

Anantshala

Digital Experience Sculptors



Anantshala Aura: Illuminating App Creations

Why you should choose Anantshala
for your App Development Project

Let's Go!



Research And Market Analysis

Before starting any project, we prioritize thorough market research and analysis.

The team at Anantshala researches top-performing apps within our clients' business categories to understand and analyze competitors' presence. This allows us to help our clients remain competitive and strong in the market by enhancing functionality, features, and visual appearance.





Optimum Utilisation With Min. Resources

In the competitive world, cost plays a major role in standing out from other players in the market. Developing and designing apps requires a lot of work, which also brings significant costs.

With this in mind, Anantshala focuses on the **optimal utilization of limited resources**. We achieve this by leveraging the power of AI tools to build the basic structure of an app, which ultimately reduces costs effectively for our clients.



Cross Platform Apps

Minimizing unnecessary tasks significantly reduces the cost of app development and design for our clients.

Keeping this crucial point in mind, we at Anantshala use Flutter as our framework for application development. **Flutter** allows us to build **cross-platform** apps using the same codebase for both Android and Apple devices, effectively reducing costs for our clients by a significant margin.



Systematic Process Of Design/Dev

Adhering to a defined process or workflow ensures quality and professionalism in the final outcome while also creating a smoother experience throughout the project.

At Anantshala, we focus on following a pre-defined workflow, allowing us to consistently exceed client expectations and contribute to their growth, which is our ultimate goal.



Continuous Feedback

Continuously gathering feedback and maintaining regular communication with clients ensures a smooth workflow and minimizes the risk of conflicts.

At Anantshala, we strongly believe in this approach and stay connected with the client from day one of the project. By continuously gathering feedback and keeping the client informed of daily progress, we minimize the chances of conflicts and facilitate a smoother experience for both parties.

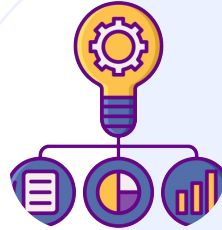
Process We Follow

Our app development process encompasses thorough stages, from grasping client requisites and market dynamics to crafting a compelling design, robust development, rigorous testing, successful deployment, and consistent post-launch support. This holistic approach ensures the creation of an exceptional app that not only meets your objectives but also resonates with users.



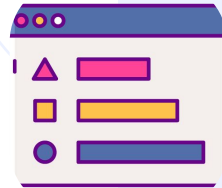
1.) Discovery & Research:

- *Understand the client's requirements and objectives.*
- *Conduct market research to identify competitors and potential gaps.*
- *Define the unique value proposition (UVP) of the app.*



2.) Ideation & Strategy:

- *Brainstorm features and functionalities.*
- *Prioritize features based on importance and feasibility.*
- *Develop a clear roadmap for the app's development.*



3.) Design

- **Wireframing:** *Create basic blueprints of the app's layout and functionality.*
- **Prototyping:** *Develop an interactive model of the app to visualize the user journey.*
- **UI/UX Design:** *Finalize the app's visual design, ensuring an intuitive and engaging user experience.*



4.) Development

- **Front-end Development:** Build the user interface of the app.
- **Back-end Development:** Set up servers, databases, and APIs required for the app's functionality.
- **Integration:** Ensure all components of the app work seamlessly together.



6.) Deployment

- Prepare the app for launch by setting up hosting, databases, and other necessary infrastructure.
- Launch the app on the desired platforms (e.g., App Store, Google Play).




5.) Testing

- **Functional Testing:** Ensure all features work as intended.
- **Usability Testing:** Evaluate the app's user experience.
- **Performance Testing:** Ensure the app works smoothly under various conditions.
- **Security Testing:** Identify and address potential vulnerabilities.



7.) Post-Launch Support

- Monitor the app's performance and user feedback.
- Address any bugs or issues that arise.
- Regularly update the app with new features, improvements, or security patches.



**Want to see
our client
work?**

Scroll down to see ↓

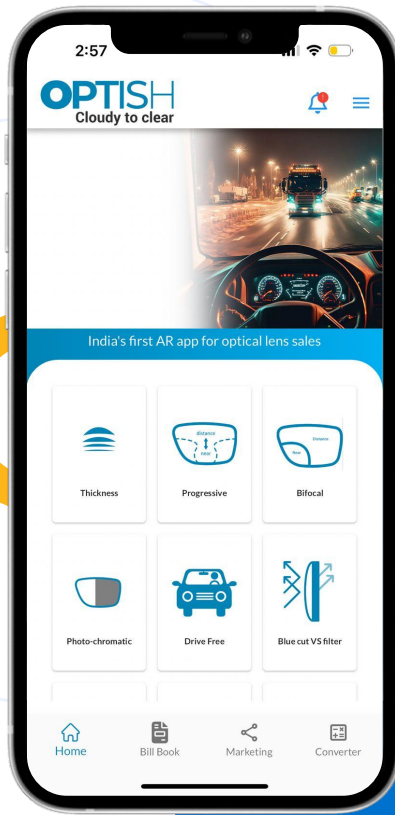


Optish

Optish is an app we designed and developed to meet our client's needs. It helps retailers boost their sales by demonstrating the practical benefits of various lenses, generating sales invoices directly within the app, and offering marketing content that retailers can share with their target audience, all branded with their own name.

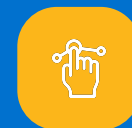
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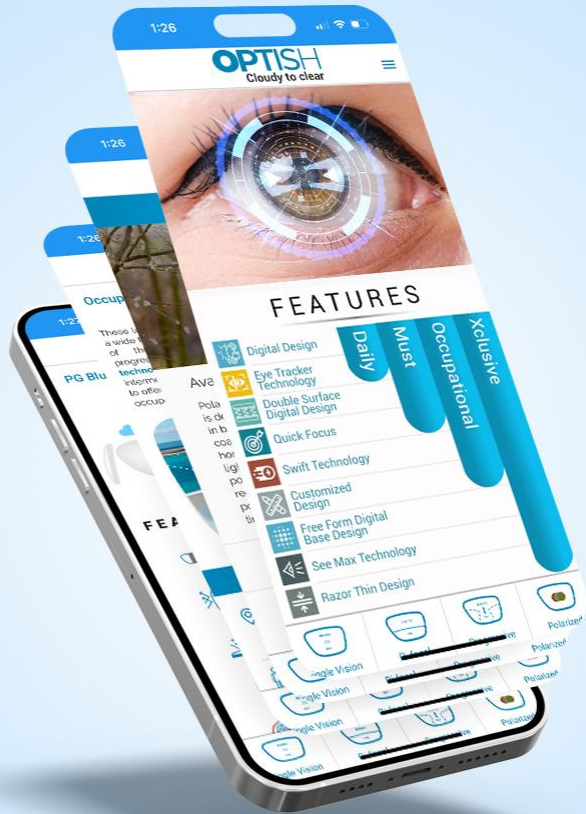
Practical Use Cases of Product

Using AR, use cases and benefits of different types of lenses are explained.



Marketing & Billing

Retailers can generate sales invoices directly within the app, streamlining their operations, while also accessing and sharing branded marketing content with their target audience.



Apart from the app we designed and developed for Optish, we also created a web app for Optish as well..

This informative website serves as a catalog for Optish and is currently live at www.optish.in (please visit the link on mobile devices only), considering that 90% of their users access the site via mobile phones. Optish chose not to make it responsive, so the UI is designed solely for mobile devices.

Virtual Almari

Virtual Almari required a sophisticated mobile application that could showcase clothing prints from images on 3D models. The app needed functionalities that allowed for interactive texture changes to enhance the fashion experience for users.



Character Modeling

Utilized Character Creator for developing accurate human figures suitable for apparel fitting.

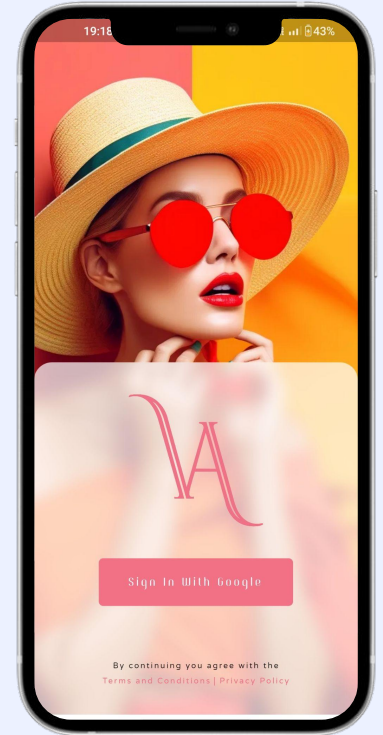
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Application Development

Combined Flutter and Unity Engine to build a robust mobile app that handles complex 3D manipulations seamlessly.

[Download App](#)

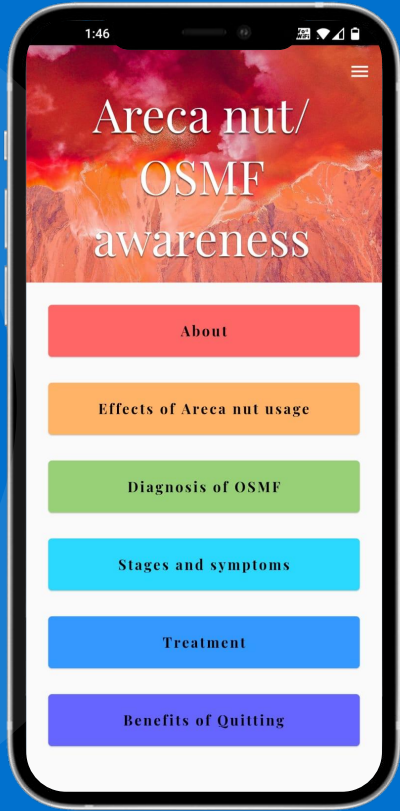




With expertise in 3D animation, we created all the 3D models and outfits in-house, in addition to the app's design and development.

We used Clo3D, Marvelous Designer, Blender, and Substance Painter to create the models and outfits

This unique combination of 3D animation and App Design/Development as a part of our services sets us apart from other agencies, making us the ideal choice for brands looking to integrate 3D modeling into their apps.



Areca Nut OSMF

A team of dedicated doctors aimed to develop an application that educates users on Oral Submucous Fibrosis (OSMF) – its causes and interventions. They also required detailed 3D animations to simplify complex medical concepts for easier understanding.



Expert-Led Application and Animation Development

With Dr. Gopal at the helm, our team utilized the Flutter framework and Firebase for backend services to swiftly develop the application. The app features high-quality 3D animations



Impactful Delivery

The quality of the animations and the comprehensive nature of the app led to its feature in prominent media outlets like The Times of India, significantly raising awareness about OSMF and its treatments.

[Know more](#)

[Download App](#)



In addition to app design and development, our in-house expertise in 3D animation allowed us to create 3D explanatory videos and elements to raise awareness about the dental issues related to Areca Nut/OSMF, making the app even more valuable for end users.

By combining 3D animation with app development, we were able to deliver the required solution at an optimal cost.

Areca Nut/OSMF App was also featured in Times of India. [Know more.](#)



Let's Get in Touch!

Have any queries or something you'd like to discuss? Need to clear up any doubts about our process, work, or anything related to our service? Feel free to reach out to us at the contact details shared in the side panel.

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Thank You

For showing interest in our services

