Room # TBA. Actions: Check-In, Show ID, Invite, ...
- Watson, Rosemary Alexandra** (Completed): Reservation # ABC1234, Nationality Philippines, Room # 1214. Actions: Check-In, Show ID, Invite, ...
- Watson, Rosemary Alexandra** (Completed): Reservation # ABC1234, Nationality United States, Room # 1216. Actions: Check-In, Show ID, Invite, ...

1 Upload    2 Match    3 Review    4 Complete

**Matched to Full Name**

Name	Full Name
John Doe	
Jason Alexander	

**Column Name** → **Email Address**

Column Name	Email Address
Lorem Ipsum	Dolor Sit

**Column Name** → **Select Field...**

Column Name	Select Field...
Lorem Ipsum	
Dolor Sit	

**Matched to Full Name**  
• Validations passed  
• 100% of rows contain a value for

**Confirmed**    **Ignore Column**

**Matched to Email**  
• Validations passed  
• 100% of rows contain a value for

**Confirmed**    **Ignore Column**

**Unable to match automatically**  
• Validations passed  
• 100% of rows contain a value for

**Confirm Mapping**    **Ignore**

**thru**  
POWERED BY GIGIVALET

**Login to your Thru**

Email Address: john@hotelimperial.com

Password:

Remember me

**Login**    **Sign Up**

**Zero Contact. Zero Wait. Secure Check-in and Check-out Experience**

From DigiValet – the makers of the most innovative guest-facing technology across luxury hotels – comes an easy cloud-based solution to seamlessly check-in and check-out your guests with no apps and no software to install.

**Sign Up**

Get 100 Thru check-in credits when you sign up.

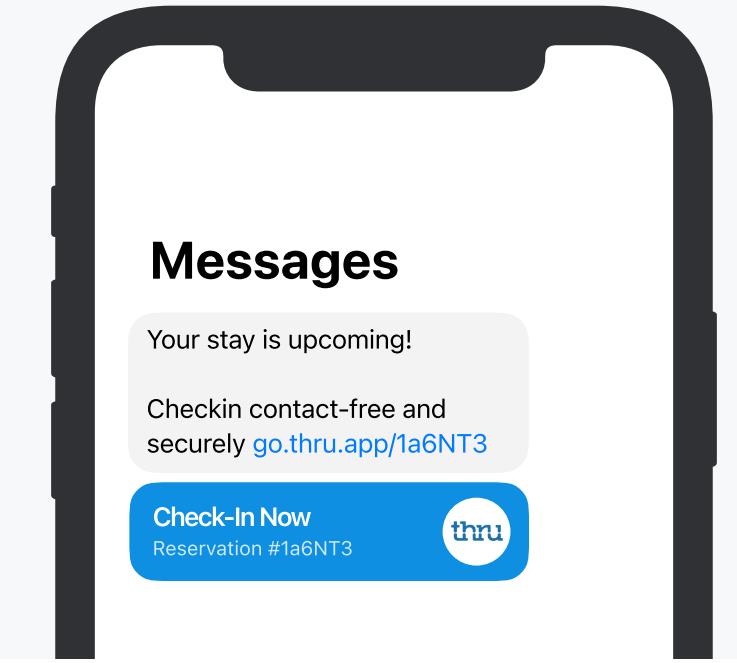
**HOTEL IMPERIAL**

**Arrivals** 8 Arriving Today | **Staying** 3 Completed | **Departing** 2 In Progress | **Statistics**

Guest Name	Arrival Date	Nationality	Room #	Status
Richards, Courtney	Arriving Today	India	TBA	Pending
Morgan, Sarah Meredyth	Arriving Today	United Kingdom	702	Reg Card
Hawkins, Marvin	Arriving Today	Singapore	1214	Profile
Watson, Rosemary Alexandra	Arriving Today	Philippines	TBA	Completed
Mccoy, Darrell	Arriving Tomorrow	United States	1216	Alert
Darlene Jones	Arriving Tomorrow	United States	TBA	Completed
Warren, Wade	Arriving Next Day	United States	2321	With Alert
Bernard Murphy	Arriving Next Day	United States	TBA	Completed

**Simple. Efficient. Contact-Free.**

A woman wearing a mask and carrying a suitcase is shown interacting with a smartphone displaying a QR code.



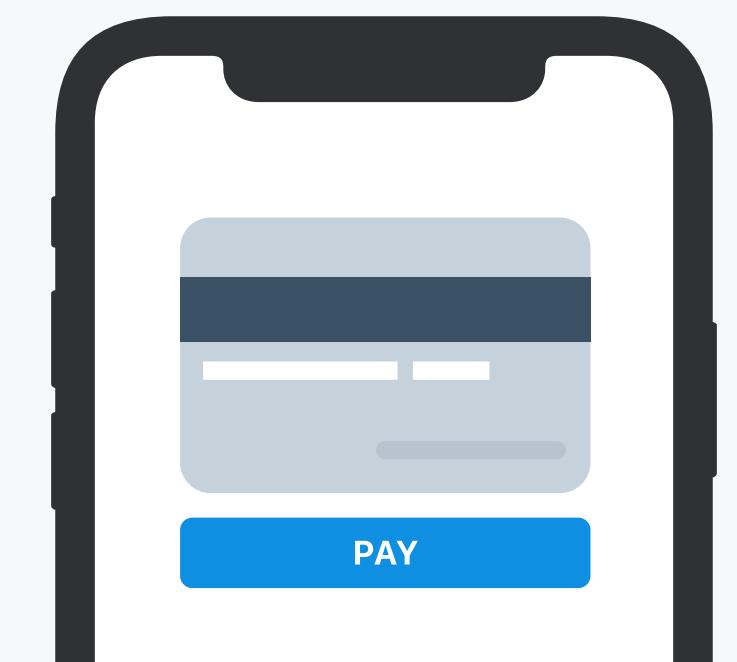
### Guest receives check-in link

Thru sends an email or SMS to guest's device, personally welcoming them to the property, and thus initiating the check-in process.



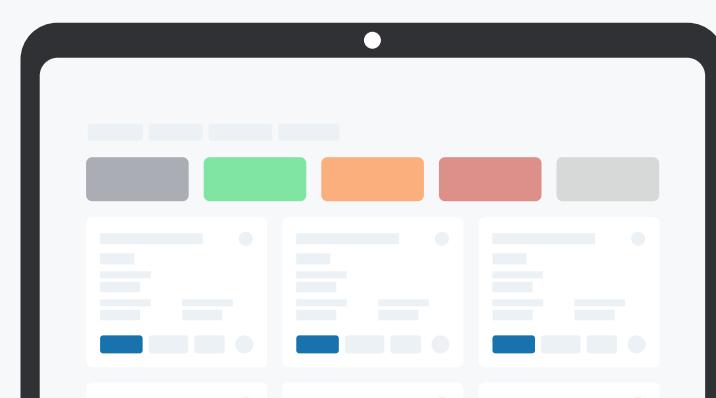
### Scans document & completes registration card

Guests are prompted to scan their identification, fill up their details, and sign — right on their mobile device.



### Pays digitally

Guest selects payment method for the pre-authorized reservation amount.



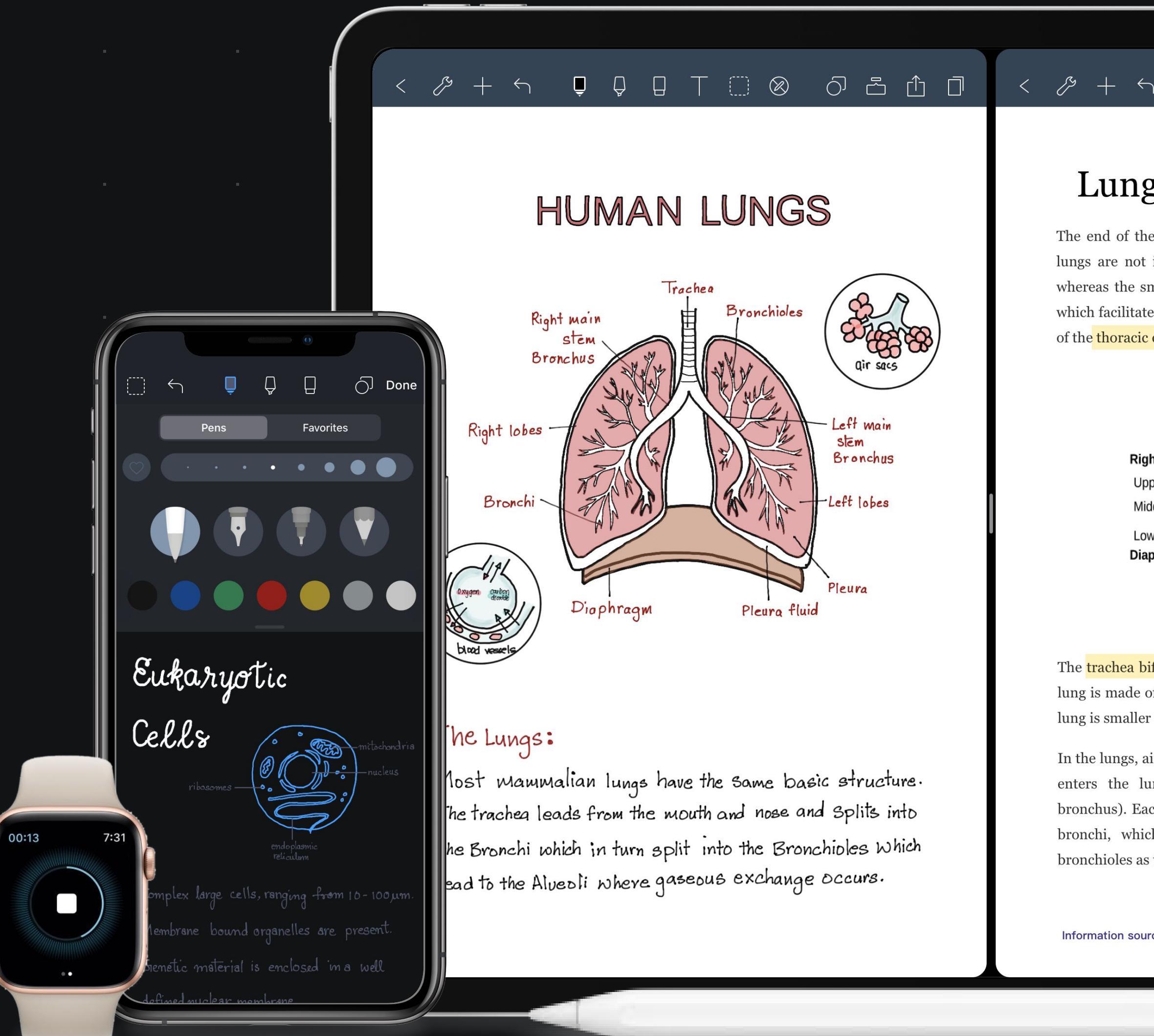
### Hotel receives real-time information on the dashboard

Even before your guests arrive, you have everything that you need... updated.

# FluidTouch

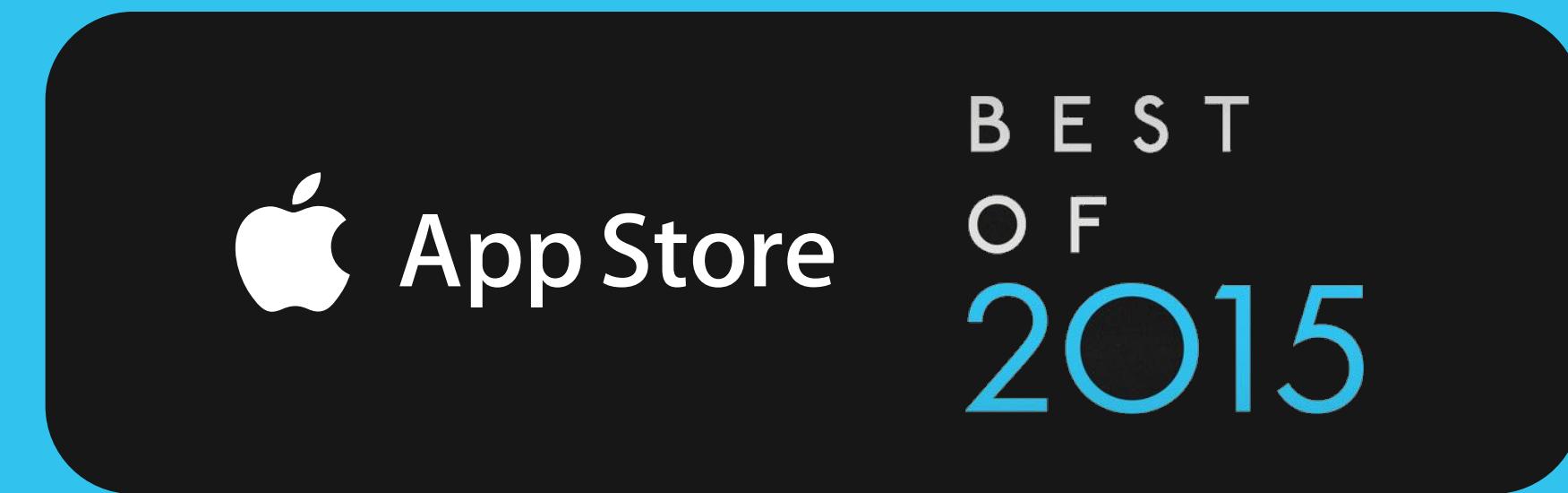
Award-winning note-taking apps, Notesshelf and Whink.

- Apple-featured in various App Store countries
- Became the #1 overall app in the US 2011, right above Angry Birds.
- Installed in the devices in the official Apple retail stores worldwide as part of iPad's showcase apps.
- iOS, macOS and Android native
- Top #3: Apple App Store Productivity
- Top #3: Google Play Store Productivity
- Top #1: Overall app in Korea in Jan 2020





Editor's Choice  
App Store



Best of Month  
September 2015



#1  
Apple App Store  
2011

#3  
Google Play Store  
2020

We create **revolutionary**  
note-taking and  
journaling **apps** for  
iOS, macOS & Android.



**6,000,000**  
users and counting...

**Press Love**

**Macworld**

**MacStories**

**The New York Times**

**THE VERGE**

**engadget**

**TechCrunch**

**148 Apps.com**

**iMore**

**THE APP FACTOR**



I started using handwritten iPad application Notesshelf from today. I started using handwritten notes with a special pen. Easily paste photos, easy pictograms. You can mail as it is. Impressive! With this, I have concluded that paper notes are not needed at all for me.

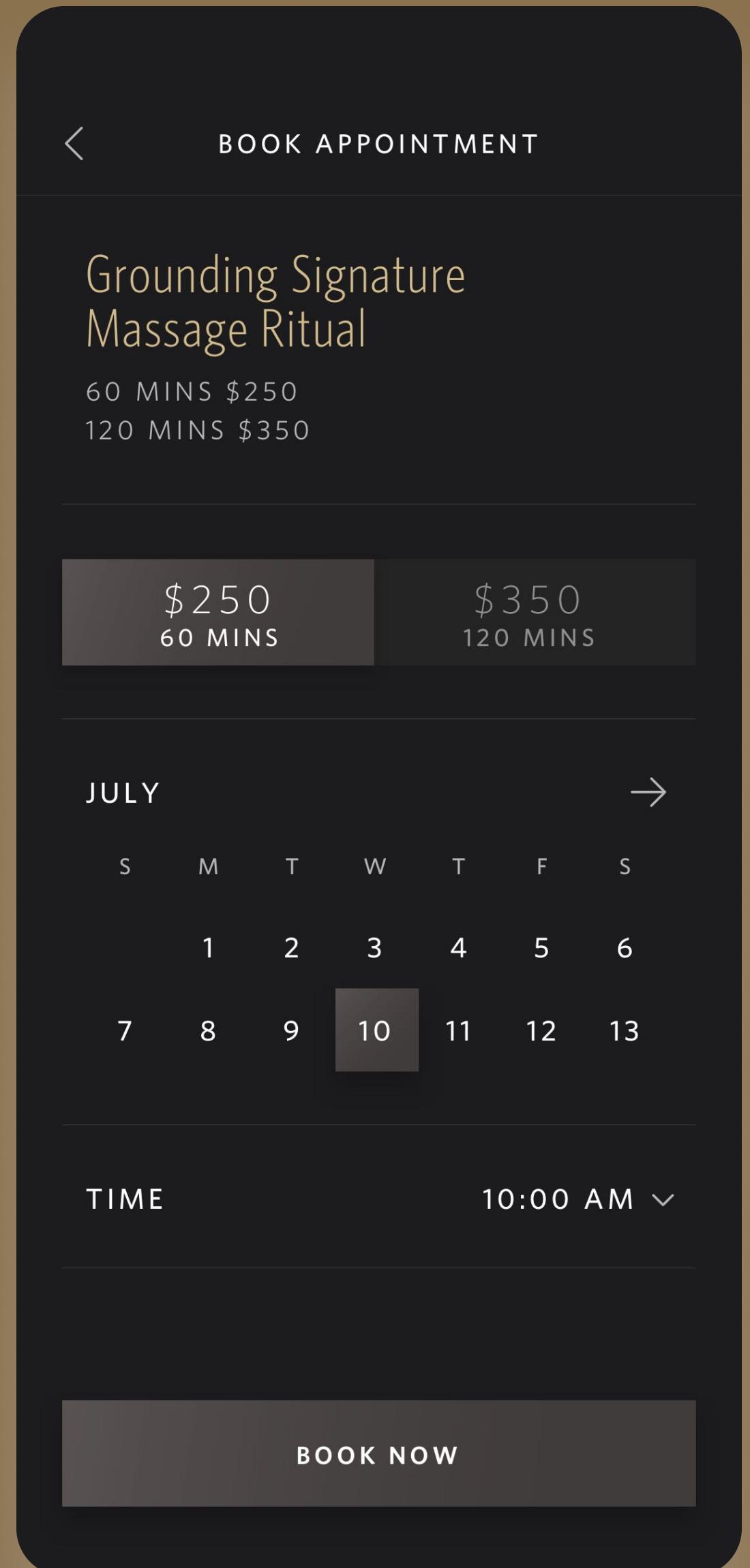
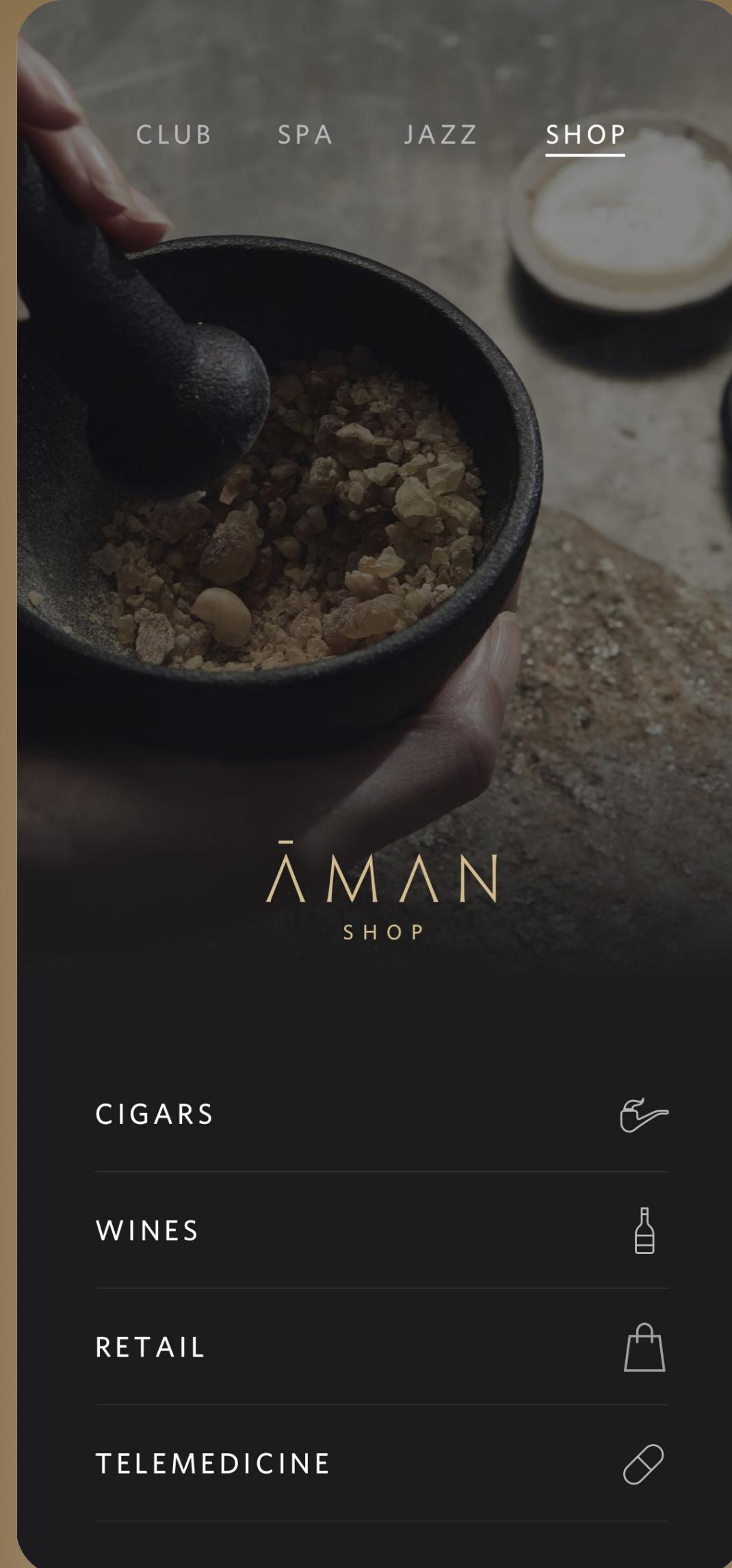
Son Masayoshi  
Founder & CEO of SoftBank

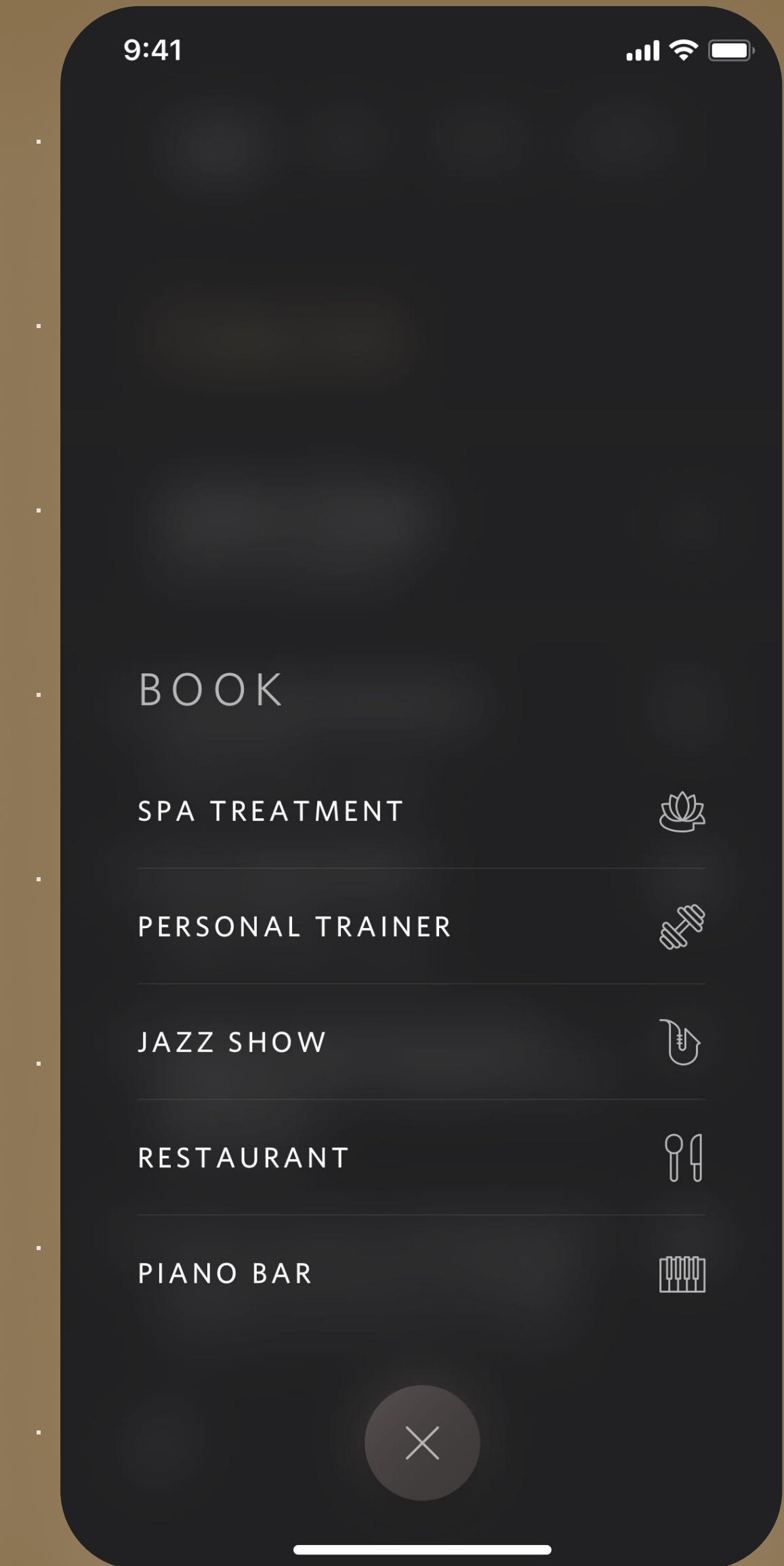
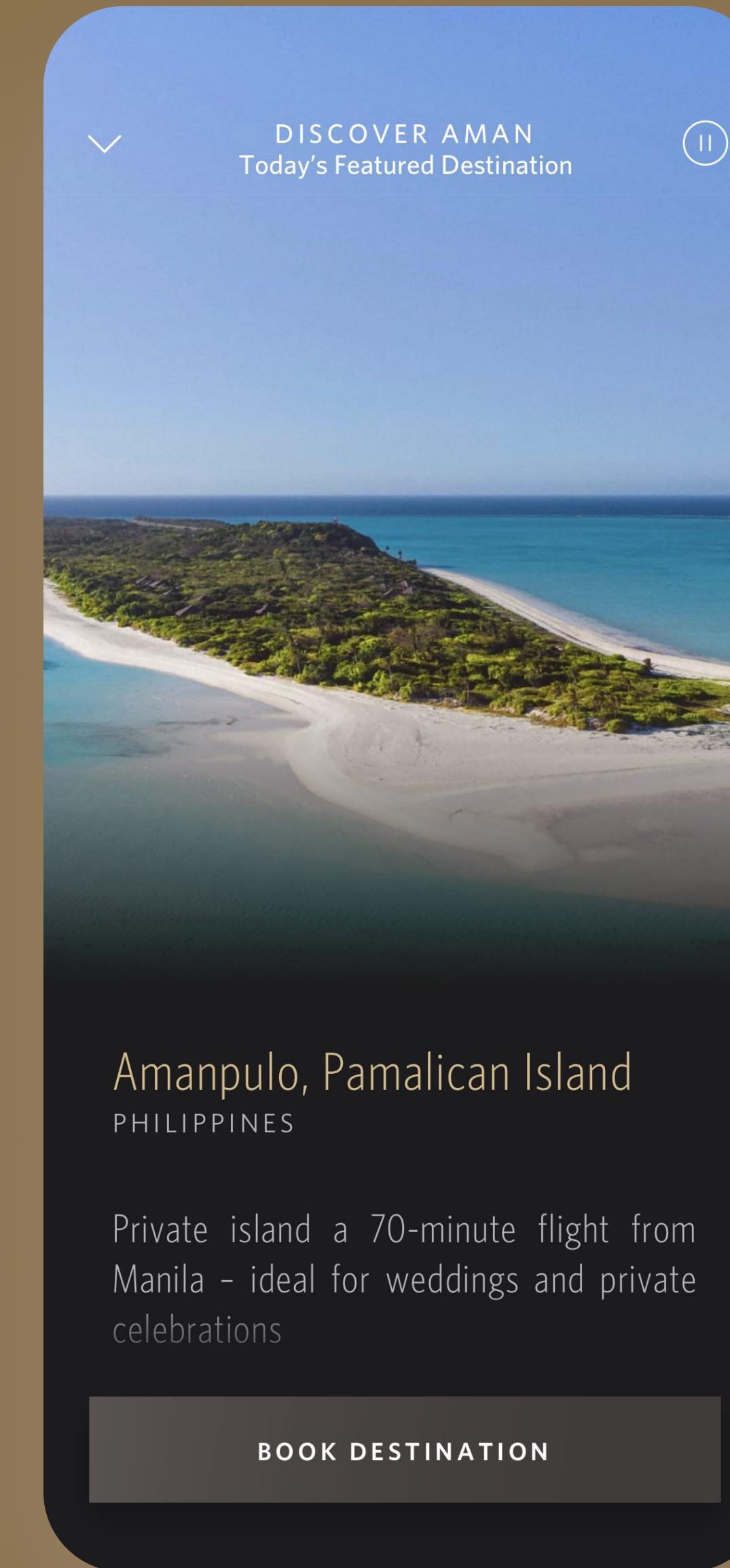
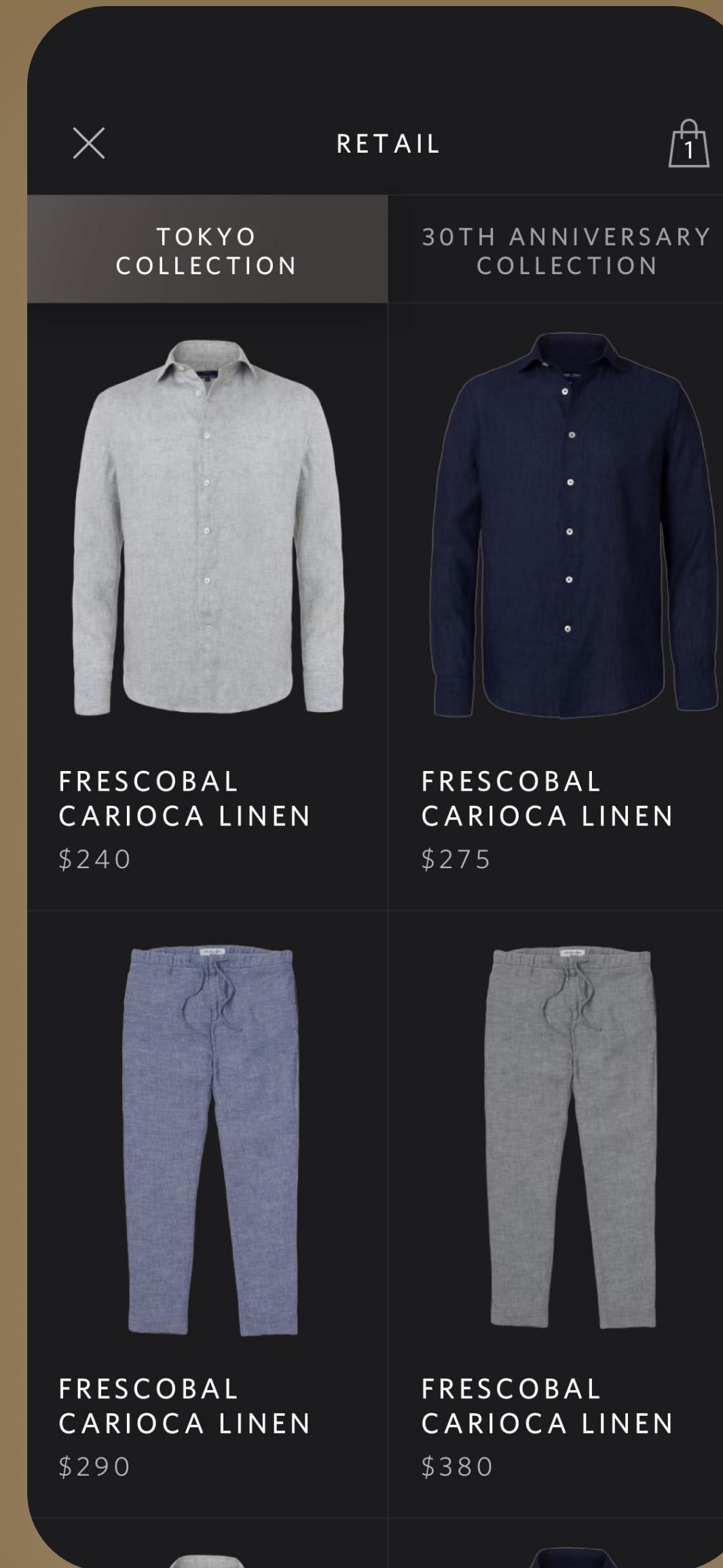


ENTERPRISE / PROP TECH / E-COMMERCE

# AMAN

Aman NewYork unveils a new urban sanctuary and  
an architectural icon is reborn in the very heart of  
Manhattan.





STARTUP / E-COMMERCE

# METROMART

The first locally-grown e-commerce app in the Philippines for on-demand store deliveries, restaurant reservations and discounts.

The Metromart app interface is displayed on a smartphone screen. At the top, there's a header with the Metromart logo, a location pin icon, "Makati", and a bell icon. Below the header are three tabs: "ALL STORES", "ON SALE", and "CATEGORIES". A promotional banner for "FREE DELIVERY" from March 22 to April 22, 2021, is shown, featuring logos for Unilever and S&R Membership Shopping. The main content area displays several delivery options with "SALE" badges:

- All Day Supermarket Sh... (Your redefined grocery experience)
- Robinsons Supermarket... (The supermarket of choice for fresh and healthy food)
- LANDMARK (Bringing the Landmark experience at your fingertips)
- S&R Circuit (Experience S&R with or without membership card)
- THE MARKETPLACE (The Marketplace Centur... Experience the pleasures of food shopping)
- Shopwise Makati (Hypermarket shopping for everything you need)
- DELI (QUALITY GOURMET PRODUCTS)
- Farmers (QUALITY GOURMET PRODUCTS)

On the right side of the screen, there's a sidebar titled "The Marketplace Cent..." with categories: Sale, No Brand, Fruits & Vegetables, and Meat & Seafood. Below this, a "Most Popular" section shows items like "No Brand Mushroom & Cream Spaghetti" and "Giggles Cotton Buds Plastic White". The bottom of the screen features navigation icons for "Browse", "Savings", and "Order Again".

Search products in S&amp;R Circuit...



CASH ON DELIVERY

## DEPARTMENTS

Most Popular

New Arrivals

Order Again

Sale!

Buy X, Take Y

UNILEVER PERFECT  
10.10 SALE

ColPal Free Delivery

Fruits &amp; Vegetables

Meat &amp; Seafood

Deli

Dairy &amp; Eggs

Beverages

Alcohol

Bakery

Frozen

Food Cupboard

Canned Goods



₱ 68.00

Monde Fluffy Bread Soft White  
Bread  
600 g

Get ₱500 Off



₱ 229.95

S&R Mango  
Approx. 1 kg

Get ₱500 Off



₱ 75.96

S&R Tomato Native  
Approx. 0.8 kg

Get ₱500 Off



₱ 64.97

S&R Local Baby Carrots  
Approx. 0.5 kg

Get ₱500 Off



₱ 246.00

Wilkins Distilled Drinking Water  
7 L x 3 pcs

Get ₱500 Off



₱ 364.00

Extra Premium Jumbo Toilet Tissue  
2 Ply x 24 Rolls

Get ₱500 Off



₱ 50.50

Baker's Bread Pandesal  
15 pcs

Get ₱500 Off



₱ 83.95

S&R Imported White Onion  
Approx. 1 kg

Get ₱500 Off



₱ 195.00

Zonrox Colorsafe Bleach Fresh  
900 ml x 3 pcs

Get ₱500 Off



₱ 55.50

Baker's Bread Pullman Loaf  
525 gGet ₱500 Off 

# LIHO TEA

Founded in November 2009, Royal T Group Pte Ltd is proud to serve Singaporeans with more than 100 outlets under its various F&B ventures, including Singapore's First Home-grown Bubble Tea Brand, LiHO.

K-Strawberry Series is here once more!

This year, we brought back our bestseller, K-Strawberry Latte and K-Strawberry Jing Syuan.

LiHO TEA MEMBERSHIP

340 POINTS

Silver      Gold

**Membership Benefits**

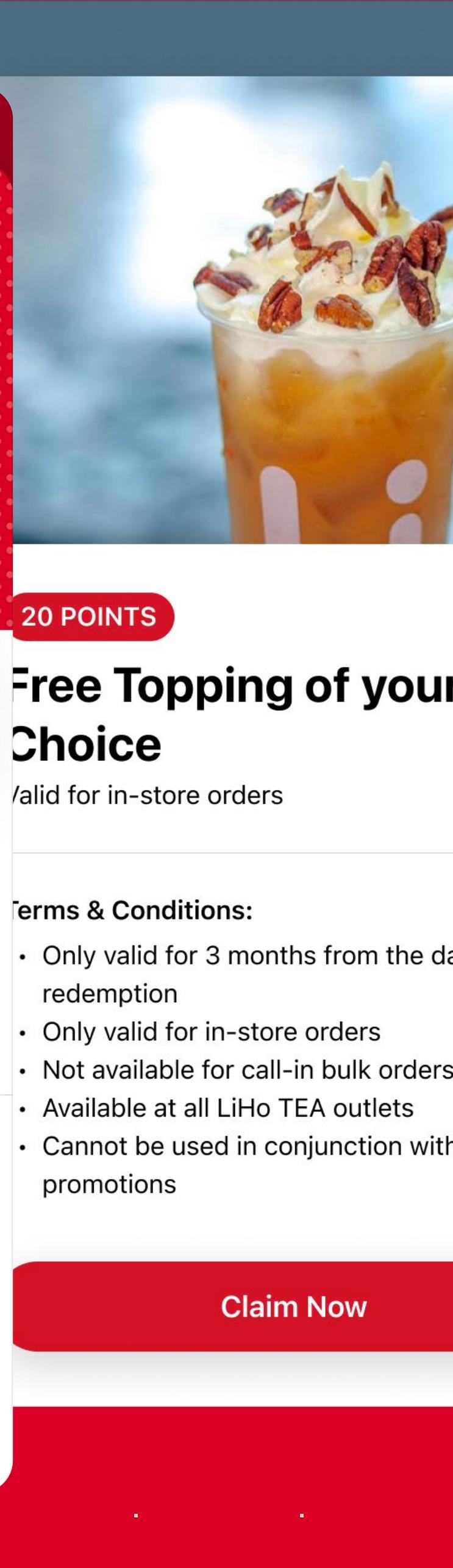
Inclusive benefits for LiHo members! \$200 required to upgrade from Silver tier and to maintain Gold tier

**Sign Up Bonus**  
Free gift when you sign up

**First Top-Up Voucher**  
Free gift from ongoing promotions

**Birthday Gift**  
Free Medium Drink of Your Choice

Claim Now

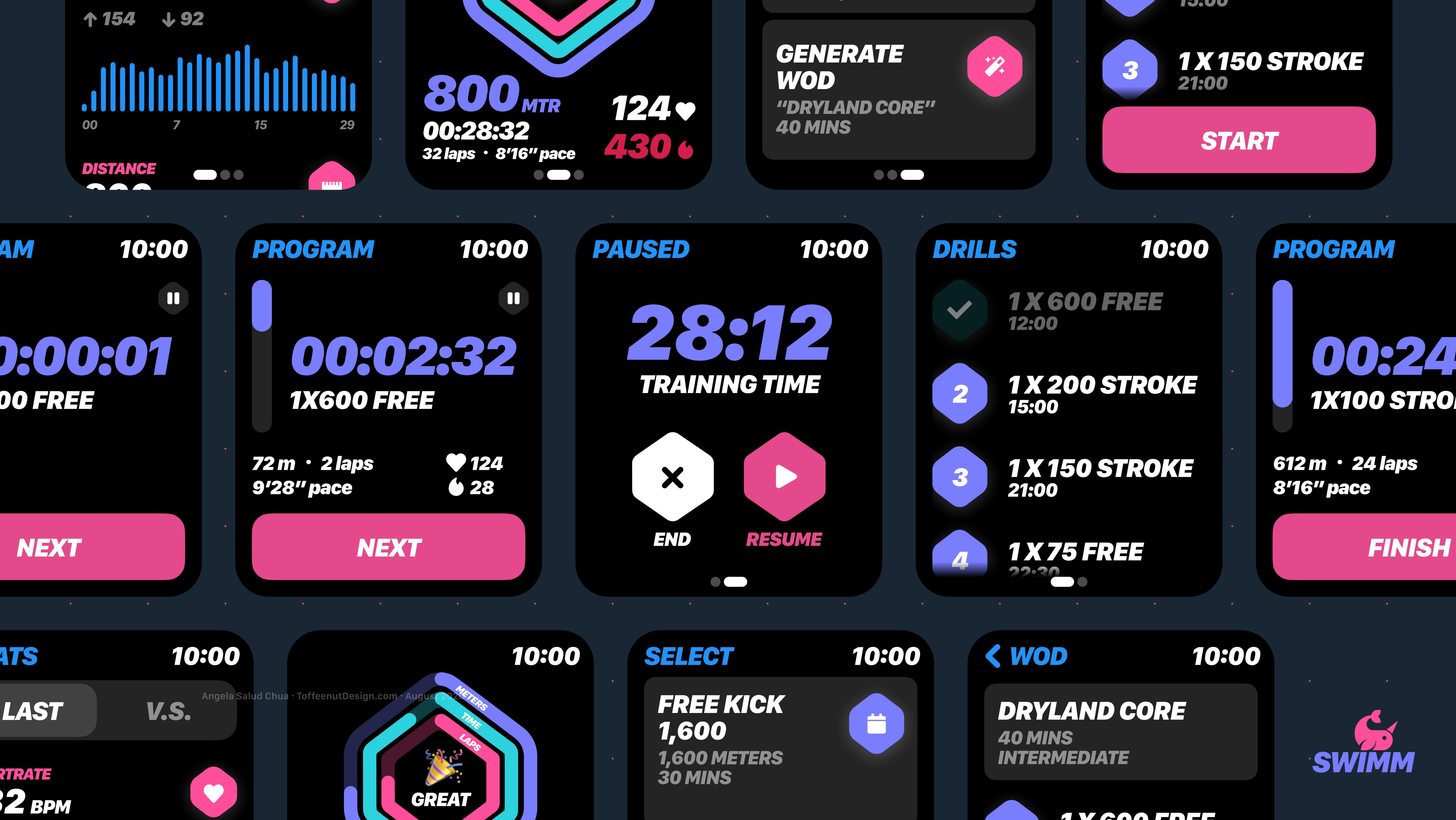


STARTUP / FITNESS / CONCEPT

# SWIMM

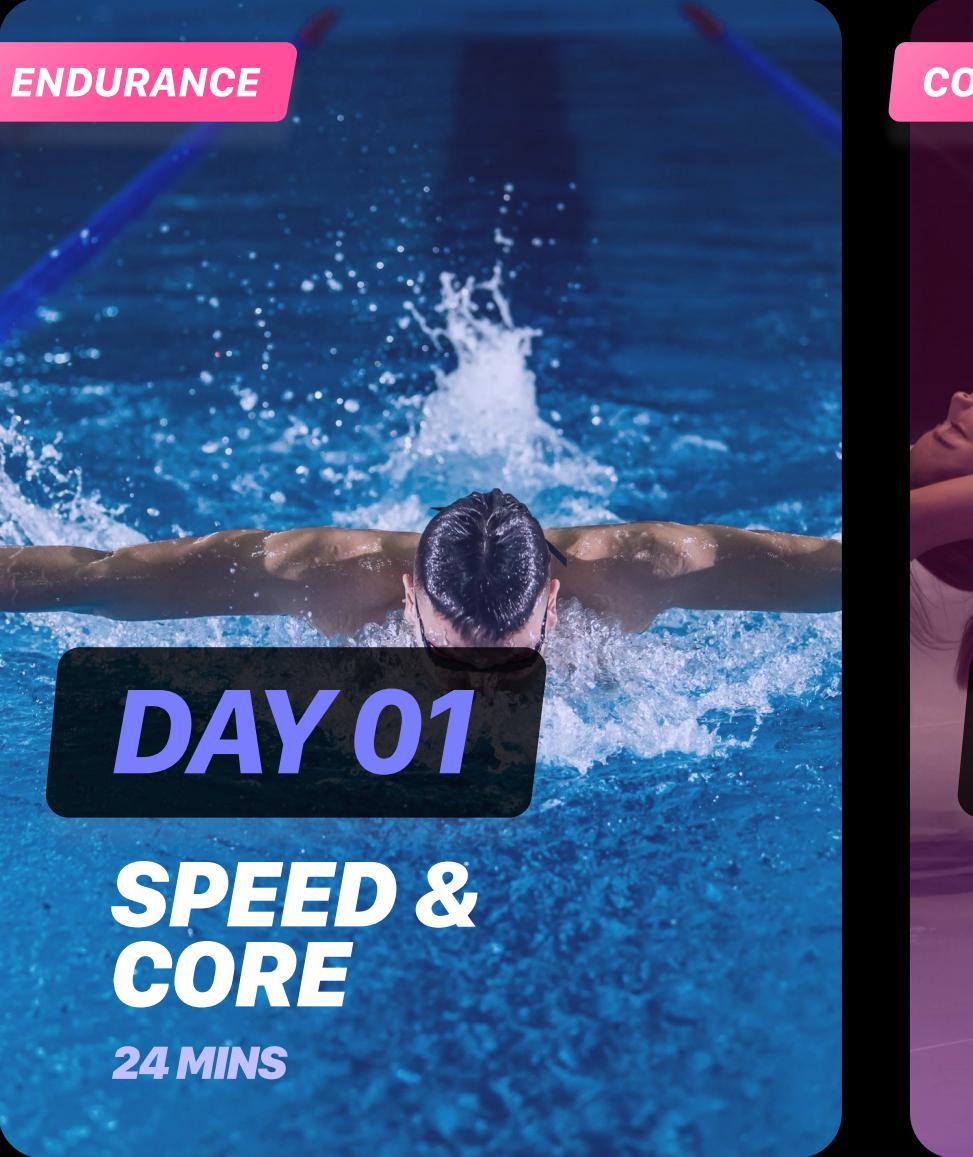
Swimming app concept for hackathon.





## PROGRAM

**ENDURANCE**



**DAY 01**

**SPEED & CORE**  
24 MINS

**PICK YOUR COACH**



**SHOW ALL**

**COR**

**SHOW ALL**

**Workouts**

**Activity**

**Friends**

## PICK YOUR COACH



**JOE**  
Focus on your core

**ALEX**  
Speed and endurance

**HALEY**  
Complete package

## WORKOUTS

**BUCKET STRONG**  
Intermediate  
45 mins



**DRYLAND CORE**  
Advanced  
40 mins



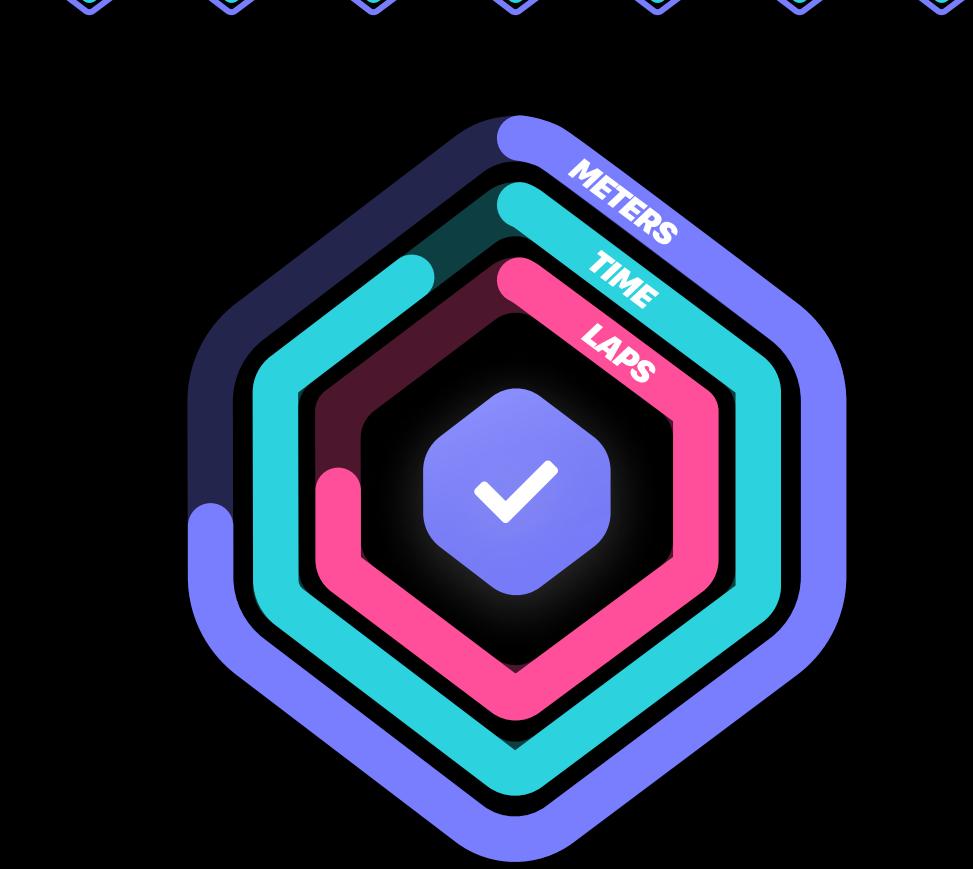
**PREACROSSED SPECIAL**

**SHOW ALL**

**Workouts**

**Activity**

**Friends**



**S** **M** **T** **W** **T** **F** **S**

**DISTANCE**  
**800/1000 MTR**

**TIME**  
**28:32**

**LAPS**  
**32**

**PACE**  
**8'16"**

**124 ❤️** **430 💪**

**Workouts**

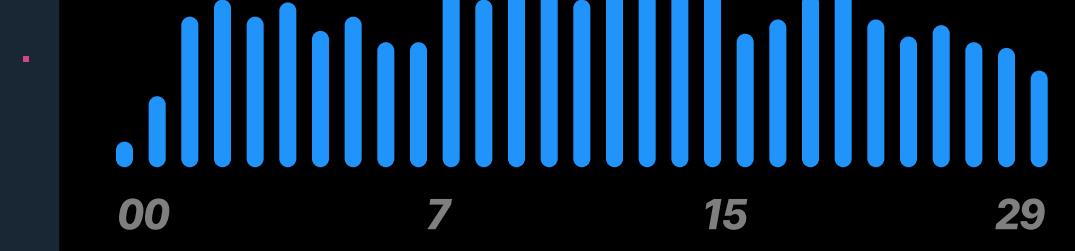
**Activity**

**Friends**

## HEARTRATE

**132 BPM**

**↑ 154** **↓ 92**

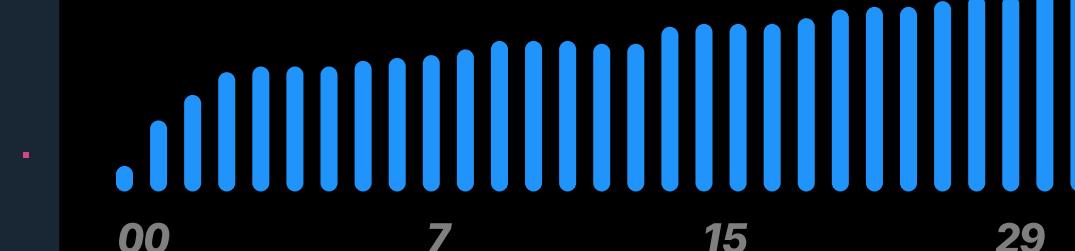


**00** **7** **15** **29**

## DISTANCE

**800 MTR**

**↗ 10% vs previous**

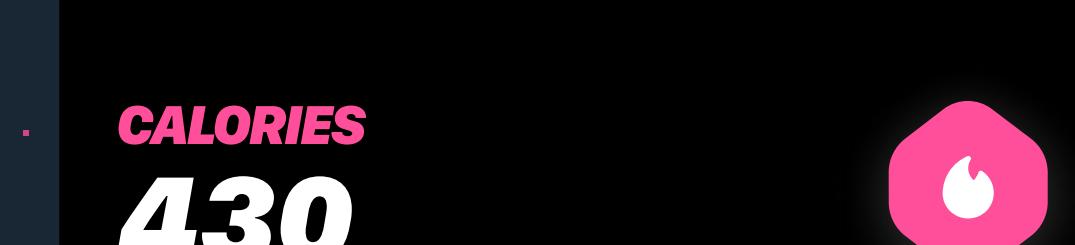


**00** **7** **15** **29**

## CALORIES

**430**

**↖ 12% vs**



**Workouts**

**Activity**

**Friends**

**SWIMM**

STARTUP / SOCIAL / NON-PROFIT

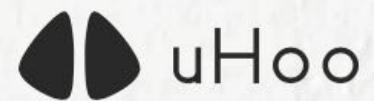
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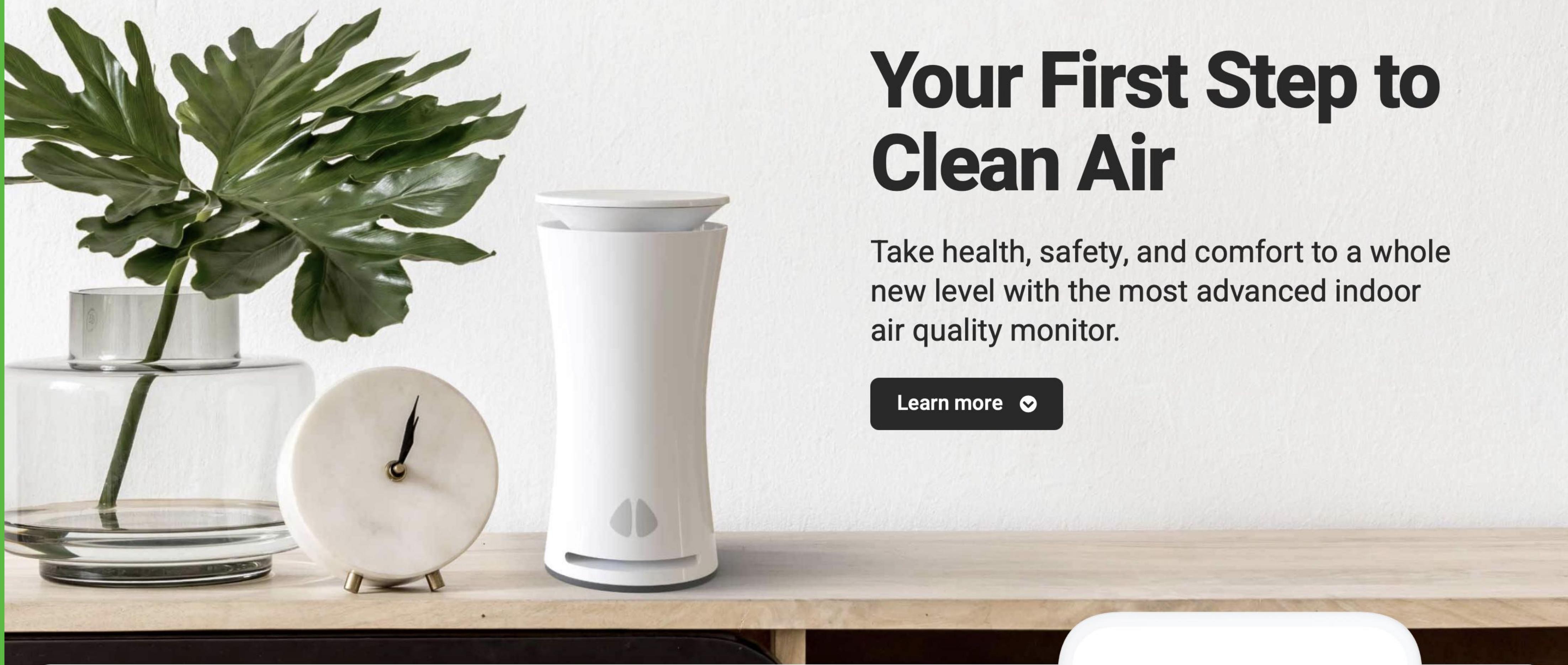
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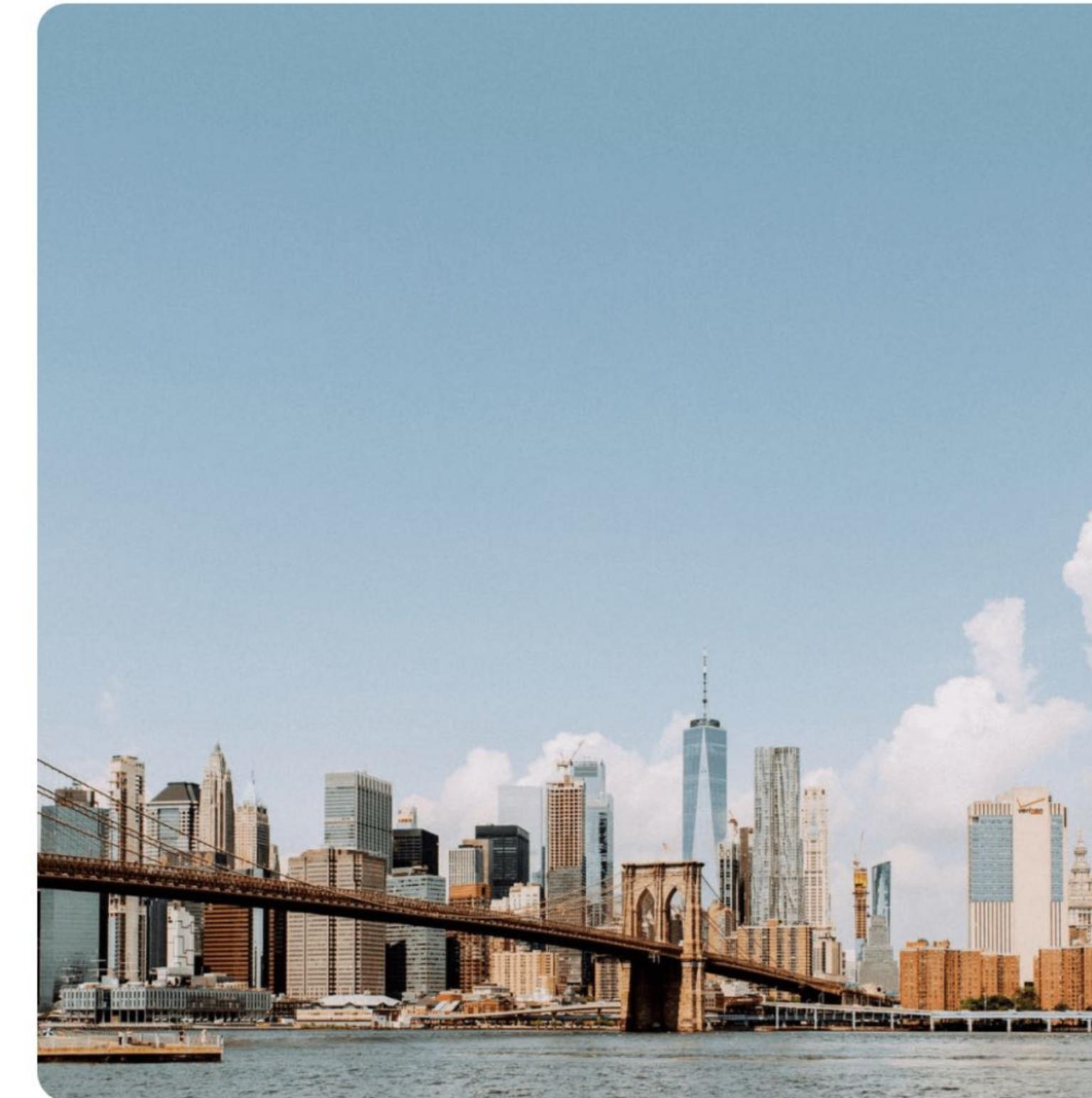


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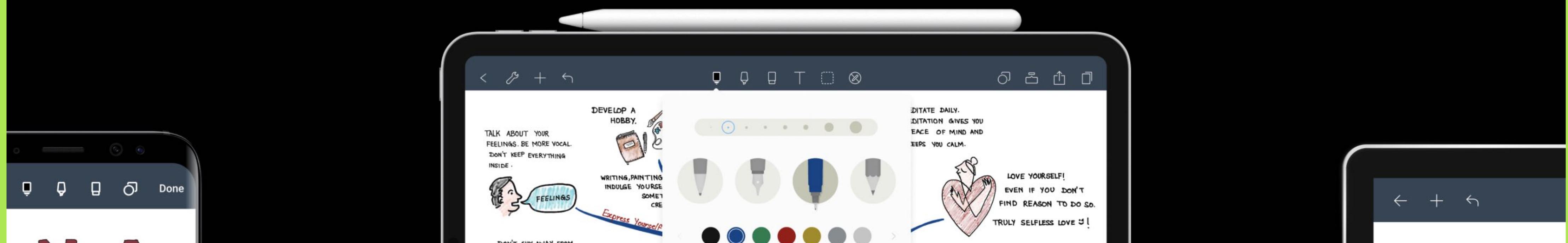
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