ORTIGAN SERVICE CATALOGUE

Q2-JUNE 2021

Content

1. Ortigan Overview & Philosophy

Ortigan is a software development company and multidisciplinary design firm. Pillars of which are a family of tech enthusiasts who are committed to working with modern-day technologies & methodologies to deliver fast, scalable & secure applications for any and every use case there is in a completely agile manner. Our approach towards projects is - **For every problem, there exists a solution. And for every solution, there exists a better one!**

Ortigan stands behind every type of business firmly, with a core team of seven, supporting its digital backbone in whatever aspect the use case might present. We embrace the hustle involved in building young and promising businesses and support those at the forefront of change; we believe that you and us together can build something which is vibrant as well as extremely efficacious at its core.

We are a team that backs 'The Team' - With specialists in key disciplines, including designing, system design, system architecture, and corporate strategy.- Our intention is to partner with entrepreneurs to give them the best foundation to succeed.

2. Ortigan Quarterly Insights: Q2-2021

Being a Service-Based company, Ortigan works on many interlinked sets of services from varied domains, to achieve harmony in production and seamlessness in delivery we keep on exploring & innovating to keep us and our clients at a sustainable cutting edge , these are some things we indulged in last quarter of 2021

New Implementations!

Being web developers ourselves, we often encountered a blockade of creating a back-end for a static website just for the sake of forwarding form data. Hence, we created **ForMail** to counter this issue once and for all. ForMail is a service that allows web developers to forward the data from their forms to their custom email addresses. Essentially a service built by developers for developers and a next step towards building your website on **JAM Stack**. No back-end required. Promise!
Also, Ortigan Learning Platform taught a course on how to build a **full-stack web application** that is scalable, secure, enterprise, and production-ready.

Technology & Design Updates.

Ortigan thrives to understand and adapt to rapidly evolving technologies and architectures. To inculcate a new way of developing modern-day applications we have started working on Cutting Edge technologies like **JAM Stack & developing Serverless Applications along with using Microservice Architecture pattern** in our software development. Some design trends we indulged in recently were, Dimensional Matt structure, Fluent Glass and Gloss Material, minimal and clean functional UI, we also **solidified Custom Scalable Design System solutions for both corporate and independent entities fulfilling their creative requirements** which turns out to be both anticipated and unforeseen. We've also refined our Interaction Schema with the Ortigan Brainstorming studio.

Projects & Processess we're working on,

Since Team Ortigan has expanded its service set and ecosystem capabilities,we have grown more comfortable providing solutions to Institutions with varied service requirements across their different products and offerings.

With our **custom vertical integration and simultaneous sprints** in our Phase Distribution, our clients are now enjoying the perks of rapid milestone achievements, and granular visibility over progress.

Recent Insights around Product/Ops.

This January Team Ortigan Moved into its newly established office, in order to receive the efficiency and speed of operation and parsing, But unfortunately, a new wave of Covid-19 hit the city and we had to suspend all physical operations and lose a little momentum. This made us refine our Last year's, year-long work-from-home culture into something, which would make our assets, **more accountable, committed and agile all while retaining the same environment that separates Ortigan's workplace with conventional setups**
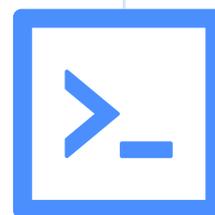
3. Ortigan Development Studio

Ortigan Development Studio oversees and undertakes the responsibility for end-to-end software development. We provide our clientele with an entire suite of software development services to deliver a solution for their use case and most importantly delivering a good experience with our custom software. Ortigan Development Studio will implement all standard software development process cycles such that the client is always well informed and educated of how the software is being developed and what is being used to develop it making the entire development and delivery process transparent.

Custom Software Development
Ortigan Development Studio will help you to build the software for your specific use case by understanding and studying the challenges, problems, target audience, and then delivering a proposed development solution and a sustainable architecture. While developing Software-as-a-Service (SaaS) platforms is at the core of our Development Studio, we also develop software in the following categories.

- ∞ Software-as-a-Service (SaaS) Applications.
- ∞ Customer Resource Management (CRM).
- ∞ Human Resource Management (HRM).
- ∞ Enterprise Resource Planning (ERP).
- ∞ Web Application Development.
- ∞ e-Commerce Application Development
- ∞ Progressive Web Apps (PWA).

Development Studio will also help you figure out the right tech stack and what technologies and methodologies will best fit the development process of your use case.

Website Development
If you have a brand, business, or are an organization, our Development Studio will help you build an online digital presence from the ground up. This includes website development, along with standard SEO practices, ensuring that the final website developed is fast by default and optimized for every device and screen resolution. Collaborating with Ortigan Design Studio for graphics, design systems, and content, our team of developers will help to build an application that is modern, resilient, and scalable.
The final website shall have everything that you need to stand out of the box when launching your business and starting your digital journey.

Software Maintenance
Ortigan Development Studio will make sure your custom software, or website, is up and running in a very efficient way. We shall maintain and keep your software up-to-date so that you and your end-users are always getting the best experience.

Product Engineering

Ortigan Development Studio also offers you the complete solution and system architecture for your custom use case by researching, brainstorming, and analyzing the use case completely. A complete team of developers and designers will help you understand and figure out the best solution for the specific use case. This process is crucial for developing a Minimum Viable Product (MVP) at the early stage of your use case development.
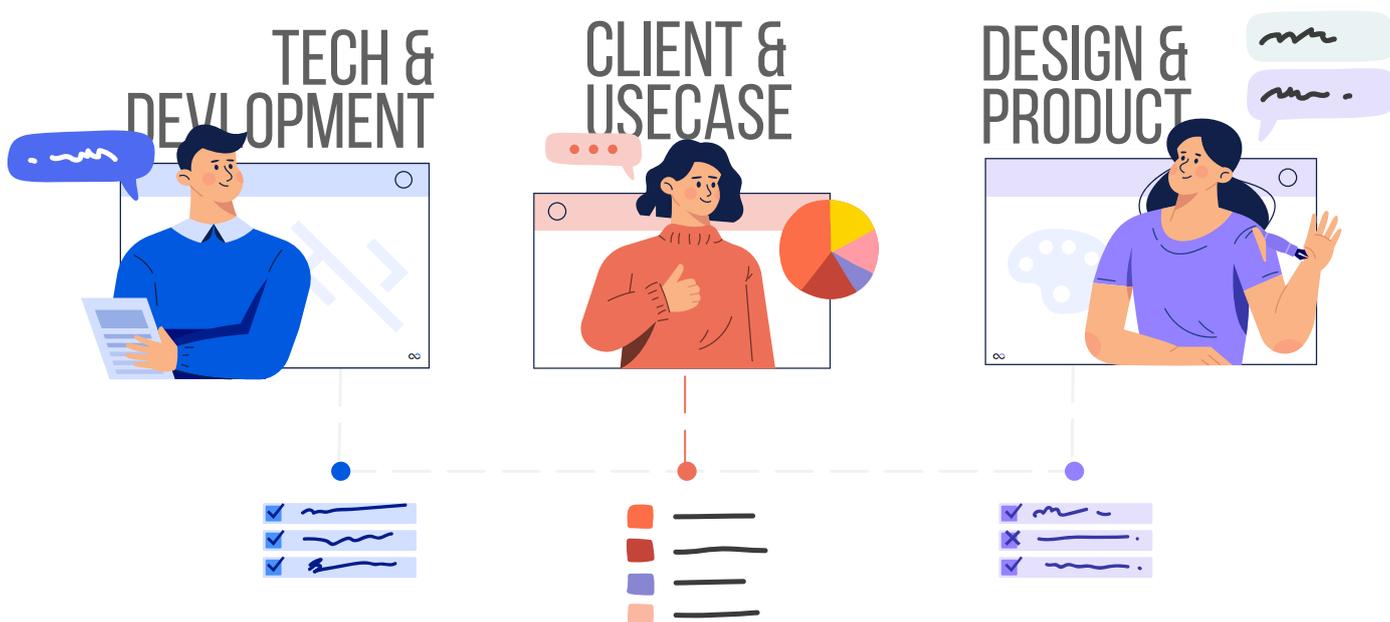
4. Ortigan Brainstorming Studio

We have a diverse group of people associated and working with us, enabling us to expand our horizons in as many domains as possible. Ortigan Development Studio also helps early-stage startups in planning, designing, and developing their prototypes and also building an MVP before they enter the market.

A new idea in its inception phase is like an infant. It needs proper guidance, directions, and inputs for growth. We at Ortigan, are extremely passionate about such new concepts and their implementations.

We take your current ideation and expectations of product to new heights; as well as provide the same with a solid foundation, roadmap, and ways to execute it in an agile way - providing the client with the utmost diverse, and deep point of view on each and every aspect of the product there is, helping us proceed towards the objective in a quantifiable and granular way.

We implement a design thinking practice - trimming and tailoring it for everyone involved in the process to have a very open perspective covering the end-to-end scope of the use case.

REINFORCED & REFINED WITH OUR VERY OWN

5. Ortigan Learning Program

Ortigan Learning is an initiative by Ortigan to educate students amid this pandemic. We thrive at presenting modern-day technologies and methodologies for the students by introducing them to various domains in computer science and designing, providing a hands-on learning experience, thereby opening doors to a plethora of opportunities in the future. We also inculcate the Team Work aspect of every individual student participating in our learning program.

Participants do not only get active knowledge about a particular career stream that they are to master, but they also get to choose it from a variety of interconnected streams and their importance in the actual workflow of a given project

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Cultivating Learning

(Tamaso mā jyotir gamaya), meaning *"From darkness, lead me to light"*, is the philosophy we follow at Ortigan Learning. We are resolute when it comes to teaching and spreading knowledge to people believing in the greater good that it is our moral responsibility to share our knowledge with society.

We are expanding the Ortigan Learning program to institutional and commercial collaboration under which we aim toconduct Bootcamps, Workshops, Seminars, and Webinars.

6. Ortigan Design Studio

Ortigan Design Studio oversees and undertakes the responsibility for full-fledged design systems. We provide our clientele with an entire suite of graphic design services to deliver a seamless and unified experience for their use case and most importantly delivering a good experience with our custom design solutions. Ortigan Design Studio will implement all standard design thinking and implementation process cycles such that the client is always well informed and educated of how the visuals and experience are being designed and inculcated. Ortigan Design studio's Design Ideology aims not only to make beautiful and elegant experiences and products but also those which are Functionally and scientifically lucid.

6.1 Design System

User Experience
We strive to make the product as engaging and intuitive, for users, as possible through suitable transitions, animations, code optimization, et cetera. Because, in the end, we're all users too.

Custom Tailored UI
The user interface is a big part of the User Experience. And we all know - the simpler, the better. We carry out in-depth market research to decide the best user interface for your use case.

Color Schematics
Color theory says that colors can affect us in numerous ways, both mentally and physically. With colors, you can set a mood, attract attention, or make a statement. Setting a color scheme for your use case and audience is extremely vital. We choose the best fitting color scheme for your use case and target audience.

Font Schematics
A font scheme is a set of fonts associated with a publication. Within each font scheme, both primary and secondary fonts are specified. We provide font schemes that are implemented uniformly throughout the specified product range.

Element /Component Schematics
A schema object contains a set of components that represent the definitions/declarations defined in the guidelines. These components, combined, make up for the most functional part of the project and therefore are built with utmost priority of accessibility and ease of use alongside satisfying its intended purpose.

Brand Guidelines
Brand guidelines, also called brand style guides, are essentially an instruction manual and rule book on how to communicate your brand. They lay out all the visual details, as well as important notes about the company's voice, tone, and messaging. They come in the form of a physical or digital booklet filled with examples of what to do and what not to do.

6.2 Graphics

Custom Illustrations
Get your own illustrations the ones following our defined design System
Built from scratch, along with the color, theme, baked just for your needs.

Packaging Design
Packages are containers that contain your product. A pretty packaged product sells better than an ugly one. We make sure yours is pretty.

Publication Design
We help you put your ideas in a much more beautiful format. We design publication materials such as journals, comics, magazines, brochures, etc.

Creatives (impact creatives)
Creatives are the material used to generate leads and sell advertising for marketing which is developed and generated by art directors, creative directors, and copywriters in an advertising agency.

Infographics (statistics/numbers)
Pictorial representation of statistics is the best way to convey them to every audience. A well-placed infographic can help convince an end-user to consider your services.

Environmental Graphic Design
We help you with visual aspects of wayfinding, communicating identity and information, and shaping the idea of creating experiences that connect people to a place.

3D Designing
We design and achieve better immersion with your products and ideas by providing the third dimension to your visualization.

Motion Design
They say, "pictures speak a thousand words". We take it very seriously and deliver motion pictures that will speak a lot more than just a thousand words.

Lettering and Typography
Typography has a huge impact on how you perceive typed words. Let us help you convey yours appropriately so that your thoughts have a positive influence on the audience

6.3 Branding

Logo Designing
The logo is the face of the company. and is the most crucial element of any brand identity schema. Let us design you a better way of representing your company's face.

Advertising Graphics
Adverts are de facto for an aspiring company to move forward in the world. We help you convey better through advertisements by designing them for you.

Templatization
The idea of templatization and automated optimization can be a little unsettling. but the reality, much like the industry itself, is far more dynamic and progressive then a monolith approach.

Image Curation

Image curation is the process of Producing or sifting through large amounts of archives and methodically selecting images around a specific theme. A curator searches and collects the most appropriate and effective images for the intended use.

Social Branding (narratives)

A brand narrative is a central building block of a meaningful brand strategy. It is built upon the insights and information gleaned during the kickoff process, with a particular focus on the business-related shifts the brand seeks to make.

Theme content
A content theme is a broad topic a series of sequential blog posts you publish fall under. Basically, you choose a topic to focus on for a set period of time, such as a week or an entire month. Nearly every post you publish during that time should focus on that topic in one way or another.

Social media management
Let's face it - Social media is here to stay. Being famous on social media is worth way more than what people think it is. We care about your social media status

6.4 Marketing & Print

Marketing materials are items that communicate your marketing message to customers. Effective marketing materials serve as a reminder to call your company and use your services.

Printed marketing materials tend to float around. Not only that, but if you're selling a "high involvement" product — something that's expensive or important such as a furnace, or a high-priced service, your customer will want to have that information close at hand.

Printed marketing materials get passed around.
One of the great things about marketing collateral is that they have a long "shelf-life" and get passed around from one prospect to another.

Documents

Brand Guidelines
Booklets
Brochure
Certificates
Menus
Portfolio
Catalog

Product

Product Designing
Product Photography
Industrial Photography
Food Photography

Heavy Set

Banners
Posters
Flyers
Standee
Digital Boards

Subtle Set

Paper Bags
Table test
Bookmarks
Door Hangers

Stationary

Letterhead
Notebook, Diaries
Envelops
Digital stamps
Stickers
Bill book
Notecards
Thank you card
Bookmarks
ID cards
Lanyards
Caps
Face masks
Calendars
Posters
Folders and files

Merchandise

Custom Badges
Custom Clothing
Custom Bands
Custom Pens
Custom Mousepads
Custom Mugs
Custom Masks

Decals
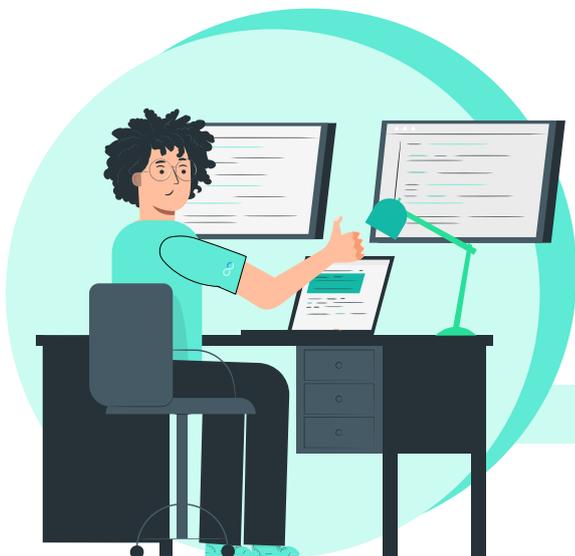
Laptop Decals
Label Designing
Vehicle Wrap

7. Ortigan Network

Team Ortigan has been a witness to the unprecedented opportunities, challenges, and responsibilities that come your way if you choose anything other than a corporate life. We wish to share this journey with someone like us, who is willing to innovate, learn and think outside the box.

For the past year now, this community has seen the addition of new Mentors & Mentees, Teachers & Learners, Seekers & Providers and is turning out to be a fun environment where you can discuss and share new Ideas & Implementations, Problems & Solutions, it has also been the backbone of our Learning Program wherein we impart and preach Design & Tech Stacks.

Join the community of Developers, Designers, and Tech enthusiasts.

We build your custom software application that will simplify your use case, business productivity, and user interactivity; all while we establish your brand digitally across every vertical possible. We are entrepreneurs who invest in entrepreneurs, helping businesses and organizations find more flexibility and agility in their workflow.

If you have anything in the spectrum from an idea, plan, design, scheme, project, proposal, proposition, suggestion, recommendation, aim, intention, objective, purpose, goal, or a vision, we will help you build it in an elaborate and granular way like we just did.

Find us at

P-1, 10/7, Saptashrungi Cooperative Housing Society,
N-7, CIDCO, Aurangabad, Maharashtra
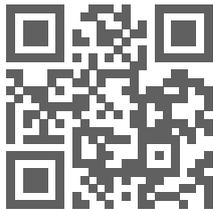
Connect with us at

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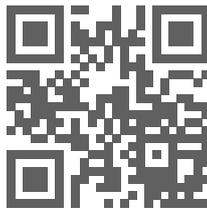+91 8830 884 994   N-2. Cidco Aurangabad, MH India. 431001

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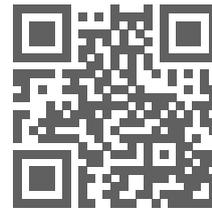
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AS SIMPLE AS THAT

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