EXCEPTIONAL PRODUCTS & EXPERIENCES
delivered to market in record time

Our Clients Have Been Featured In:
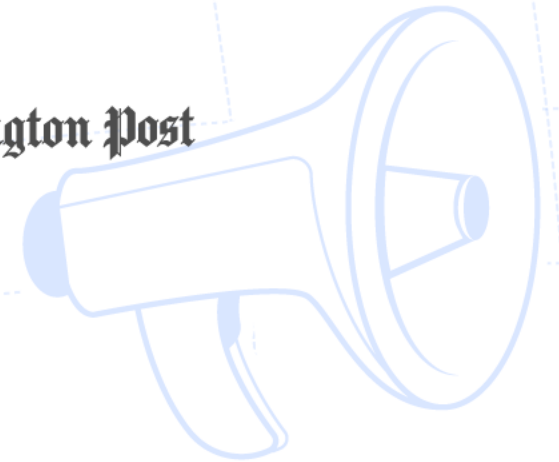
theguardian | abc | WSJ | FOX NEWS channel

WIRED | Bloomberg | TIME | The Washington Post

HELLO!

We are NotionTheory, a team of designers and engineers dedicated to standout product development. Our work ranges from web & mobile apps to experimental next-generation technology in virtual reality and artificial intelligence.

Technologies & Competencies

Web Applications

Mobile Applications

Virtual Reality Applications

Augmented Reality Applications

Artificial Intelligence & Machine Learning

Brand & Identity Design

3D Design & Animation

What can we do for you?
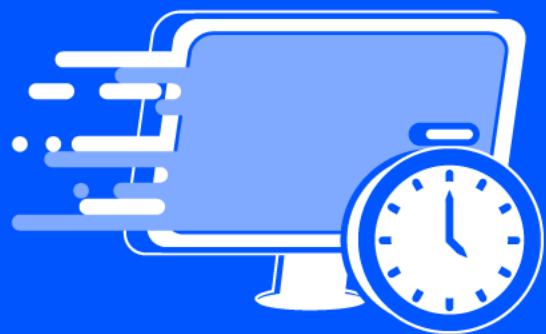
NotionTheory

Logically Creative

OUR PROCESS

At NotionTheory, every product begins with a shared vision and a clear execution strategy. We work with your team to identify key metrics of success and ensure your product reaches those performance goals to deliver a significant ROI.

USER-CENTRIC

We leverage usability testing tools to understand how users will interact with your product to maximize user engagement and satisfaction.

DESIGN-FOCUSED

We're experts in combining form with function and know intuitive aesthetics play a key role in shaping the user's experience and getting your brand's message out.

RAPID DEVELOPMENT

Our exceptional in-house engineering team has launched over 45 products to market in record time - and as advocates of lean startup methodologies we know exactly what features should be highlighted in your product.

POST-LAUNCH SUPPORT

After your product launch, our team is on call to provide maintenance and support services to help you continuously improve and update your product based on user feedback.

FWD.us

PRODUCT-TYPE: WEB   **SECTOR: NON-PROFIT**

Product Description: FWD.us is an organization started by key leaders in the tech community, such as Mark Zuckerberg and Bill Gates, to promote comprehensive immigration and education reform policies to keep the United States and its citizens competitive in a global economy.

Challenge: FWD.us' needed a website that not only informed the world about their ambitious agenda but also encouraged site visitors to take immediate action through viewing, sharing and uploading stories and letters to Congress.

ROI: FWD.us' *most interactive website to date*, including a robust backend CRM solution to manage chapter constituents and measure reach-out efforts. We custom-engineered an online video platform for the #BuiltByImmigrants campaign, empowering immigrants to upload and share their personal stories. In order to maximize impact, we integrated all major social media platforms and added a feature to let viewers send trending stories directly to Congress with the click of a button - resulting in hundreds of thousands shares, media mentions, calls to action and ultimately, traffic back to the website.
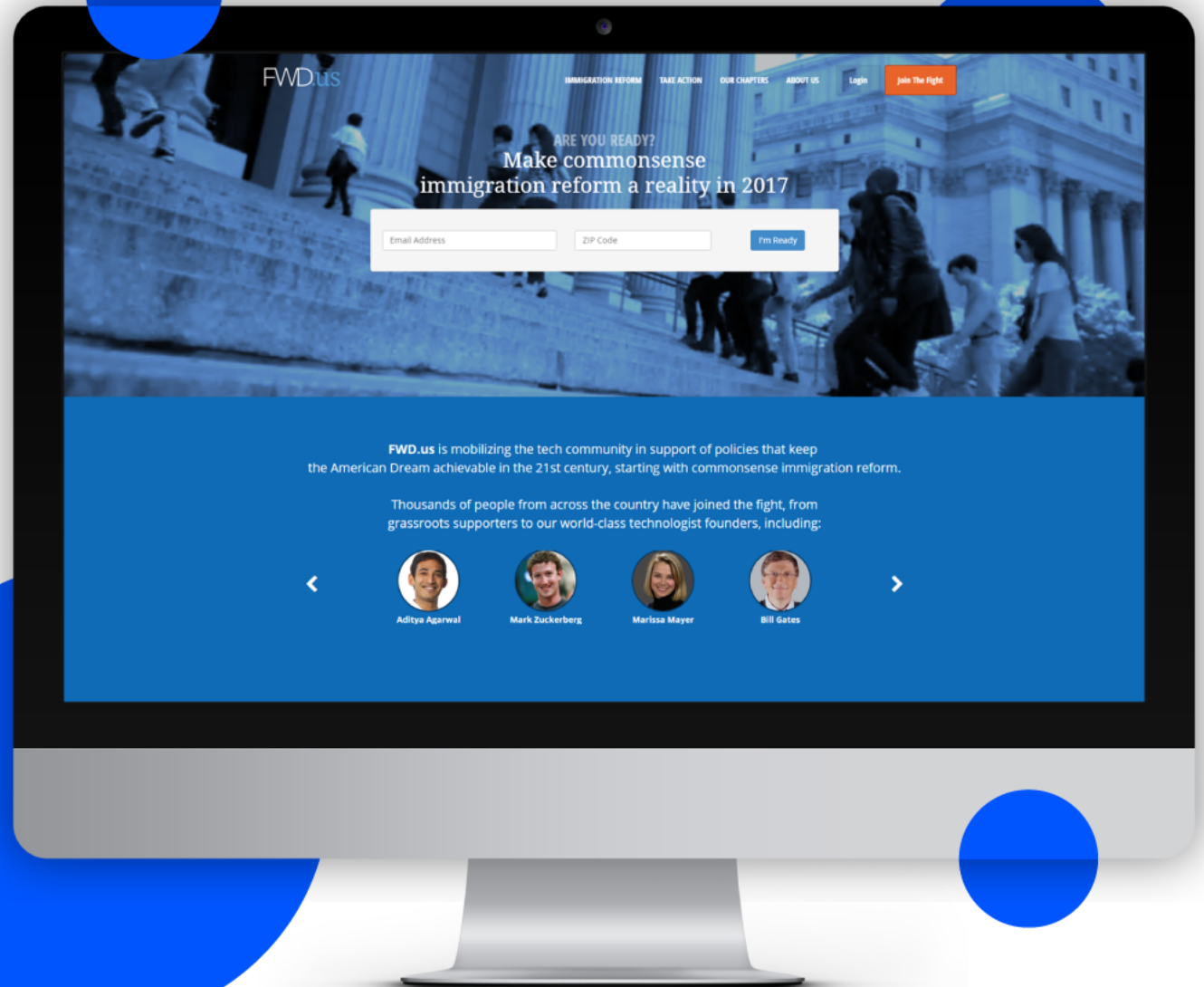
SUPERCOOK

PRODUCT-TYPE: WEB   **SECTOR: FOOD-TECH**

Product Description: Supercook takes your leftover food, ingredients, and curates delicious recipes in seconds.

Challenge: 30% of available food supply goes to waste. Supercook came to NotionTheory with a mission to use technology to turn leftover ingredients into delicious recipes and meals in the form of a user-friendly web application.

ROI: Supercook's new and improved user dashboard saw increased product engagement with their customers as a result of expanded product functionality. To optimize the user-experience, we built a single-page, mobile-first web application - allowing users to seamlessly switch between recipe results and filters without the hassle of switching between screens.

GLAMHIVE

PRODUCT-TYPE: MOBILE   SECTOR: FASHION

Product Description: Glamhive is a style and fashion app that rewards you for posting, sharing, and shopping your unique style on social networks. Whenever someone purchases a clothing item because of your brand evangelism, you get a cut of the reward.

Challenge: Glamhive needed an app with a cutting-edge design that echoed the bold style-shapers that make up the Glamhive community and could hold its own against fashion giants like Polyvore and RewardStyle.

ROI: Glamhive earned recognition for empowering the everyday fashionista through a first-of-its-kind app that lets trend-setters share pictures of their style with their friends and followers, tag their looks and reap rewards when fashion hunters shop their style. Post-launch, Glamhive has developed partnerships with 700+ retailers and raised over $1M in startup funding.
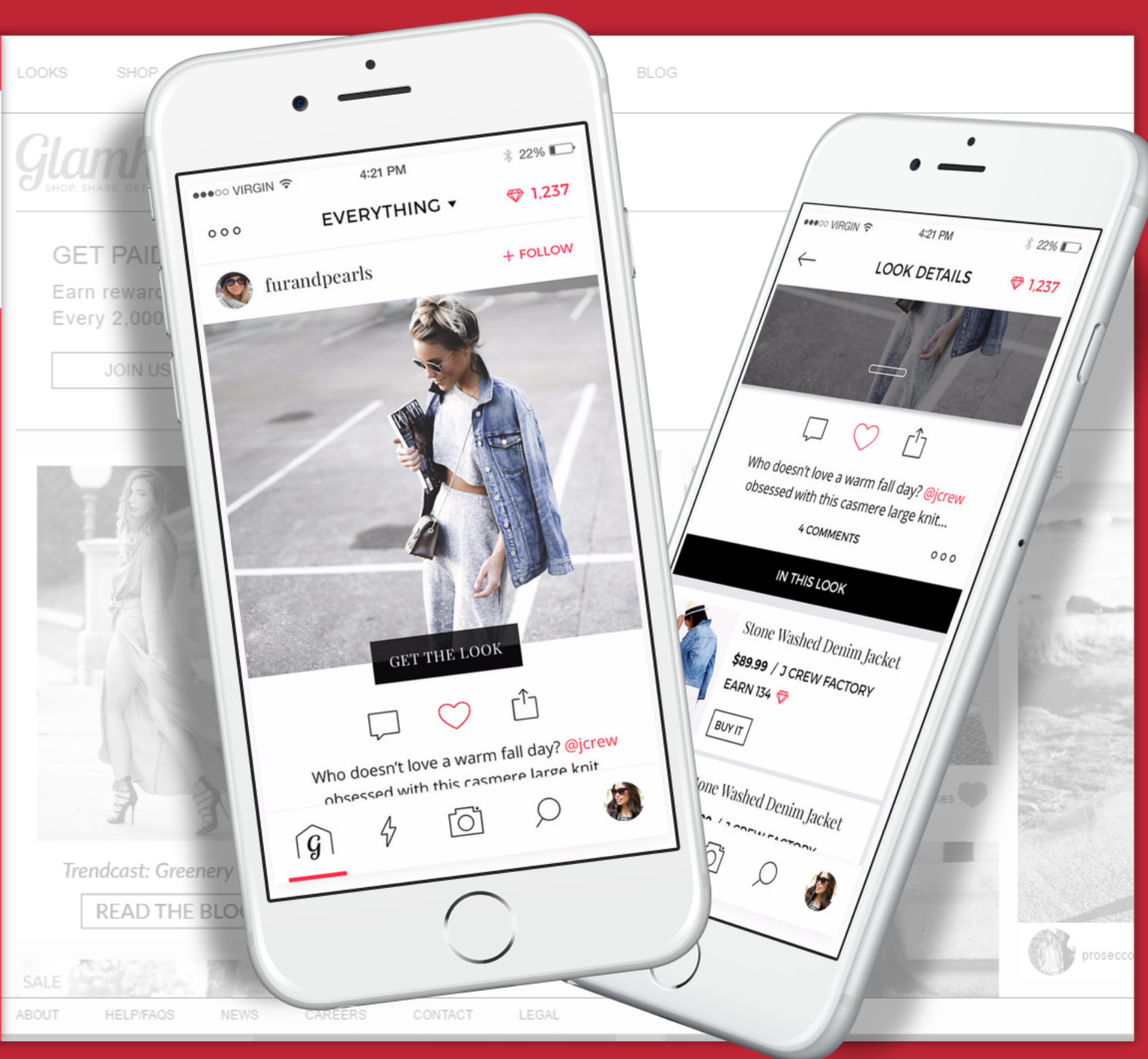
TRUSTIFY

PRODUCT-TYPE: WEB   SECTOR: PRIVATE SEARCH

Product Description: Trustify provides clients direct access to experienced and confidential private investigators on-demand.

Challenge: Trustify came to NotionTheory in need of additional development firepower to spearhead a new product on a tight deadline. Within days of meeting, our engineering team was all-hands-on-deck to build and deliver the first version of their product within only weeks of the new year; their busiest time for new customer onboarding.

ROI: The custom-built registration workflow for onboarding new customers not only improved data collection for customer analysis, but provided more contextual information to match customers with the most relevant Private Investigator to solve their need, enhancing the on-demand experience.

VIRTUAL TOUR

PRODUCT-TYPE: VR MOBILE APP | **SECTOR: REAL ESTATE**

Product Description: A virtual reality application that lets homebuyers explore properties all over the world from the comfort of their living room.

Challenge: REX, a leading brokerage firm, needed a tool to showcase luxury residences to top clients interested in purchasing homes. REX worked with Legend 3D to capture 360 degree photos of their properties and approached NotionTheory to build the VR application.

In order to ensure that the application could be used on any device, with any headset, we developed the product using NotionTheory's custom WebVR framework. Prospective buyers access the list of available homes from their own mobile device - no software download or installation step required.

ROI: REX increased customer engagement, buyer confidence and helped agents cut down on wasted time and reach their point of sale faster.

ADAPTIVE TECHNOLOGY

SIBLEY MEMORIAL HOSPITAL
JOHNS HOPKINS MEDICINE

👓 **Goal:** Enhance customer-care.

👓 **Challenge:** How can a hospital chapel meet the religious needs of a diverse set of patients?

👓 **Solution:** Using a Microsoft Hololens and speech recognition technology, we created an augmented reality solution where patients simply state their religion to transform all of the religious iconography in the chapel to their specified religion.

THANK YOU!

We treat every client like they're our only client.

Engage with us: team@notiontheory.com

Learn more at: www.notiontheory.com

Let's Talk Ideas

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