



# Web/Mobile Services

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Motivity Labs helps in building an architectural style, which easily lets our customers add and configure features for mobile applications. This augments user authentication automatically and helps in better data storage. Automatically created backend logic helps in getting push notifications, easy delivery of content, and analytics. Once the services are delivered, Motivity Labs helps you to track usage of your applications through testing on real devices. All this is achieved from a single, integrated console.

### **Web:**

Maintaining an optimal online presence gives us many advantages over more traditional marketing avenues. However, these advantages can be rendered irrelevant without an educational, engaging, and endearing website design created by a knowledgeable web design company. The combined insight and understanding of the employees at Motivity labs can help make an aesthetically-pleasing, and highly-interactive site for your customers. Motivity labs, works in collaboration to include our client's input throughout every step of the website design process. After all, no one understands your brand's image better than you.

The main goals of the user interface (UI) design of your website and various mobile platforms is to make interaction as efficient as possible and to anticipate everything a user may need while navigating the components of your digital presence.

An interface that is properly designed around the user will not only anticipate needs of customers but will provide the necessary functions and various elements to easily complete the actions they desire. These elements that appear in your business' interface make completing a task both easily and effectively. Though there are several interface elements, like input control or navigational components, to help ease a user's experience, the most important factor is keeping the overall design simple. A complicated and difficult-to-use design has the potential to dissuade your customers from using your digital and mobile outlets.

Your website serves as your company's first impression, business card, and a symbol of success. By adhering to your overall digital media plan, our team will build a creative yet practical foundation for sustained success.

### **Mobile:**

With technology access now at everyone's fingertips, it's no wonder ideas for new Android and iOS mobile applications are constantly being dreamt up.

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However, what to do with your next brilliant app idea might be a mystery. Whether the idea is complex or simple; for a small business or a large enterprise, creating attractive and engaging mobile apps that deliver exactly what consumers expect and desire is Motivity labs core competency.

It's one thing to strive to meet the ideas and needs of clients. As app developers, we are also tasked with ensuring the end user's experience is as pleasant and efficient as possible. From backend development to frontend User Interface and User Experience design, Motivity labs provides full consultation services and/or will work with you to create the most beautiful and functional app possible across all platforms.