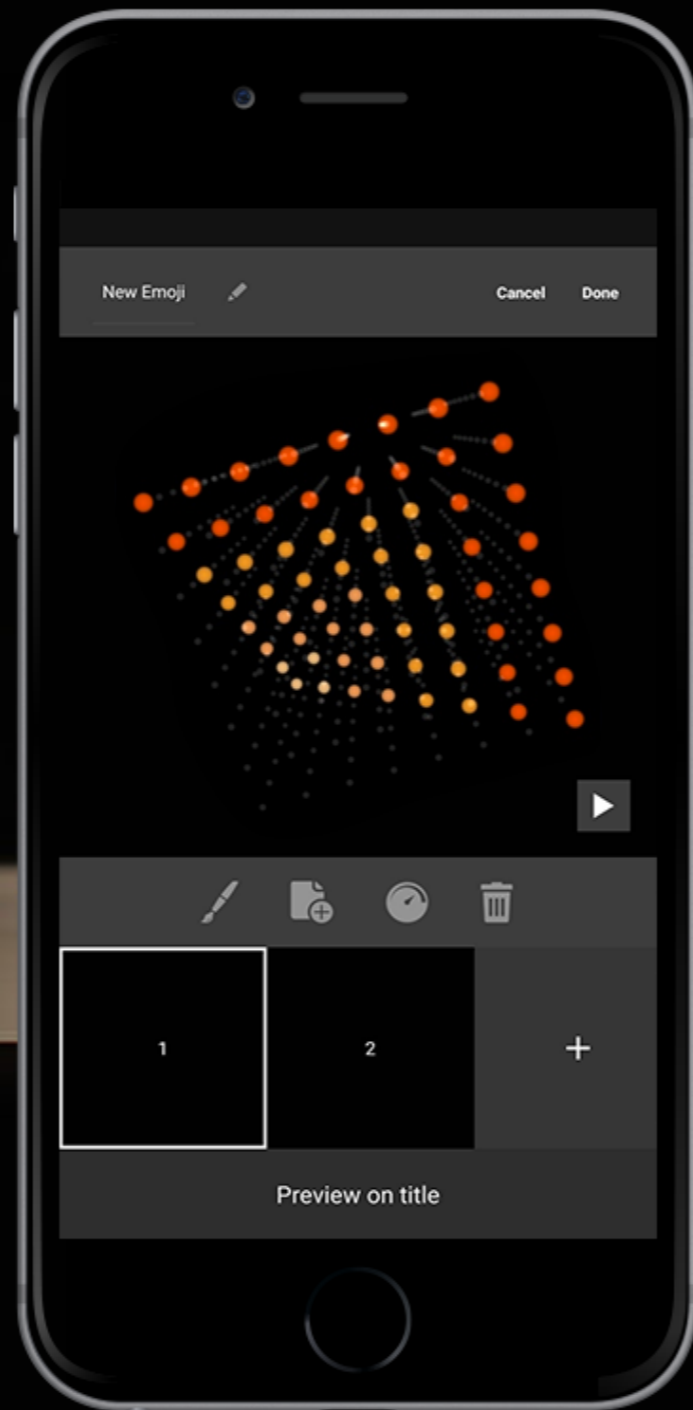
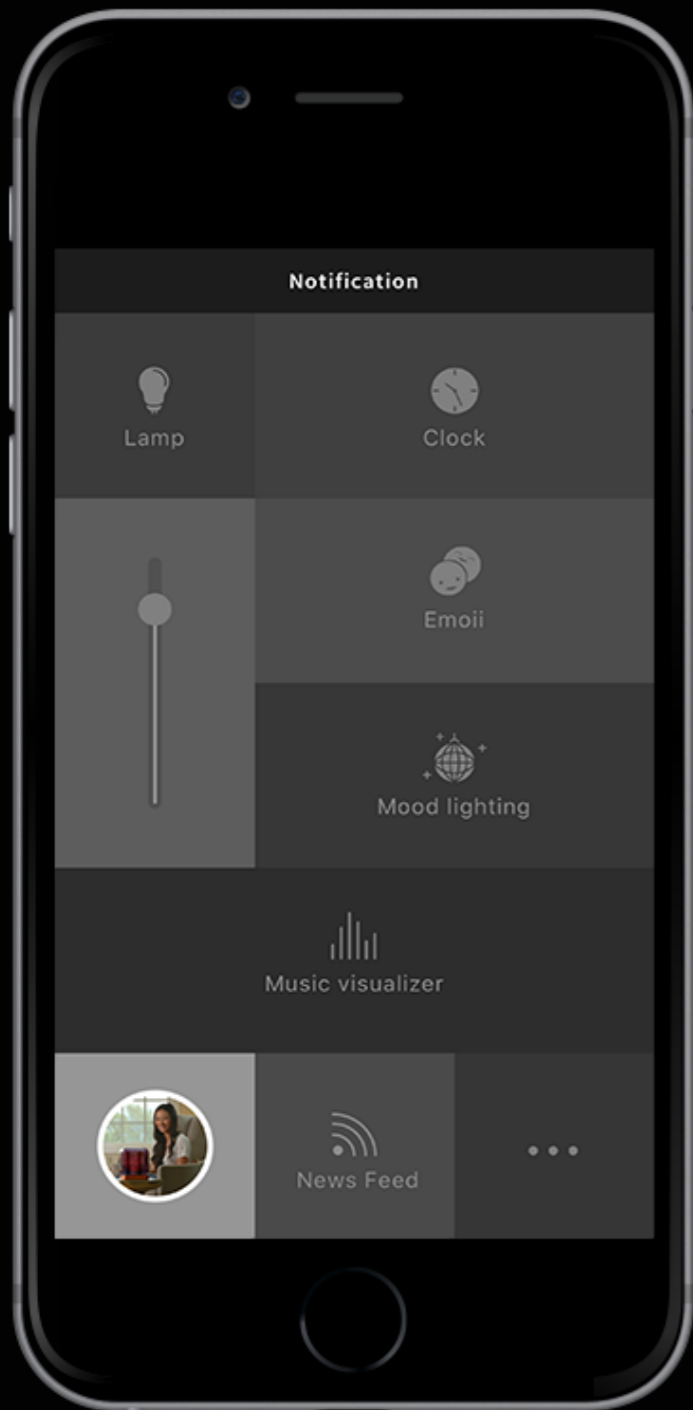


Clarity



Case Study - Tittle

IoT Software Development



Project Background

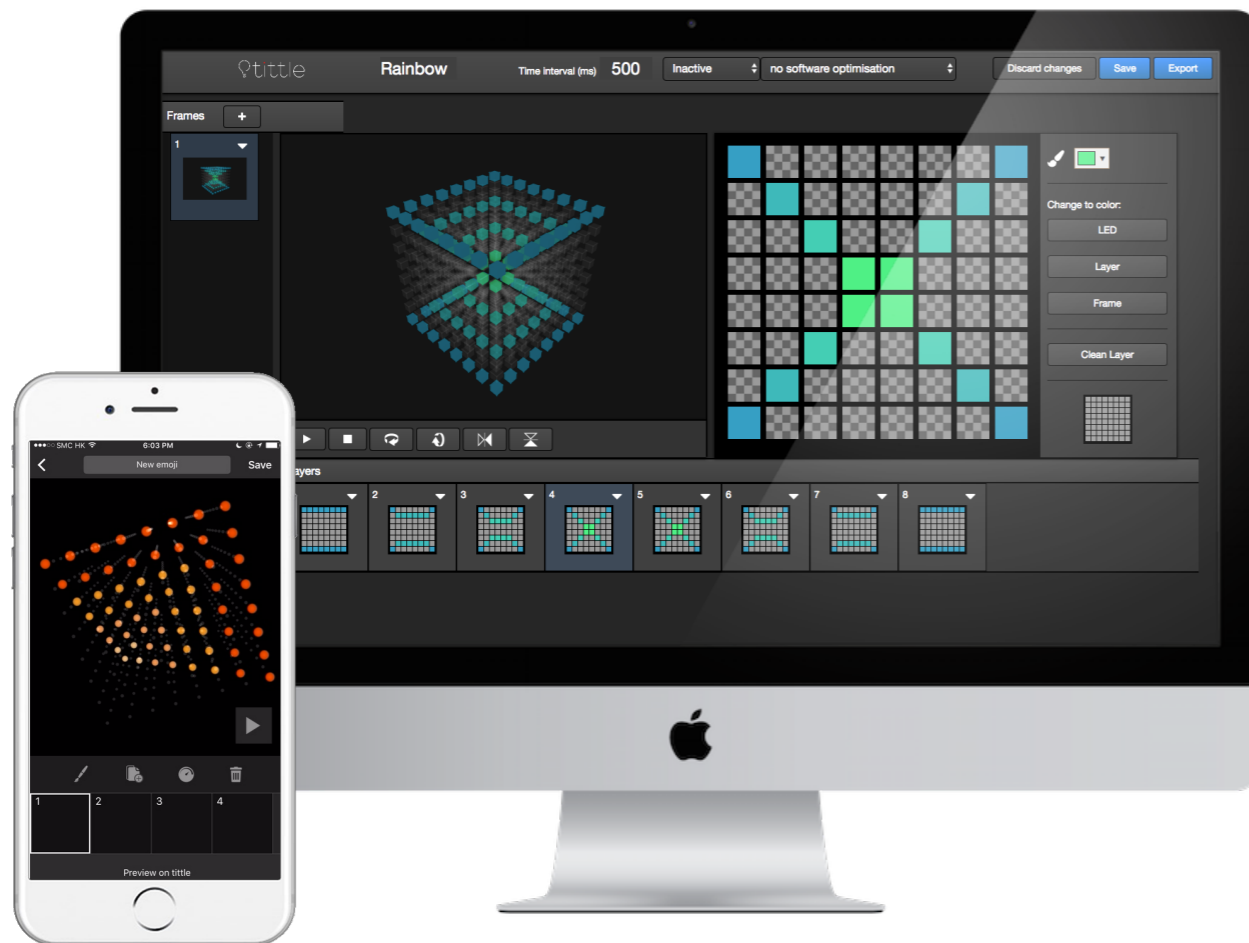
Tittle is an interactive LED cube that allows users to play light animations from their mobile app.

Clarity worked with Tittle in the following areas:

- Built the iOS & Android native mobile app
- Built the e-commerce website
- Built the web application for the “Paint Emoji” function
- Implemented the data structure and transmission method for connecting the hardware



Feature Highlight



Paint Emoji

We helped Tittle develop the “Paint Emoji” function, which enabled users to create their own emojis from Tittle’s web or mobile app.

Users could preview and share the paintings with their friends, which enhanced the interactivity of the product.

The Product



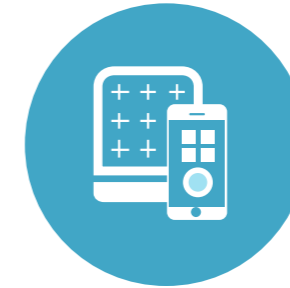
Challenges And Solutions



Delivery Schedule

Our client wanted to showcase the product at various exhibitions. The product delivery schedule had to align with those events.

We employed the agile methodology to keep tasks on track. By separating the project into sprints, we estimated the time and works accurately.



Different UX&UI

Tittle app served for the hardware, and had different user behaviours than e-commerce or social media apps.

We employed a different design style to make the app look as a control tool for Tittle. We also added animations to interact with users.



Cross-team works

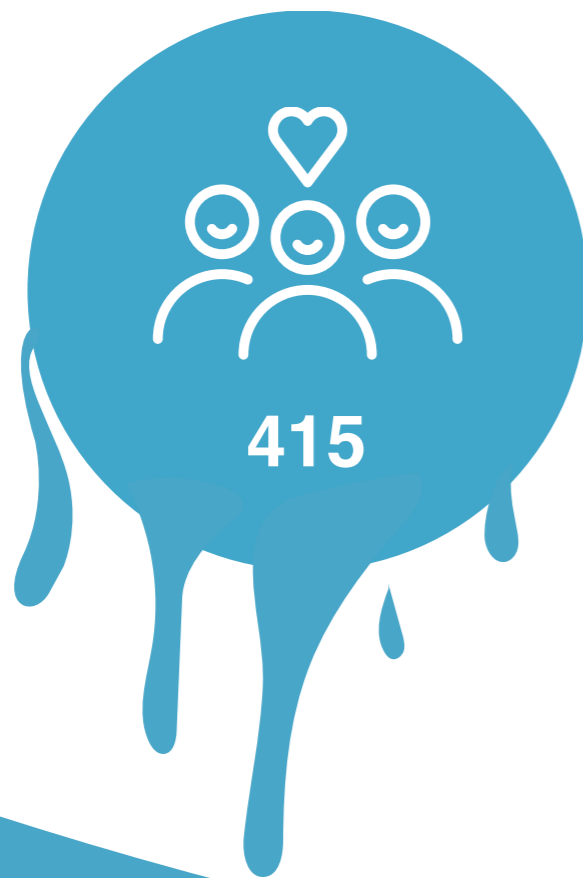
Bugs came from firmware, hardware to software. Cross-team efforts were often required to fix bugs.

We arranged team meetings regularly to discuss the problems and solutions. We prepared documentations to let other teams understand the software issues.

Tittle – Startup Success

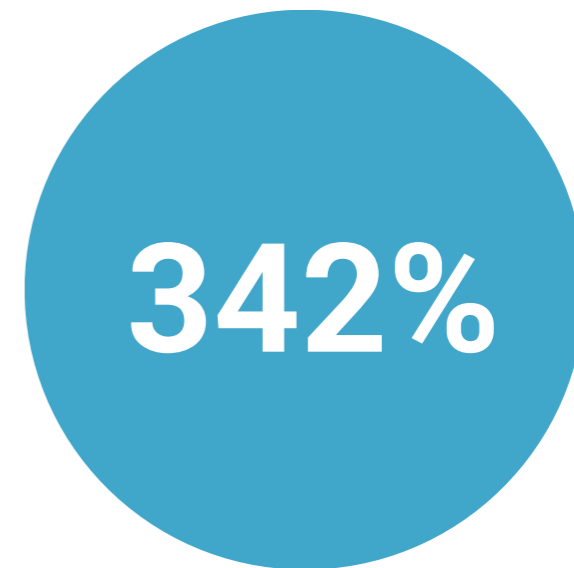
The iOS app we created for Tittle enabled them to showcase their product to distributors. They then ran a successful campaign on Indiegogo.

Backers



INDIEGOGO

Funded of its funding target



USD total fund raised



Kinsen Au
Founder & CEO,
Tittle

“Clarity has been a tremendous partner while developing our mobile app for Tittle Light. Their amazing team offered us excellent advice at both UI as well as precise technical issues. We are super happy with their service and would love to continue to build more amazing products with them in the future!”

Choose Clarity As Your Software Developer



**Strong Project
Management**



**Quality
Products**



**Clear
Communication**



Experienced Team

Next Steps / Working Together



Andrea Livotto

andrea@clarityhk.com

(852) 6500 5798

We look forward to helping you reach your goals with our technology expertise.
Please contact us with any additional questions.

<http://www.clarityhk.com/>

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