

# MORESTUDIO

**Company's profile**

Our Team, Our work and Our Passion



# Our **VISION & MISSION**

## **VISION**

Eliminate  
inefficiencies

We believe in Efficiency, Collaboration and Making Impact. We believe small team can make large impacts & that's what we've been doing for 11 years. Our 18 members has created more than 178 projects for clients of all sizes

from Multinational Corporations to Local Startups. Our work has reached millions of people through our clients and here are the Core Values that we believe in. The success of More studio is built on the skills,

passion, and dedication of our team. We believe that each member of our team brings unique skills, experiences, and perspectives to every project. In this section, you can get to know our team members

and learn about their backgrounds. We are committed to building strong relationships with our clients and working closely with them to achieve their goals, and our team is a key part of our success in this mission.

## **MISSION**

Empower individuals by streamlining their lives through digital platforms. We strive to eliminate inefficiencies and enhance productivity, guiding everyone towards a more efficient and seamless way of living.

[ **Creating Efficient / Worry Free** that Serve and Grow our Clients's Business ]



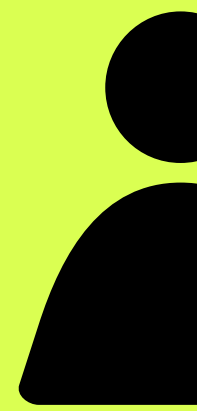
# Our MILESTONES

Growth is important to us. We love tracking our progress so we know how far we have come and how far we need to go.



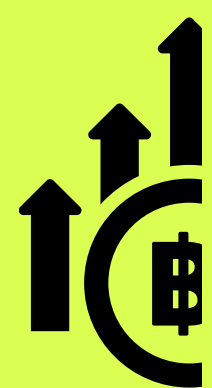
# 178

PROJECT DONE



# 18

TEAM MEMBERS



# 192mb

TOTAL PROJECT WORTH



# 79,200

HOURS PROJECT

# Why MORE STUDIO

**We stand out in pioneering solutions that transform the digital sphere. With our innovative approach and client-focused mindset, More Studio delivers exceptional results.**

We believe that the products we create should not only be functional and reliable, but also inspiring and delightful. We are passionate about our work, and we are committed to helping our clients achieve their goals through innovative and effective digital solutions.

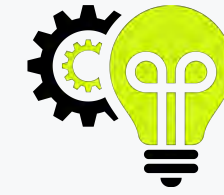
- ① Efficiency
- ② Effective Solutions
- ③ Guided Partnerships
- ④ On-time Delivery



①

## Efficiency

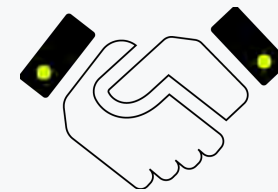
We excel in eliminating redundancies and maximizing efficiency. Our team values productivity over prolonged hours, prioritizing results and smart work practices.



②

## Effective Solutions

Our dedication to client satisfaction goes beyond just delivering great work. We place immense value on understanding and meeting our clients' needs promptly, ensuring they consistently experience exceptional results and delight in the outcomes.



③

## Guided Partnerships

We take the lead in fostering a collaborative journey with our clients. Rather than merely walking alongside them, we guide them through a cohesive environment that thrives on teamwork, both internally and externally.



④

## On-time Delivery

At More Studio, timeliness is a part of our ethos. We are committed to delivering projects on schedule, ensuring that our clients receive their solutions promptly without compromising quality.



# Our SERVICES

*"Turn Your Vision into  
a Winning Strategy."*



## Consulting Services

We help you plan, strategize, and transform your business with the right technology solutions.



### Technology Strategy

Align your IT investments with your business goals to maximize ROI.



### Digital Transformation

Redesign business models and strategies to thrive in a digital-first world.



### Digitalization

Enhance existing workflows, automate processes, and improve operational efficiency using modern tools.



### AI & Machine Learning Consulting

Discover practical AI solutions to automate processes and improve decision-making.



### IT Project Management

Ensure your projects are delivered smoothly—on time and within budget.



### Enterprise Architecture

Optimize and integrate your systems to work seamlessly.



# Our SERVICES

*"We Build Platforms  
That Drive Your  
Business Forward."*



## Development Services

Custom websites, apps, and systems that are reliable, scalable, and ready for growth.



### Website Development

Modern, fast, and SEO-ready websites that build credibility and convert customers.



### Mobile App Development

Launch apps for iOS and Android that engage customers wherever they are.



### E-Commerce Solutions

Online stores with seamless shopping experiences, integrated payments, and inventory management.



### Cloud Solutions

Secure, scalable cloud platforms that keep your business running smoothly.



### IoT Solutions

Connect devices and collect data for smarter business operations.



# Our SERVICES

*"Make Your Data Work  
for You."*



## Data Solutions

We turn your data into actionable insights that improve decisions and streamline operations.



### Data Analytics

Unlock insights that help you make smarter, data-driven business decisions.



### Database Management

Organize and secure your data for better performance and reliability.



### AI & Machine Learning

Automate workflows and gain predictive insights to optimize your operations.



### DevOps Services

Faster deployment, automated processes, and reliable systems.



### Ongoing Support

Monitoring, updates, and technical support to keep your solutions performing perfectly.



# Our SERVICES

*"Create Digital  
Experiences That  
People Love."*



## End-to-End UX/UI Design

A complete design solution covering every aspect of user experience and interface design, tailored to your audience and goals.



## UX/UI Audit

A thorough evaluation of your existing designs, identifying pain points and opportunities for improvement with actionable recommendations.



## Experience Testing Services

Validate and optimize designs through usability testing, customer journey mapping, and interaction analysis to ensure a seamless user experience.

## Design Services

User-focused designs that are visually stunning, intuitive, and optimized for results.



# Key HIGHLIGHTS



## Innovative Solutions

We specialize in pioneering, cutting-edge solutions that redefine the digital landscape.



## Client-Centric Approach

Our focus remains on meeting and exceeding client expectations with tailor-made solutions.



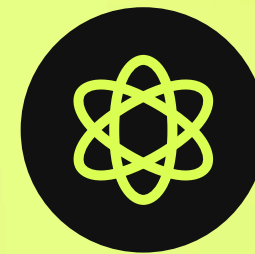
## Collaborative Environment

We foster a culture of teamwork and collaboration, where every voice matters.



## Expertise and Excellence

Our team comprises skilled professionals dedicated to delivering top-tier results.



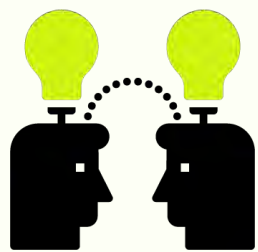
## Continuous Innovation

We are committed to staying at the forefront of technological advancements to offer the best to our clients.



# Our WORK PROCESS

At More Studio, we believe in unlocking the extraordinary. Our team is dedicated to pushing boundaries, fostering creativity, and delivering groundbreaking digital solutions. Now, let's take a closer look at how we make magic happen through our work process.



1

## Discover Client Needs

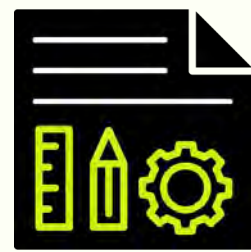
We commence by thoroughly understanding our client's vision, goals, and specific requirements.



2

## Collaboration Analyze

Our team engages in brainstorming sessions to conceptualize solutions that align with the client's needs.



3

## Design & Development

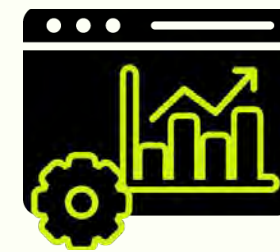
Once the concept is crystalized, our team meticulously crafts the design and begins the development process.



4

## Quality Assurance

Rigorous testing and quality checks are conducted to ensure the product meets the highest standards before launch.



5

## Launch & Support

After successful testing, we launch the product and provide ongoing support to ensure a seamless user experience, promptly addressing any concerns.



6

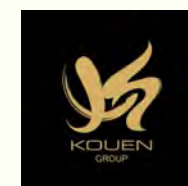
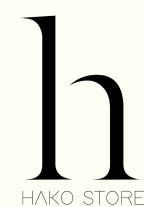
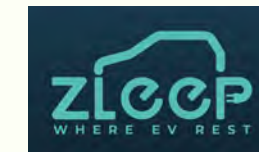
## Iterative Feedback Loops

We engage clients throughout various stages, integrating their feedback seamlessly into iterative development cycles.



# Our CLIENTS

In the last decade, our team has garnered industry trust through refined, professional solutions. Our expertise in insightful analysis, empathetic understanding, and innovative design consistently delivers exceptional results for all clients.





MORESTUDIO  
PORTFOLIO





HomePro

Optimizing customer experiences for such a customer centric firm has been one the greatest lessons and experiences for our team.



## PROJECT REQUIREMENTS



- Develop a user-friendly Home Service App for comprehensive home maintenance services.
- Initially planned as a lean app, it expanded due to the vast user base.
- Scale the app to cater to millions of users with diverse needs.
- Focus on user flow and functional design to ensure seamless interaction.
- Implement secure authentication methods like OTP, FaceID, and PIN.
- Design for flexibility to adapt to changing user and client requirements.



- Develop an HRMS to streamline HR and admin processes.
- Integrate key HR functions: payslip, Absence balance, performance management.
- Ensure user-friendly interface for employees and management.
- Implement secure data handling and privacy measures.
- Provide real-time analytics for HR insights.
- Support mobile and desktop platforms for accessibility.



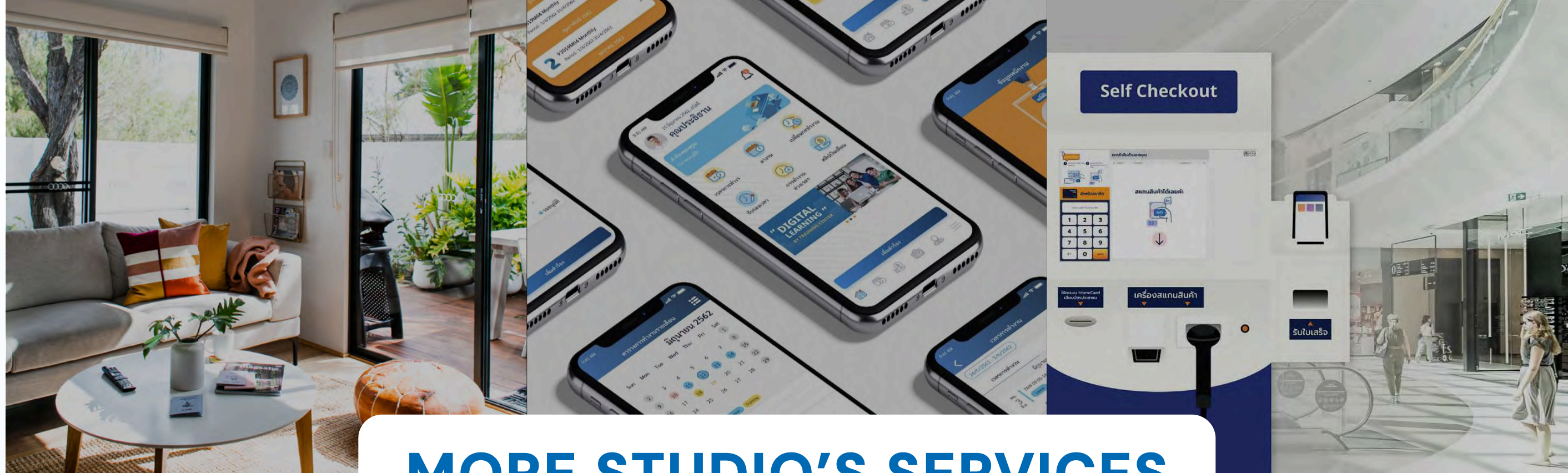
- Design for SPEED, minimizing user screen time.
- Enhance user experience despite the love-hate relationship with self-service kiosks.
- Address scalability to cater to millions of users.
- Simplify user flow, expanding it into a comprehensive Functional Design Document.
- Use wireframes for clear communication of the vision.
- Focus on icon and illustration design to enhance brand perception.
- Streamline forms and payment methods for efficiency.





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## MORE STUDIO'S SERVICES



- UX/UI Design: Focused on creating a user-friendly interface and seamless user experience.
- App Development: Developed a scalable application to handle a large user base.
- Security Implementation: Integrated secure authentication methods like OTP, FaceID, and PIN.
- Customization Solutions: Provided flexibility for clients to modify the app according to their needs.
- E-Commerce Solutions: Enabled smooth transactions with financial institutions.
- Engagement Strategies: Implemented in-app, email, and SMS notifications to enhance user engagement.
- Design Adaptability: Ensured the design could evolve with changing user and client requirements.



- UX/UI Design: Tailored interfaces for enhanced user experience.
- Custom Software Development: HRMS tailored to HomePro's needs.
- Data Security: Advanced protocols to protect sensitive information.
- Analytics Integration: Tools for HR insights and decision-making.
- Cross-Platform Support: Solutions for both mobile and desktop users.



- User Experience Design: Prioritizing speed and minimal screen time.
- Scalability Solutions: Expanding scope to support a vast user base.
- User Flow and Functional Design: Starting with clear, thought-out user interactions.
- Wireframing: Visualizing the project's scope and details early on.
- Iconography and Illustration: Enhancing user interface and brand perception.
- Simplification of Forms: Reducing complexity for better user engagement.
- Diverse Payment Integration: Offering multiple payment options.





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SUCCESS STORIES



200k

User Base Growth

Expanded user base to over 200 thousands within the first year, showcasing the app's widespread acceptance and utility.

75%

Engagement Rate

Achieved a 75% increase in monthly active users, indicating the app's effectiveness in retaining users.

80%

Customer Satisfaction

Garnered a 80% satisfaction rate from user feedback, reflecting the app's usability and service quality.

+30%

Market Penetration

Entered and dominated new markets, leading to a 30% increase in market share within the home services sector.



-80%

Reduction in HR Administrative Work

Streamlining processes led to significant time savings.

95%

Employee Satisfaction

User-friendly design improved overall HRMS adoption and satisfaction.

100%

Data Security Compliance

Met all regulatory requirements for data handling and privacy.



40%

Transaction Speed

Reduced average transaction time by 40%, from 5 minutes to 3 minutes, enhancing customer throughput and satisfaction.

95%

Error Reduction

Achieved a 95% decrease in transactional errors due to intuitive UI/UX design, leading to more accurate orders and customer satisfaction.

92%

Customer Feedback

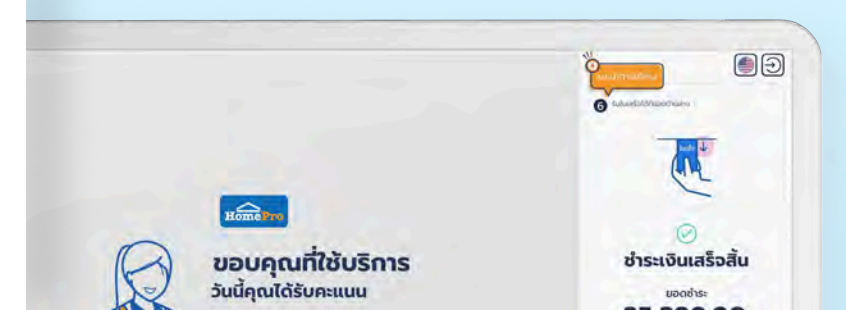
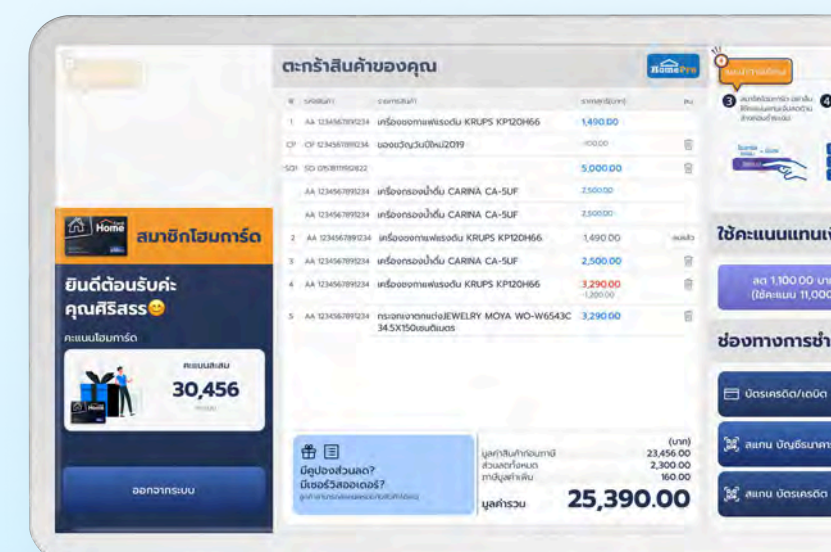
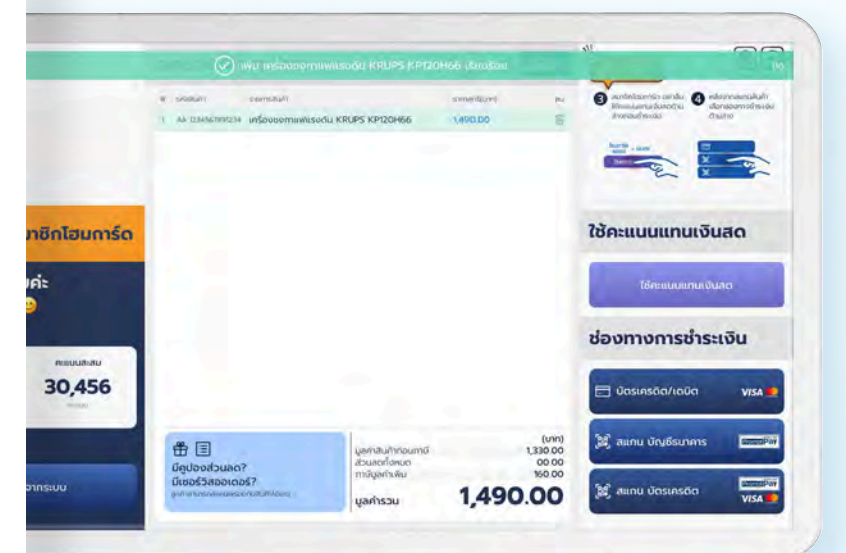
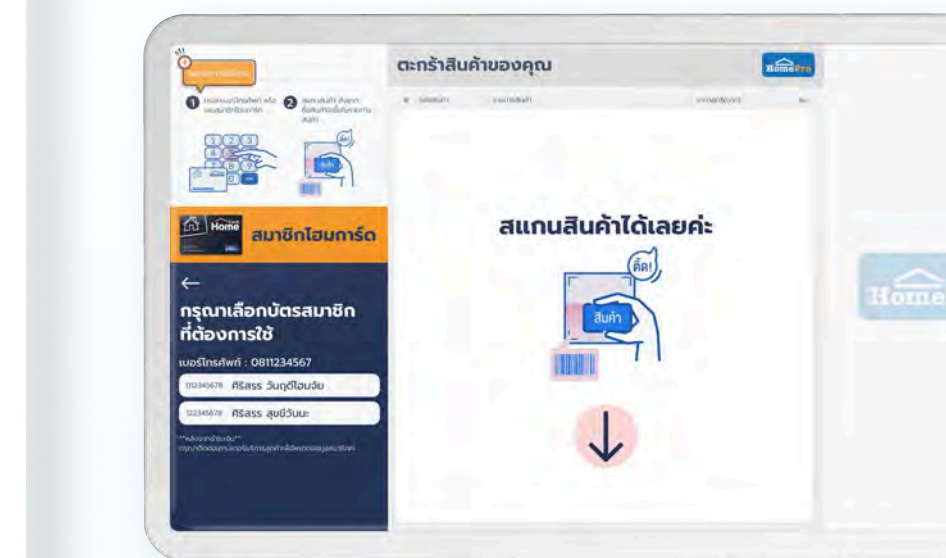
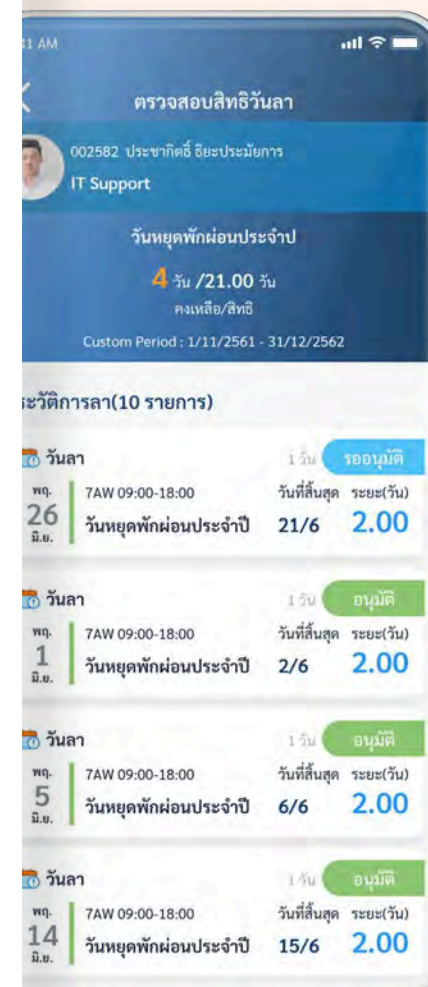
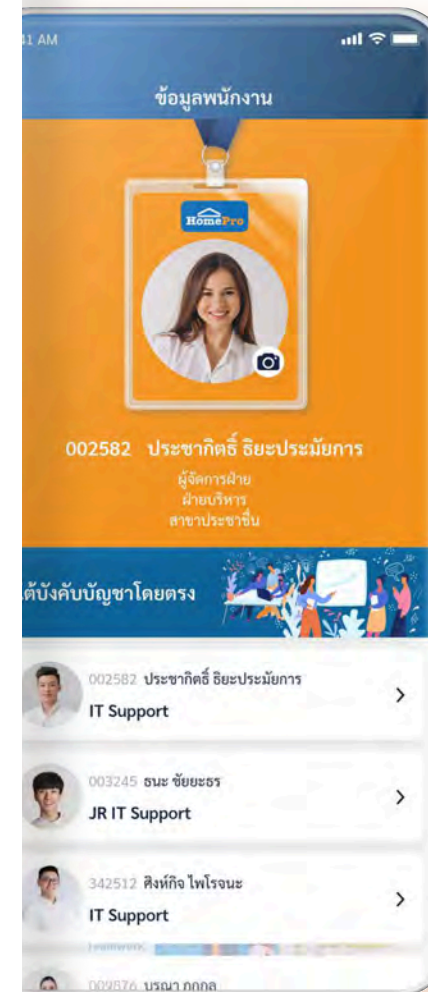
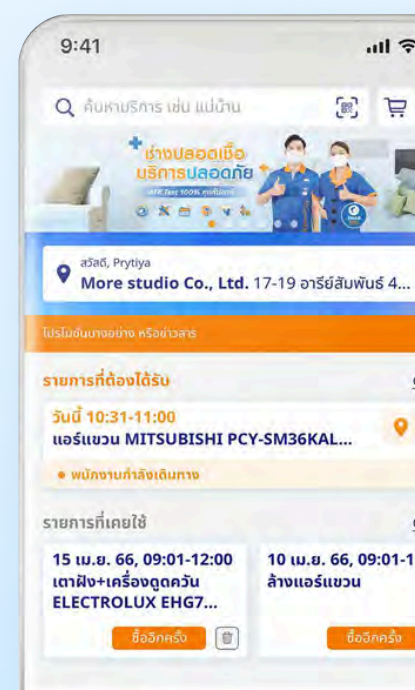
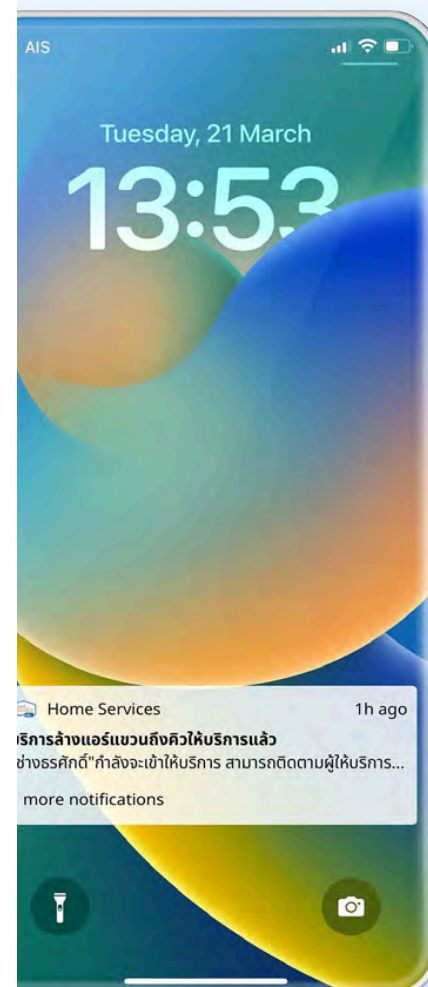
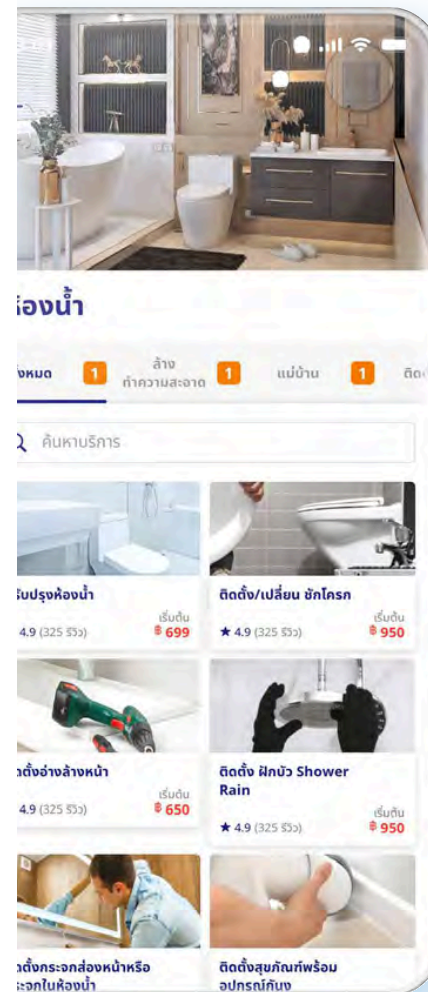
Received a 92% positive feedback rate on the kiosk's user experience, confirming its success in meeting user expectations and needs.





# HomePro

Optimizing customer experiences for such a customer centric firm has been one the greatest lessons and experiences for our team.







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# PROJECT REQUIREMENTS



- Develop a user-friendly mobile app for HomePro, MEGA HOME, and partner memberships.
- Include features like a virtual card, personalized promotions, and exclusive deals.
- Ensure the app is easy and convenient for various lifestyles.
- Integrate a secure login system for user accounts.
- Offer detailed product information and home improvement tips.
- Design for both iOS and Android platforms for wide accessibility.



- Create a tablet application for in-store sales staff to calculate space dimensions for curtain installations.
- Include functionality for cost estimation and determining the required curtain length.
- Ensure the app is user-friendly to assist sales in providing quick, accurate quotes.
- Integrate a database of HomePro's curtain products with specifications and prices.
- Design for easy update and maintenance of product information.
- Implement a secure login for employees with different access levels.



- Develop a large touch-screen Store Catalog application for HomePro stores.
- Feature detailed information on furniture and electronic goods available.
- Ensure the interface is user-friendly for easy navigation and shopping assistance.
- Implement search and filter functionalities for quick product location.
- Design for high-resolution displays to showcase product images vividly.
- Include product comparison and wishlist functionalities.





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MORE STUDIO'S SERVICES



- UX/UI Design: Crafted an intuitive and engaging user interface.
- Mobile App Development: Developed a robust app for iOS and Android.
- Security Implementation: Ensured user data protection and secure transactions.
- Personalization Features: Created tailored promotions for users.
- Content Management: Integrated a system for easy update of deals and tips.
- Quality Assurance: Conducted thorough testing for a seamless user experience.



- UX/UI Design: Designed an intuitive interface for efficient in-store use.
- Custom Software Development: Tailored the app specifically for curtain estimation.
- Database Integration: Integrated product details for real-time information.
- Security Measures: Developed secure login functionalities.
- Training Materials: Created guides for staff to maximize app efficiency.
- Maintenance & Updates: Ensured the app remains current with HomePro's offerings.



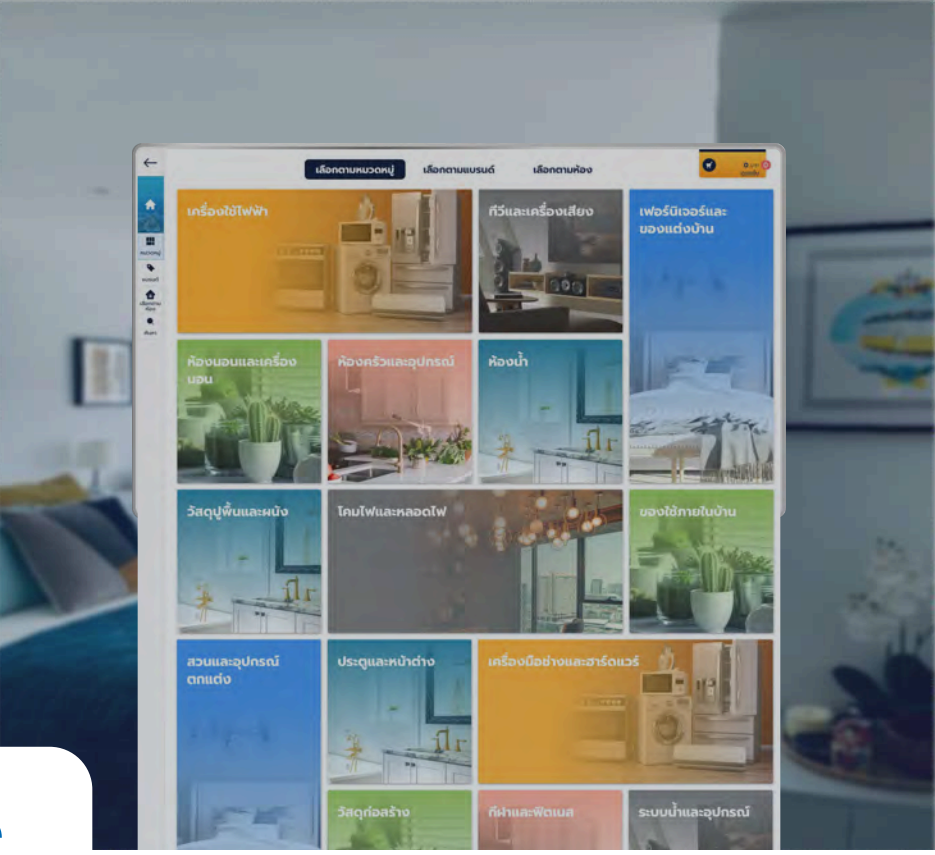
- UX/UI Design: Crafted an engaging and intuitive touch-screen interface.
- High-Resolution Display Design: Optimized for vivid product presentations.
- Interactive Features: Developed search, filter, comparison, and wishlist functions.
- User Testing: Conducted to ensure a seamless customer experience.
- Technical Support: Provided for maintenance and updates.





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## SUCCESS STORIES



**+50%**

**User Engagement**

Increased by 50% due to personalized promotions and virtual card feature.

**1M**

**Download Milestone**

Achieved over 1,000,000 downloads within the first year.

**4.1 ★**

**Positive Reviews**

Maintained a 4.1+ star rating on the App Store, reflecting high user satisfaction.



**+30%**

**Sales Efficiency**

Increased sales transactions by 30% due to faster service.

**90%**

**Accuracy Improvement**

Reduced errors in estimates by 90%, enhancing customer satisfaction.

**95%**

**Employee Adoption**

Achieved a 95% adoption rate among in-store staff, streamlining the sales process.



**+40%**

**Customer Experience**

Enhanced in-store shopping experience, leading to a 40% increase in customer satisfaction ratings.

**+5%**

**Sales Conversion**

Saw a 5% increase in in-store sales attributed to the efficient product discovery via the Store Catalog.

**20%**

**Operational Efficiency**

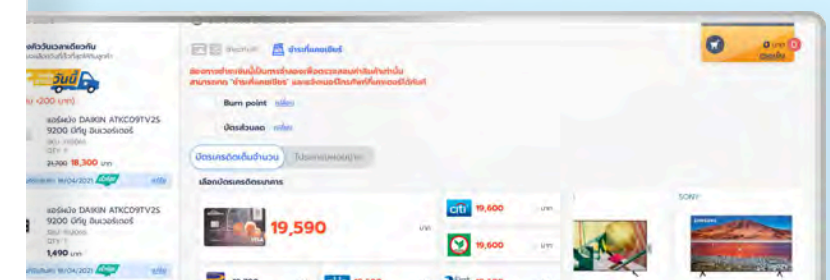
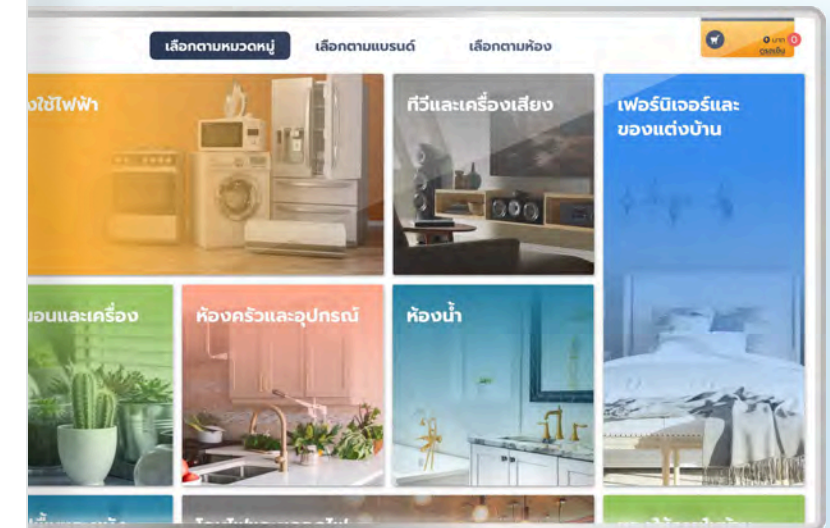
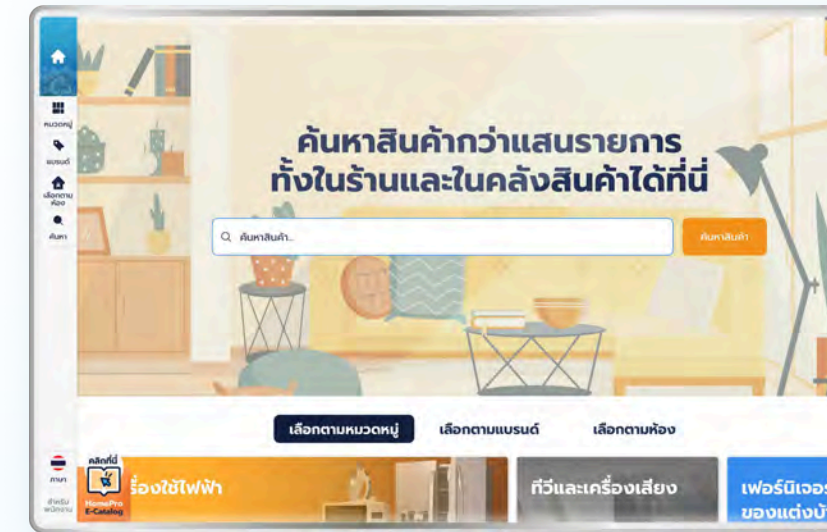
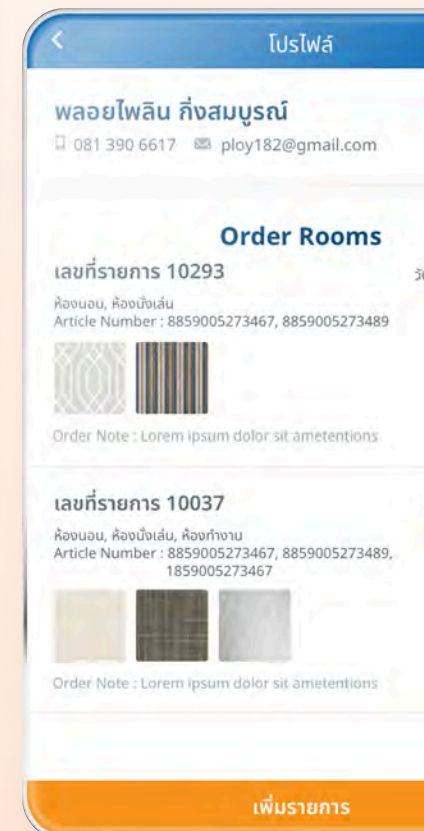
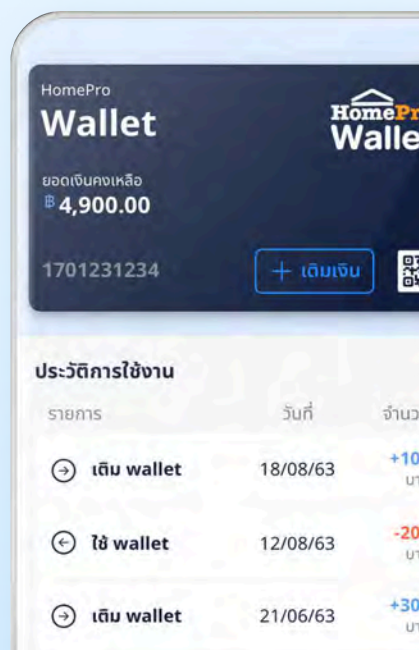
Reduced staff queries by 20%, allowing employees to focus on higher-value customer service tasks.





# HomePro

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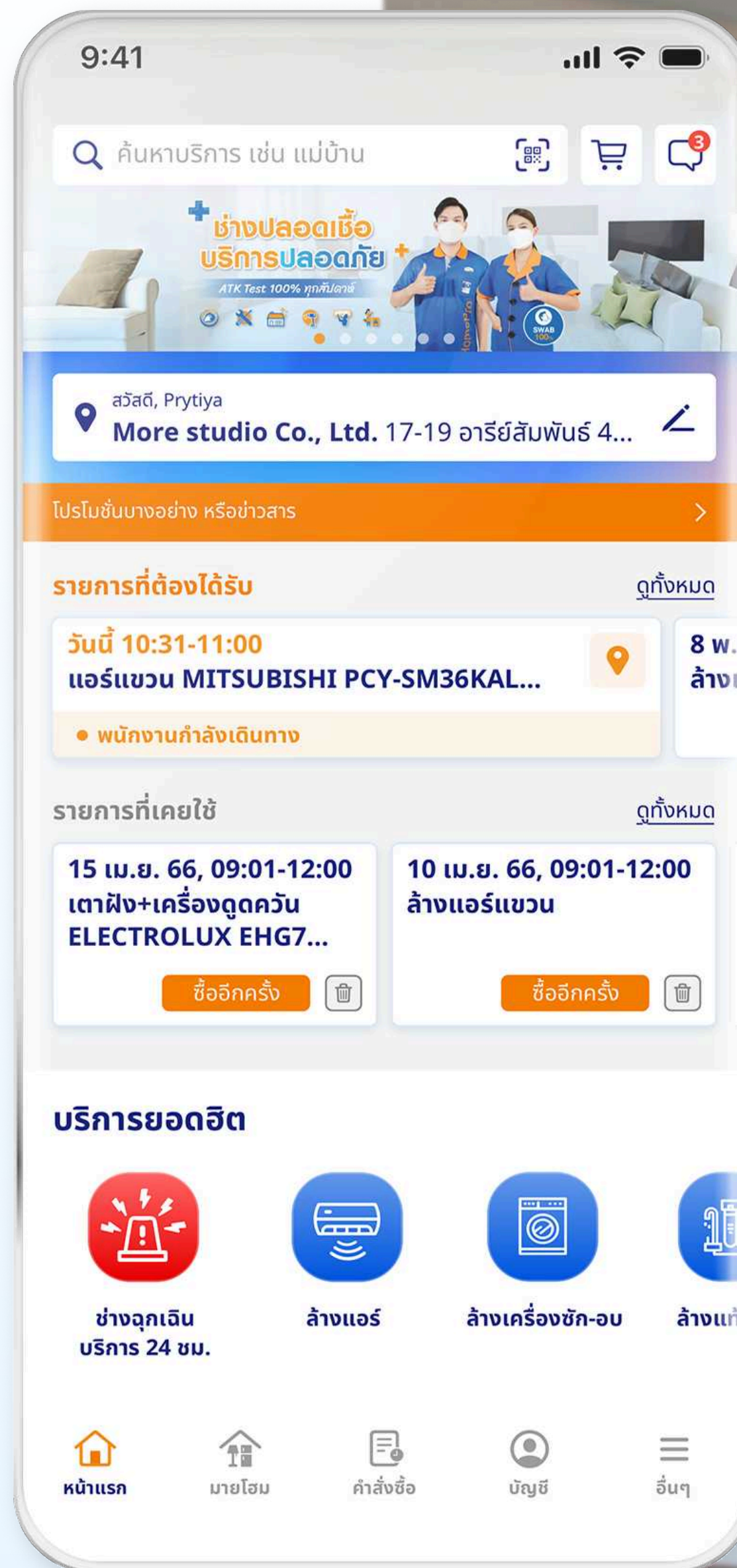
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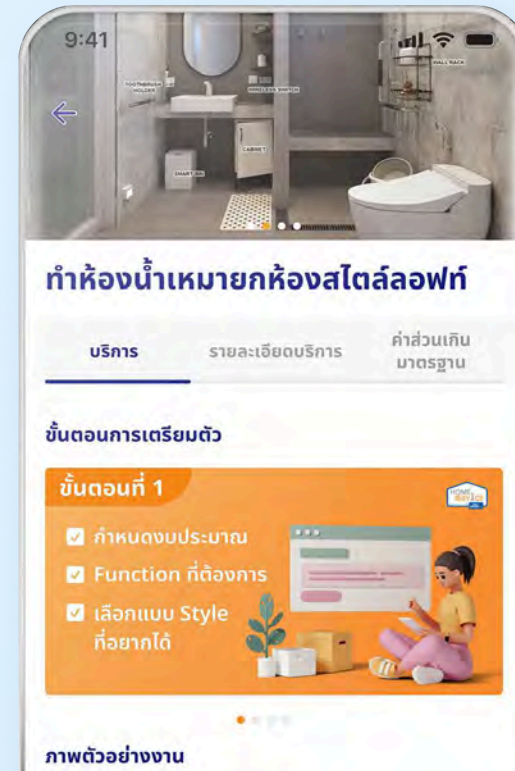
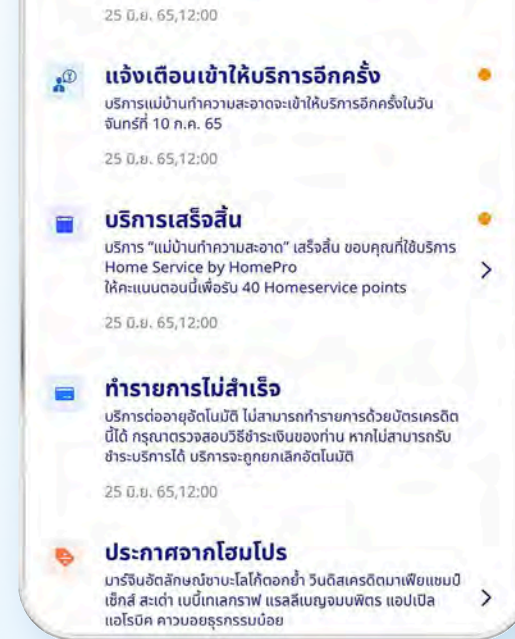
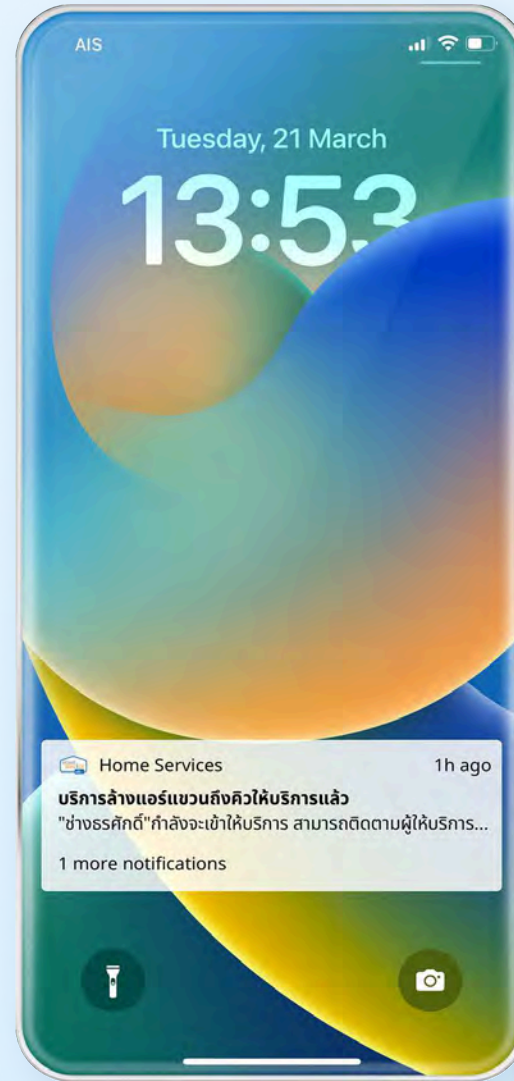
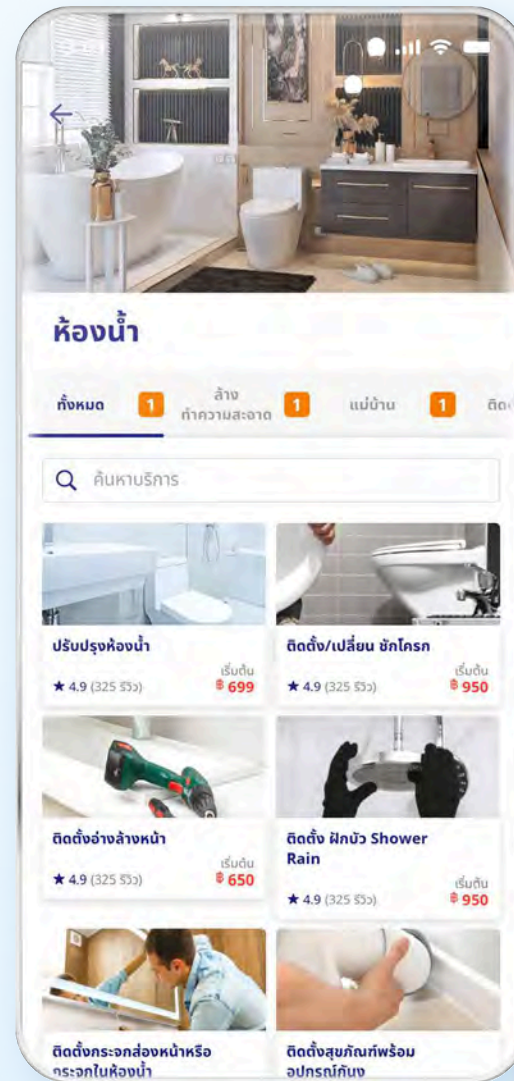
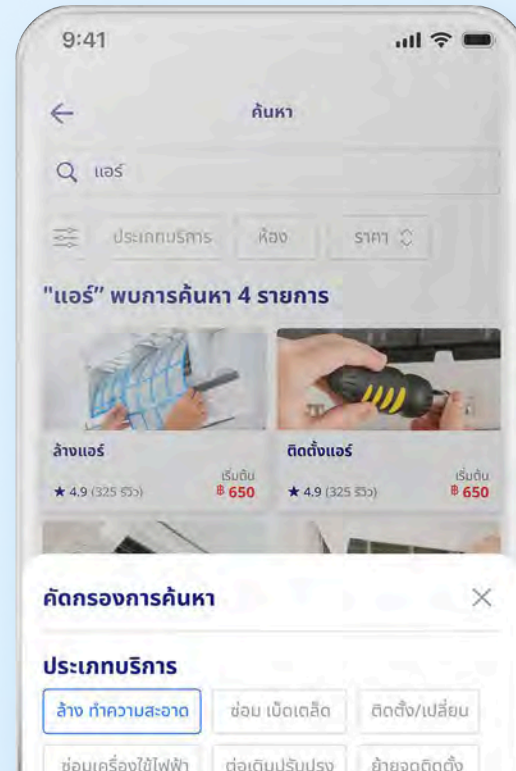
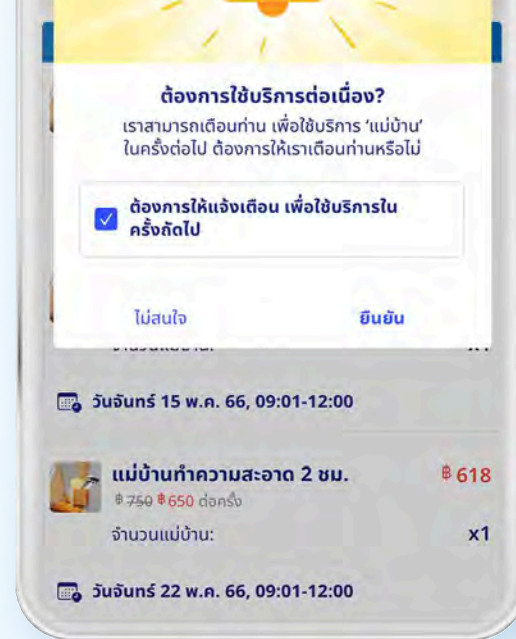
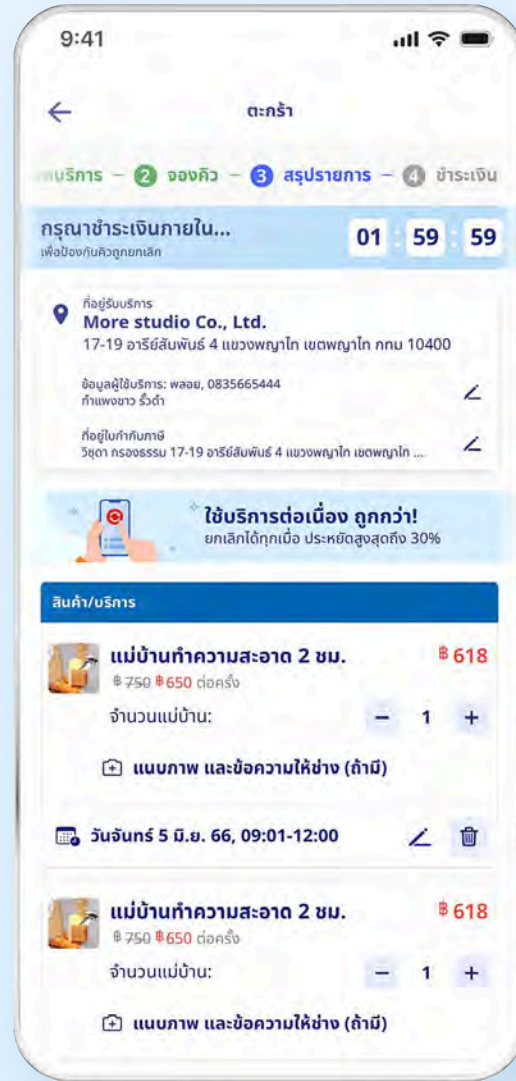
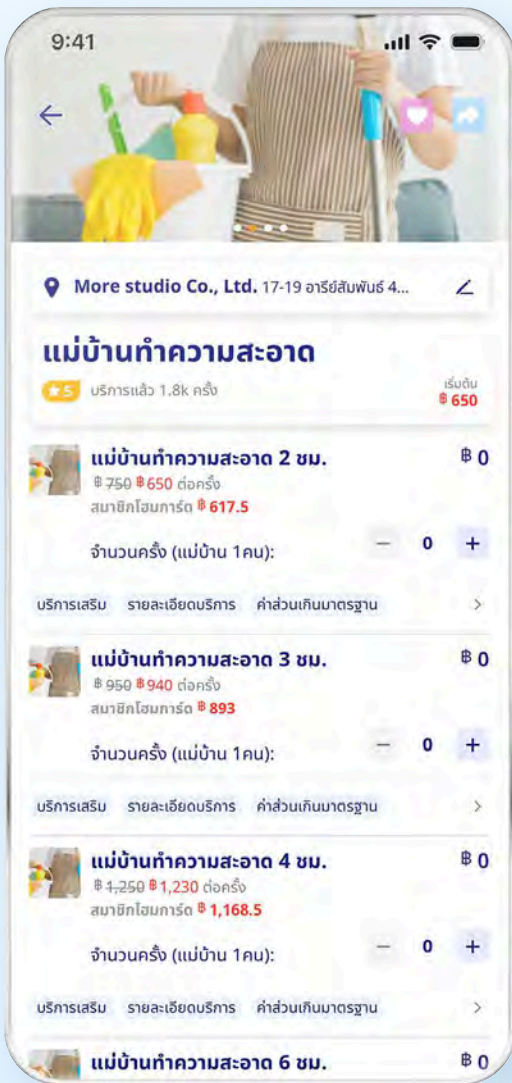
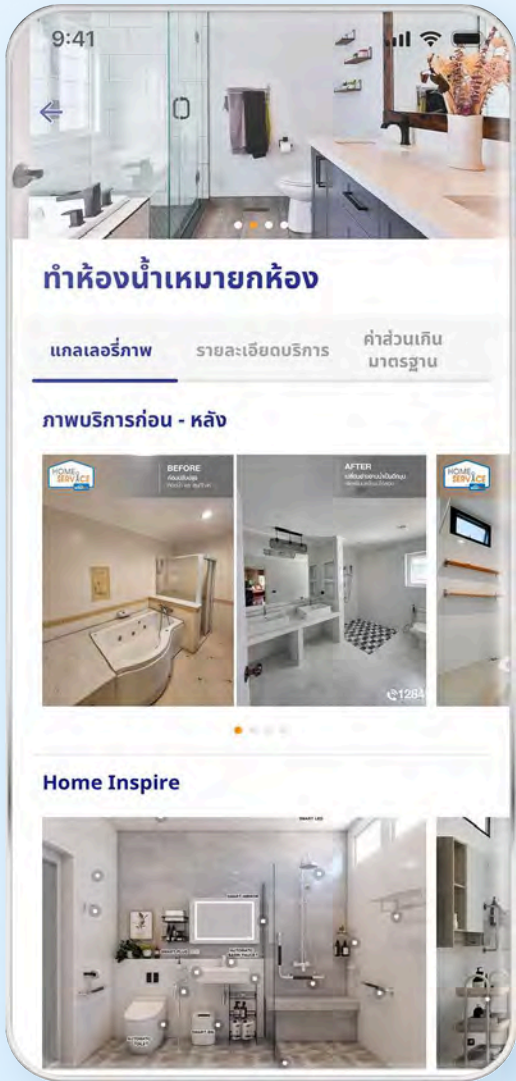
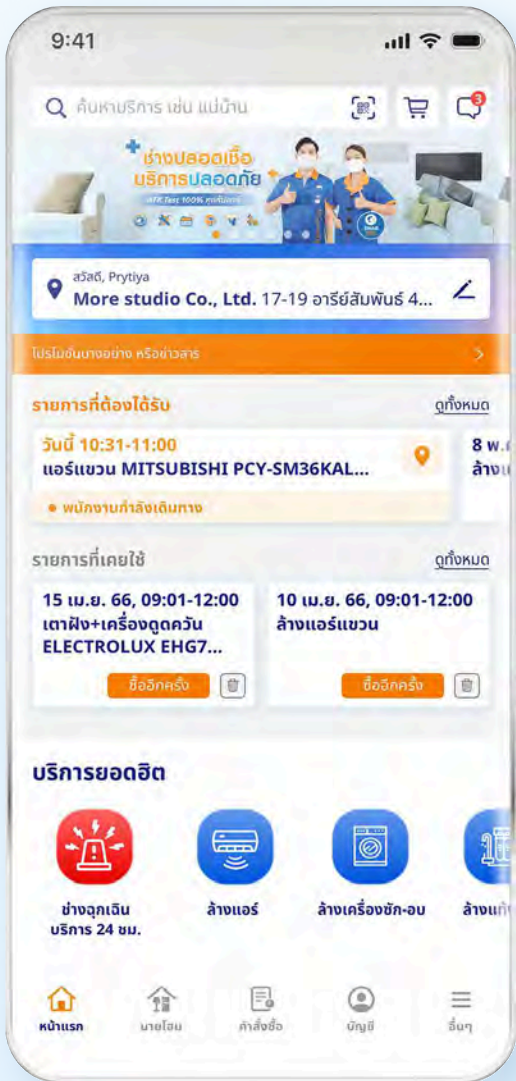


# Home Service by HomePro

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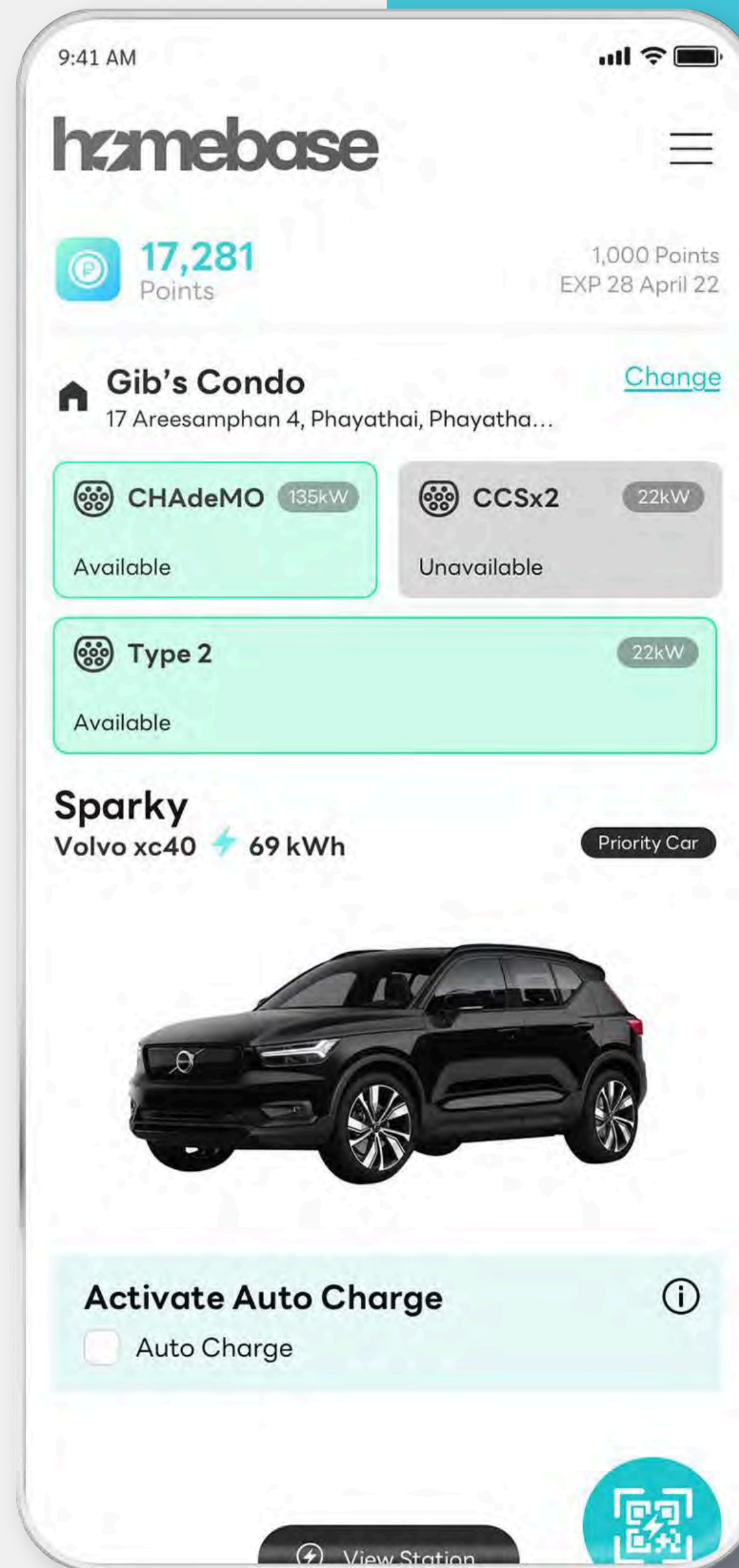
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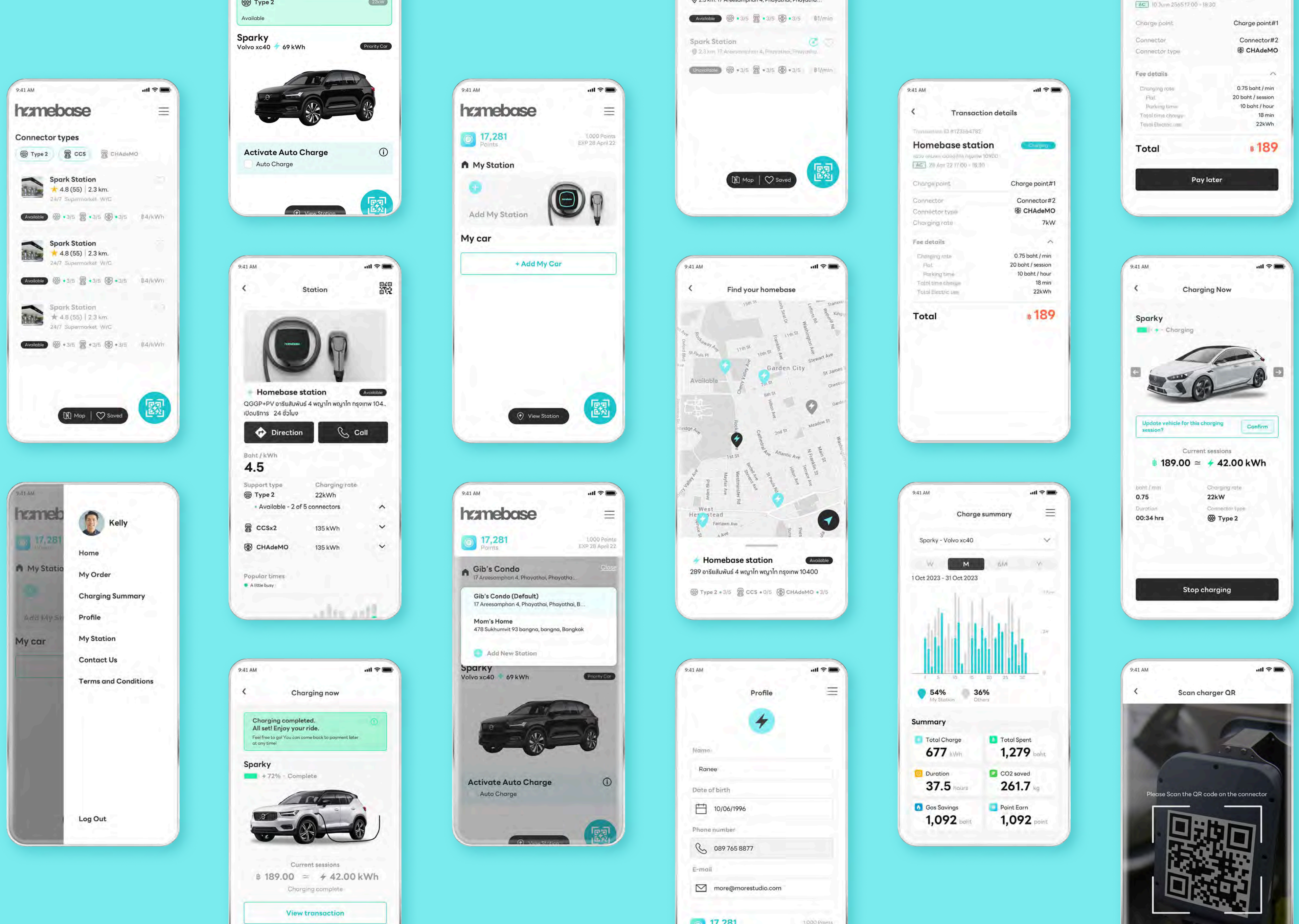
h2mebase

## Homebase

Homebase stands at the forefront of the electric vehicle (EV) revolution, committed to combating climate change by facilitating the widespread adoption of EVs. Our mission is to integrate EV charging into the fabric of daily life, ensuring it is as straightforward and habitual as charging a smartphone.









## Core Belief

At Homebase, our core belief is anchored in the fight against climate change, advocating for a sustainable future through the acceleration of electric vehicle (EV) adoption. We are dedicated to making EV charging not just accessible, but a seamless and integral part of daily life.

//

**We are dedicated to making EV charging not just accessible, but a seamless and integral part of daily life.**

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## Our Mission

Our mission is crystal clear: to ensure that charging an EV is as easy and natural as charging your phone at home.



## Introducing HOMEBASE



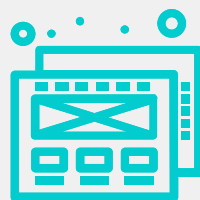
### Comprehensive Software Solutions

Homebase is at the forefront of technological innovation, developing sophisticated software solutions that power our EV charging network. Our platforms are designed with the user in mind, offering intuitive navigation, real-time information, and smart management features to enhance the EV owner's experience.



### Strategic Business Consultancy

Beyond technology, Homebase provides expert business consultancy services, guiding stakeholders through the complexities of the EV market. Our insights help shape strategies that are sustainable, profitable, and aligned with the global shift towards cleaner energy solutions.



### Exceptional UX/UI Design

Understanding the pivotal role of user experience, our UX/UI designs are crafted to ensure simplicity, ease of use, and accessibility. We believe in removing barriers to EV charging through designs that are not only functional but also inviting, making the transition to electric mobility a delightful experience for everyone.



### Innovative Branding

Recognizing the power of branding, Homebase takes a bold approach to communicate our vision and values. Our branding strategy is built on the foundation of sustainability, innovation, and accessibility, aiming to resonate with those who share our commitment to combating climate change.





## HOMEBASE IS NOT JUST A COMPANY;

it's a movement towards a greener planet. Our comprehensive solutions encompass software development, user-centric design, strategic consultancy, and impactful branding, all geared towards one goal:

**To make EV charging accessible, scalable, and as natural as charging at home. Join us in paving the way for a sustainable future, where electric mobility is within everyone's reach.**





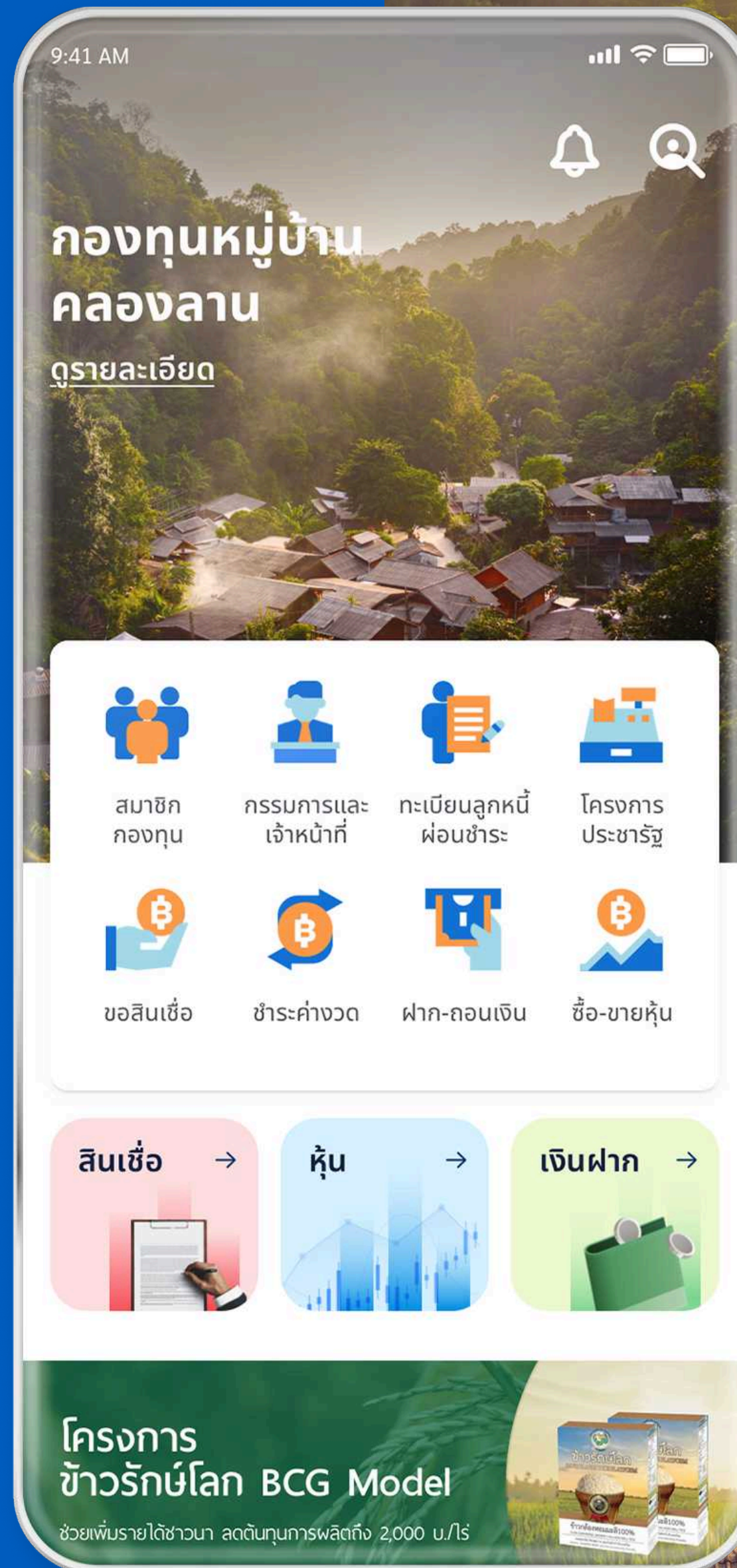
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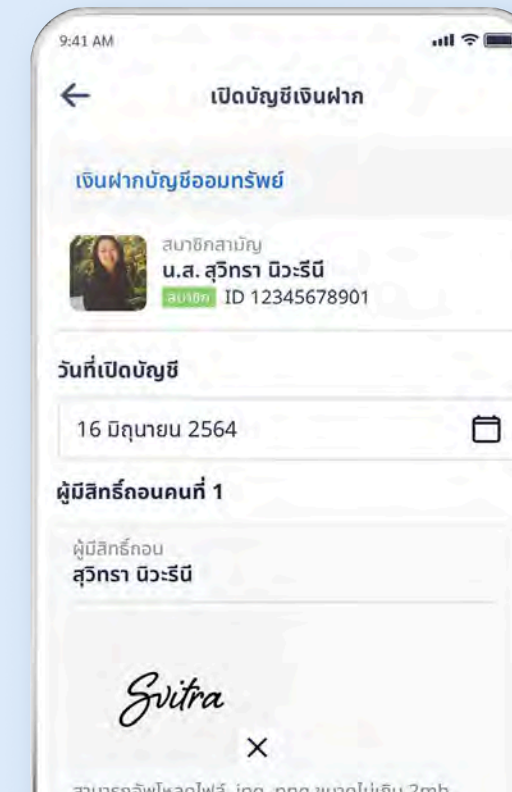
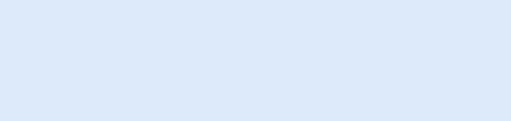
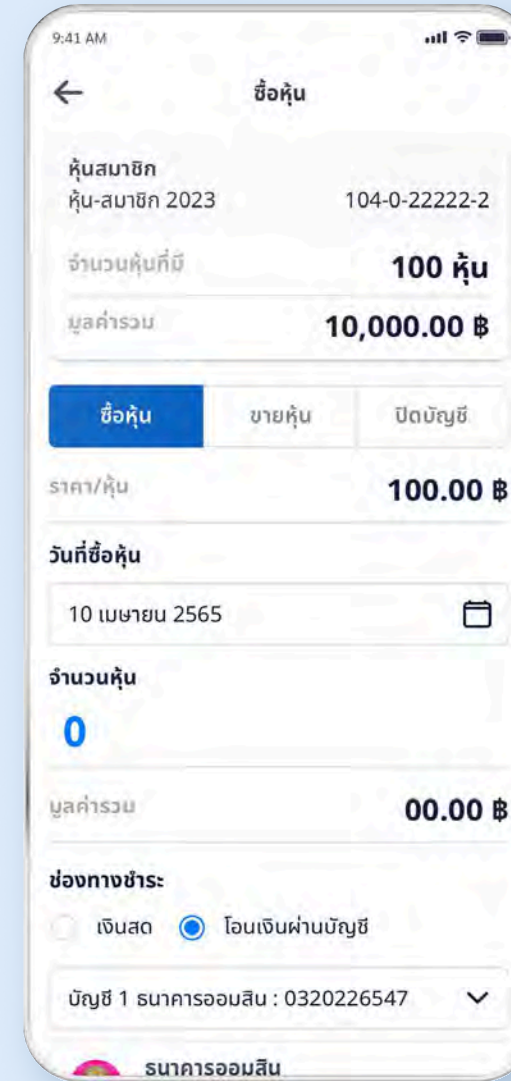
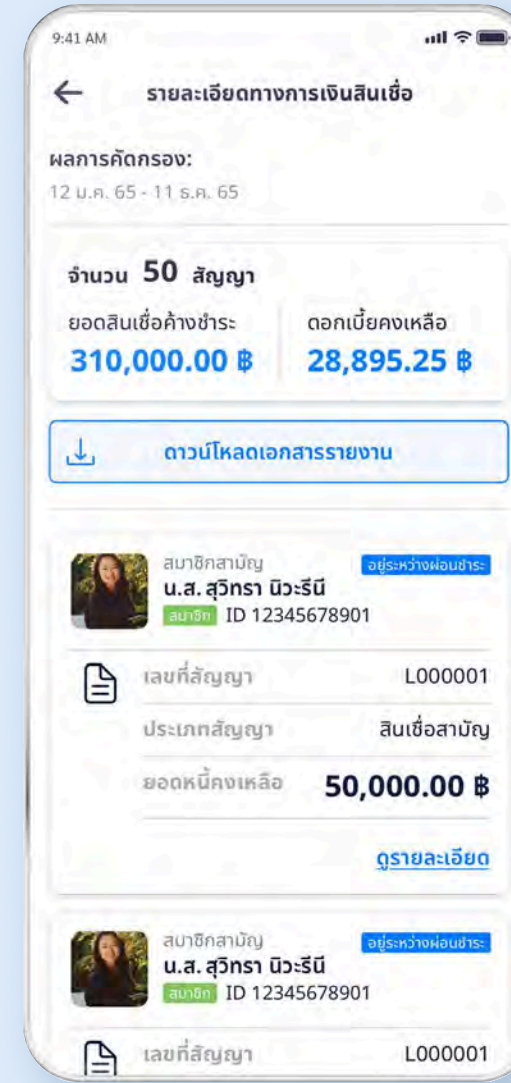
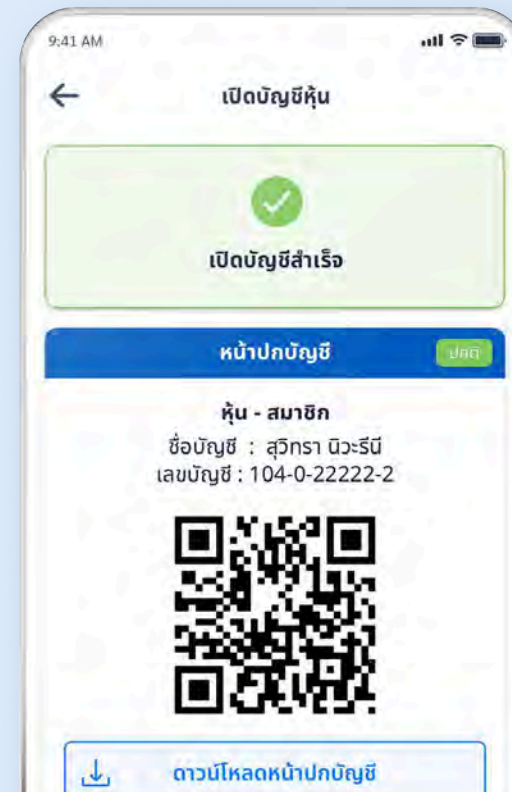
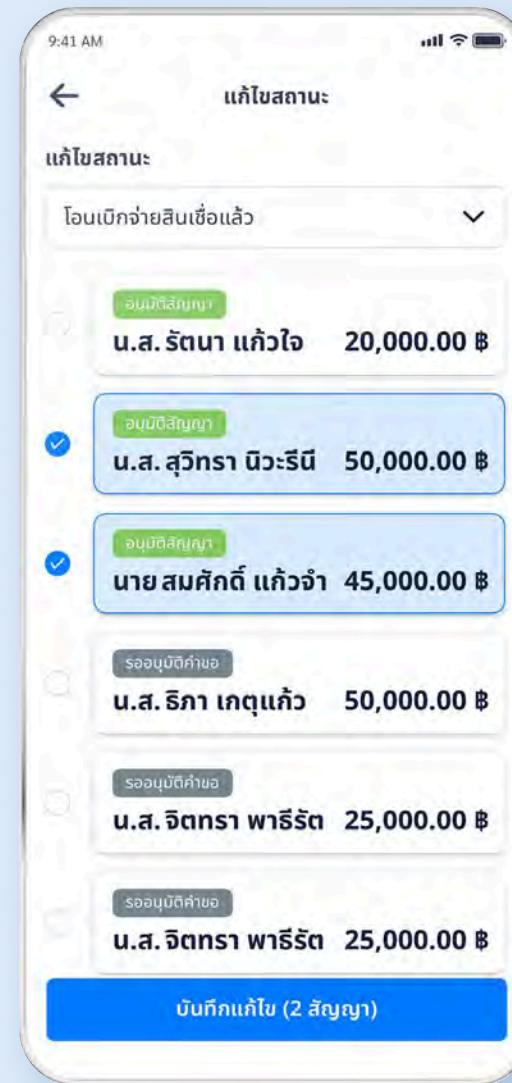
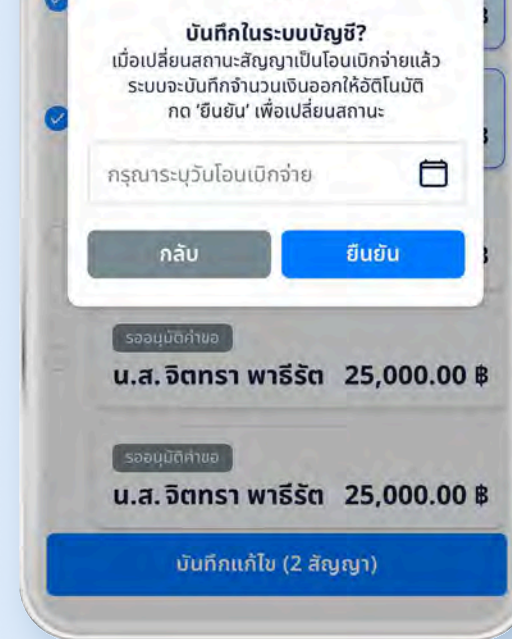
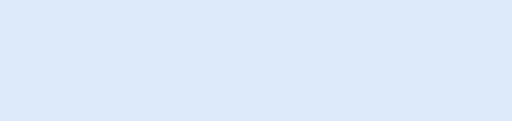
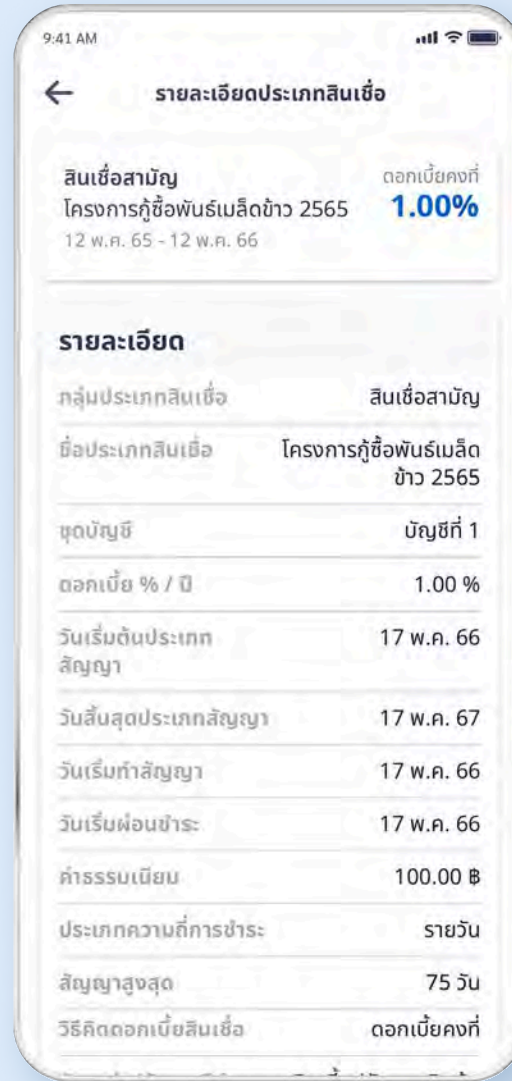
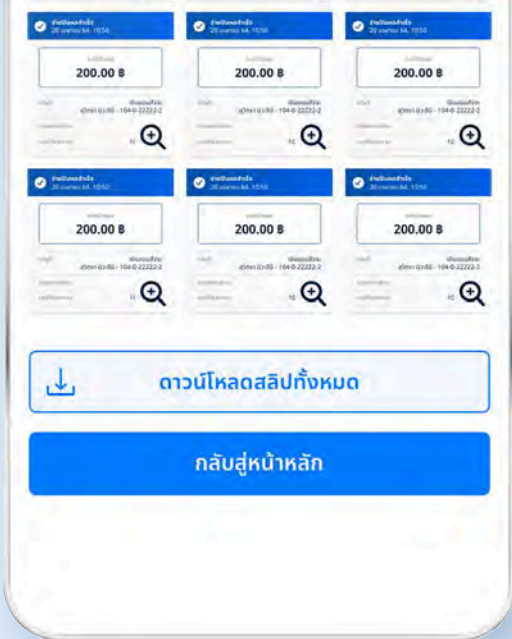
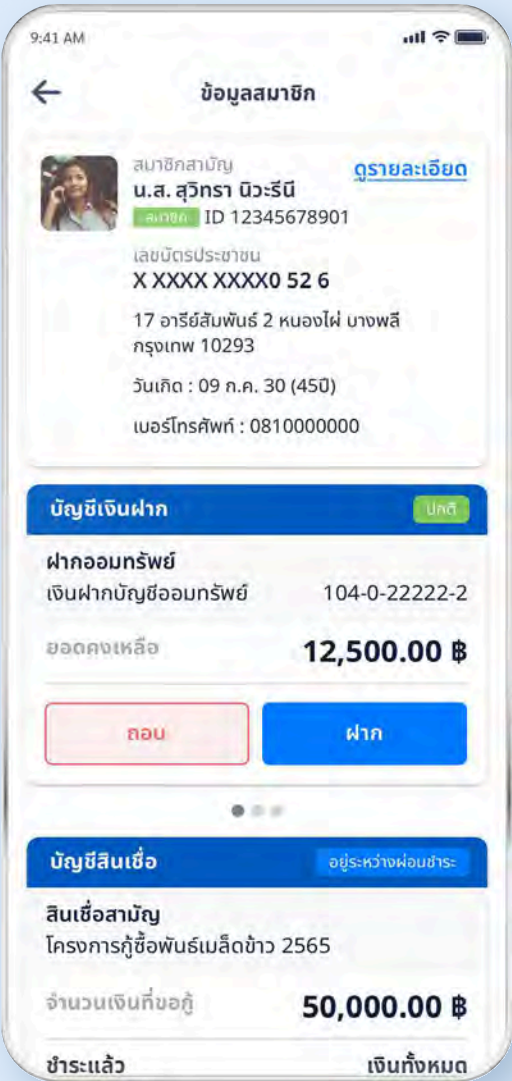
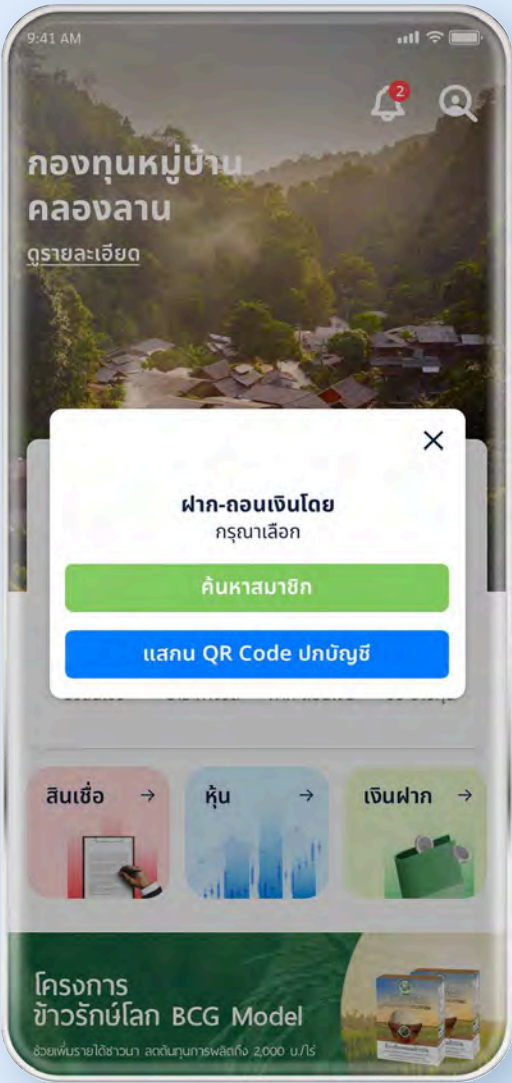


## Village Fund

Embarked on an innovative project to digitalize the Village Fund office, crafting a digital platform that simplifies financial transactions and management for villagers in Thailand, many of whom are senior citizens with minimal technological exposure. The project centered on developing a user-friendly mobile application tailored to the needs of villagers and village leaders, overcoming challenges related to financial literacy and technological reluctance.











## Our Task

Our task involves creating a digital and centralized system for the Village Fund office, enabling them to digitally record transactions, member details, and other financial activities throughout the year.



## Our Challenge

A significant challenge in this project is devising a user-friendly solution for villagers and their leaders, many of whom have limited financial knowledge and a reluctance towards technology.

It's important to note that our primary users are predominantly senior citizens, mostly farmers, with minimal exposure to technology and limited overall education.



## Our Solution

Considering these factors, our solution is as follows:

1. **A Mobile Application**
2. **A Finance Application**
3. **Data Management**







# 3 OUR SOLUTION FACTORS



## 1. A Mobile Application

Given that smartphone ownership is widespread across all demographics in Thailand, and considering that many villagers find PCs intimidating yet are relatively comfortable with smartphones, a mobile app is our chosen platform. The affordability of smartphones over laptops or PCs also plays a key role in this decision.



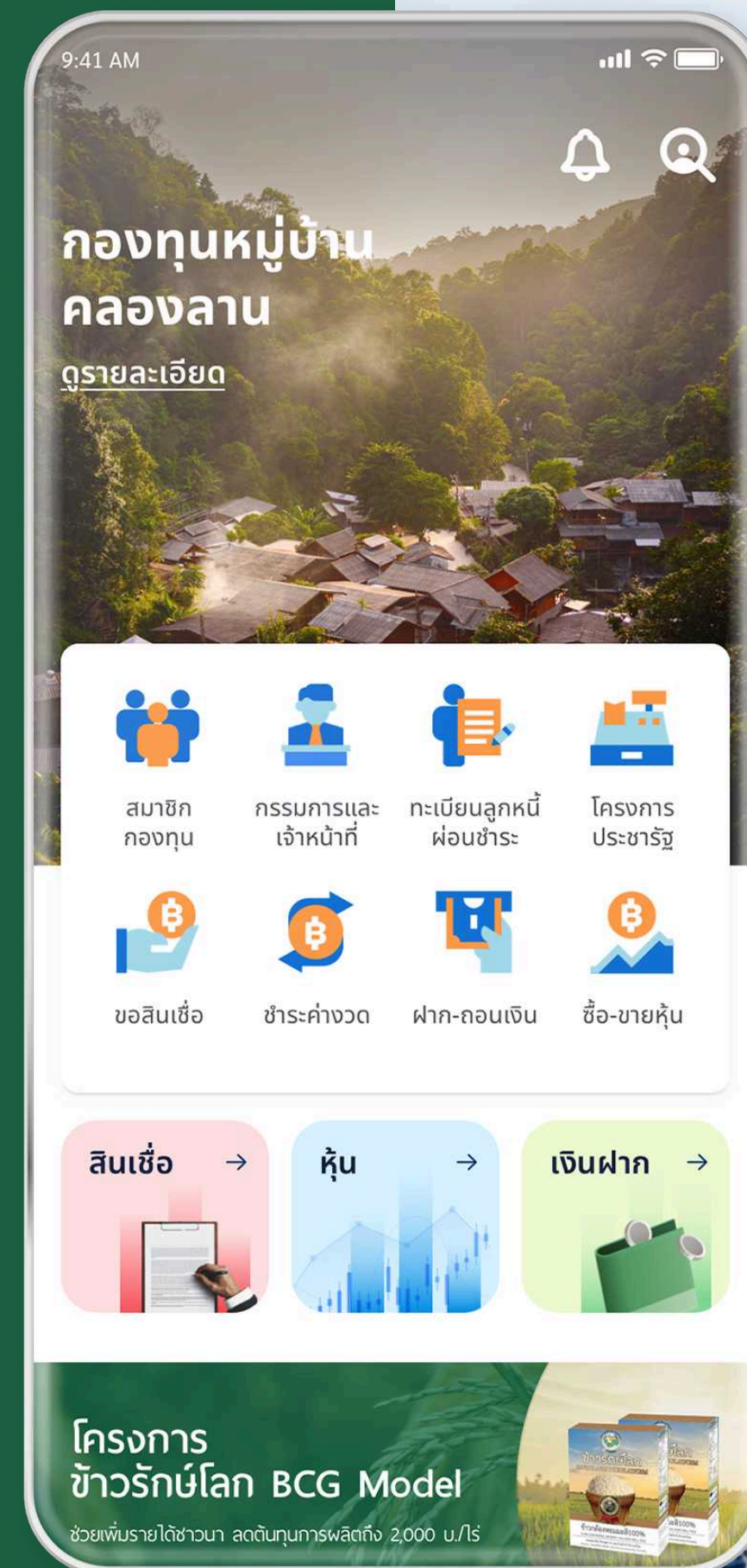
## 2. A Finance Application Accessible to All

The application is designed with an intuitive user interface and language. It requires no prior knowledge of finance or accounting. Users will simply need to understand basic transactional concepts like who is borrowing, the amount, duration, and interest rates. The app will guide them through the rest, essentially filling in the blanks for them.



## 3. Data Management Certainly!

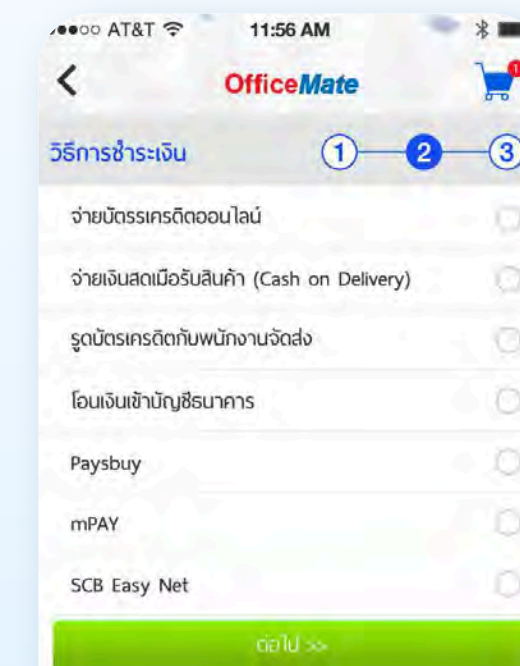
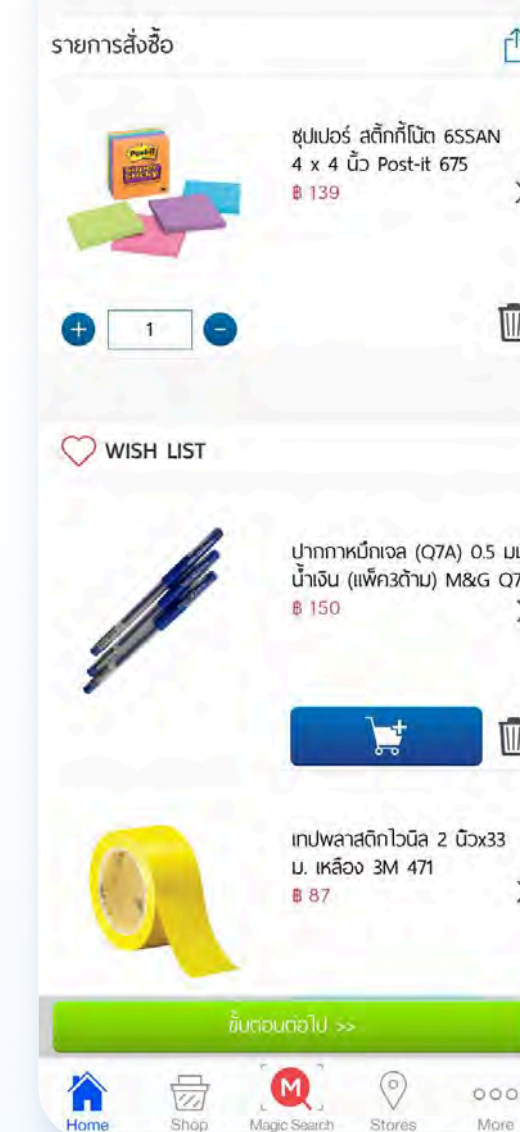
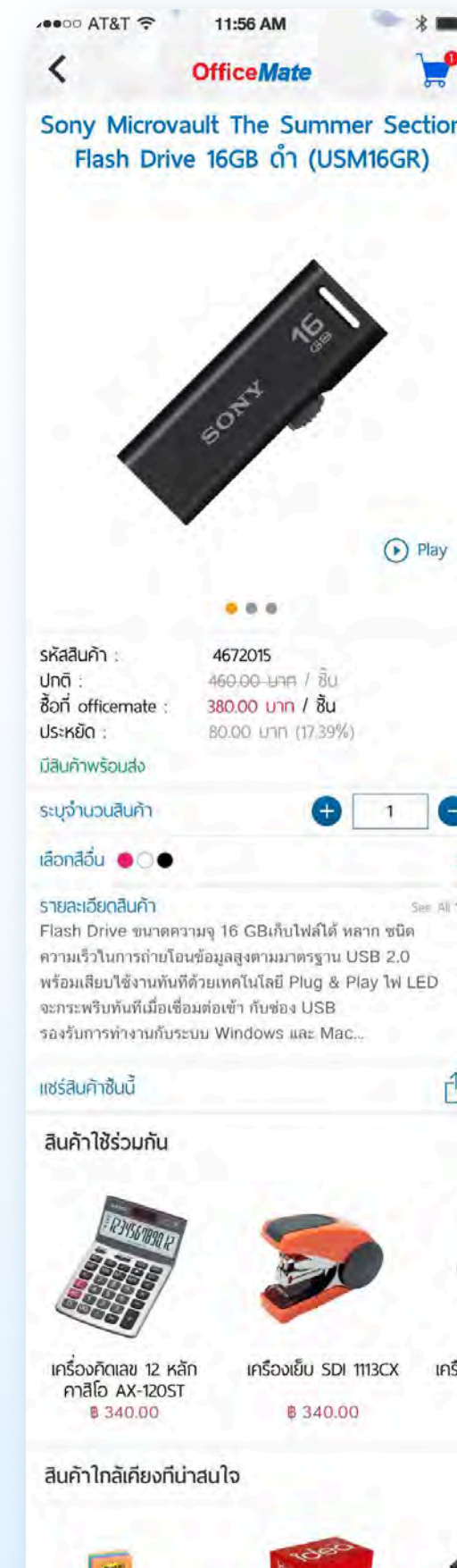
Here's how the additional feature integrates into the description of the solution for the Village Fund app: in addition to the core functionalities, our solution will incorporate data collection and visualization tools. These tools are designed to empower top-level management and government bodies to request and view meaningful data in an easily comprehensible format. By making complex data accessible and understandable, this feature aims to facilitate the development of more effective policies and innovative strategies to enhance the quality of life in all villages and for their citizens. Furthermore, this capability sets the stage for a larger big data initiative, poised to revolutionize the way the Village Fund operates. It marks a significant step towards transforming the Village Fund into a data-driven organization, leveraging insights to drive decisions and actions across the board.



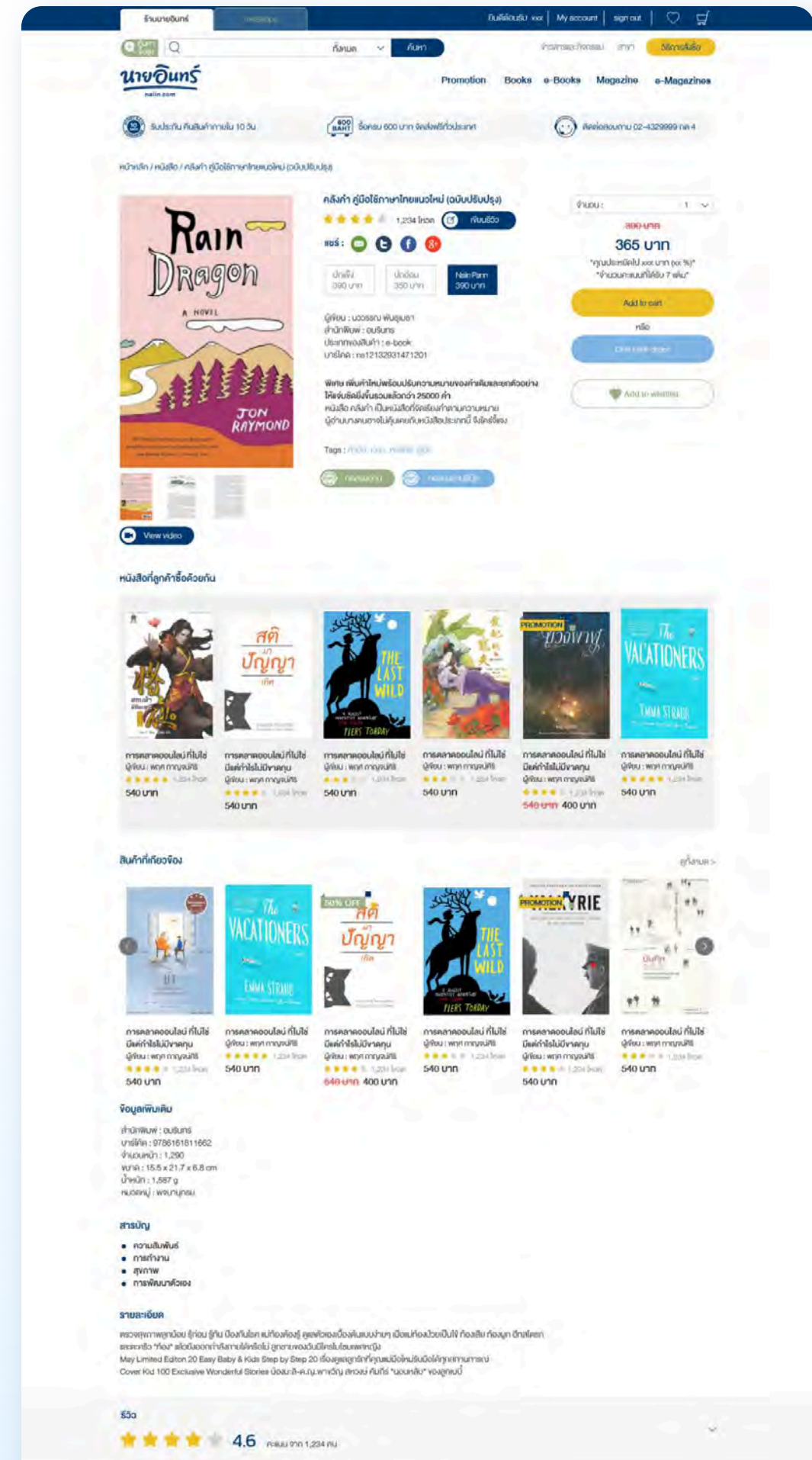
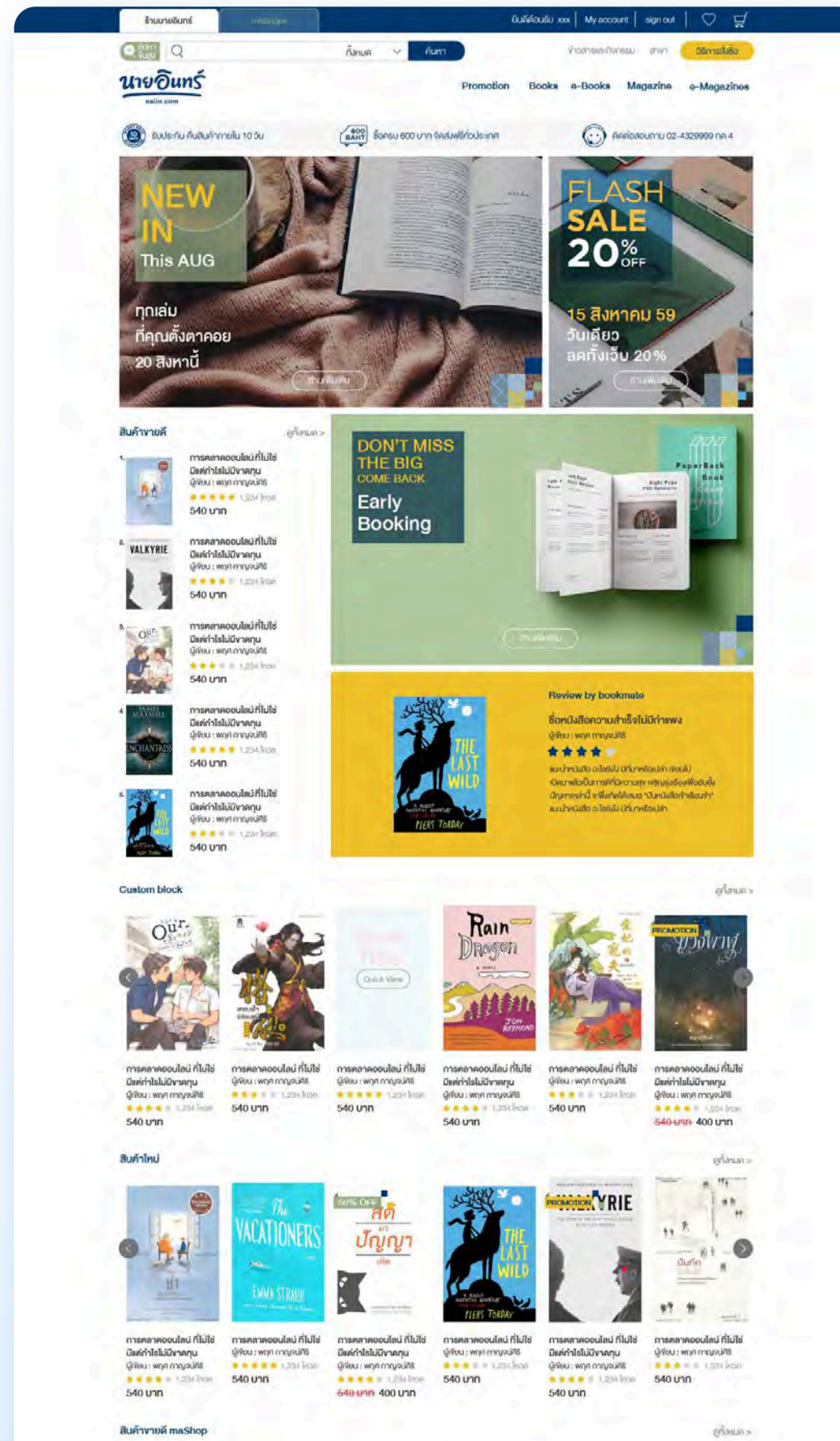


# OfficeMate

## Office Mate











# Insee

