

Trueweavers Company Profile

interactive professional services - trueweavers.com

E-mail : sayhello@trueweavers.com, harviuk@gmail.com

91-946-328-2876, 978-001-2126

Postal Address: trueweavers, 107 Santokh Nagar, Ludhiana-7, Punjab India

Trueweavers is an accomplished interactive professional services firm specializing in user-centric, dynamic application development, design, marketing, and hosting. Our solutions empower forward thinking companies to redefine their business through the innovative use of advanced technology.

Trueweavers is a privately held firm based in Ludhiana, India. The company is comprised of a select group of designers, developers and strategists. We combine the industry expertise, business infrastructure and processes most associated with larger firms, while also maintaining the free-spirited culture, progressive style and personal service typically found only in smaller boutique firms.



Since its formation in March 2008, Trueweavers has become one of the leading design and technical development firms in the region.

You can drop an email sayhello@trueweavers.com or harviuk@gmail.com to our team or call us at 91-946-328-2876, 978-001-2126

Our Team

At trueweavers, we don't have a B Team or a C Team; there is only an A Team. What does that mean to you? It means that every project we undertake receives the best that our firm has to offer.

We foster the principles of commitment, integrity and teamwork. We set the right priorities and follow through with them every time. That's why we are recognized as one of the leading interactive services firms in the area. That's also why the majority of our new business comes from word of mouth, for which we are quite proud.

Our Process

Trueweavers typical development process includes five major steps; Define, Architect, Design, Build and Deliver. The defined production process includes primary activities, milestones, approval points and deliverables. This helps to insure that projects stay on time and on budget. It also greatly improves communication and sets expectations.

Below you will find a listing and descriptions for the standard production process steps.

1. Define

The initial phase is an important fact-finding, dialogue-based process during which Trueweavers will confirm project goals, technical requirements and the key business drivers supporting the project. It is only after fully understanding all these pieces that Trueweavers can solidify the final project scope, timeline and budget.

Activities during this phase traditionally include discussions on objectives, creative, content/content management requirements, existing applications and/or databases, and third-party services. The end result is a detailed strategic plan that assures the project will meet the desired goals.

2. Architect

During the Architect phase, Trueweavers becomes immersed in the consumer experience, both online and off, and crafts a site architecture that is ultimately user-centric and intuitive, delivering on customer needs and providing an enriching experience.

The deliverables of this phase are sitemap and wireframe diagrams. A sitemap is an outline of a site's hierarchical structure detailing what pages/functions should be grouped together and includes definition on the specific names of sections and pages. Wireframe diagrams are a basic visual guide used to suggest the layout and placement of fundamental design elements including copy and user options within the interface design. For example, they help define the positioning of global and secondary levels of navigation in a prominent and intuitive position, as well as provide areas for utilities such as searching.

3. Design

The Design phase represents the conceptualization or creative portion of the project. The goal of this phase is for Truweavers and the client to settle on a general creative direction that drives both the message and the visual personality of the business.

The visual design of the website is the synthesis of the research and planning that has taken place in the Define and Architect phases. Truweavers design team will take the inspiration provided from various creative exercises to create mock-up or the “look & feel” design compositions that include colors, navigation placement, user options and content areas so that the presented designs attempt to portray the look and feel of the finished website.

It is important for the designs to reflect the client brand (i.e. logo, color palette, font, etc.), work for the type of functionality and content that will be present on the site and also be useful for the audience. Clients frequently gravitate towards one design combining elements from the other to produce a final design. Once the overall “look & feel” has been approved, the design can be applied throughout the site or application with the ability to customize sections as the need occurs.

4. Build

Upon completion of the first three phases, Truweavers and the client will have produced the final functional requirements, content strategy and creative direction that will be adhered to throughout the project. With all of the approvals in place, Truweavers production artists and engineers are now in a position to create databases, develop code and construct all pages. It is also during this phase when the content management system will be developed (if the project requires) to maintain dynamic areas of the site.

The end result of this phase is a website that is technically flawless and reliable while the technology itself remains invisible. The user, after all, cares about the user experience – not the tools used to create it.

5. Deliver

When the build has been completed and the project has passed internal quality assurance testing, it is then made available to the client for acceptance testing. Truweavers provides a staging environment for all projects to facilitate testing at any location. The staging

environment will mirror the live production environment that was agreed upon to maximize testing effectiveness. Upon final client approval, the site is deployed and made available to consumers.

Part of the delivery includes drafting a measurement strategy that enables Trueweavers to evaluate how well we executed against the strategy, quantify the actual return-on-investment, and modify and improve the site to deliver success in even greater measure.

Our Vision

The foundation of our success is our desire to listen. We don't sell an "off the shelf" product, we assemble a dedicated team to develop and deliver valuable custom solutions based on your requirements and your business model.

While there's a lot that goes on during our process, the end result can best be summed up by what we ultimately deliver - great creative ideas, robust technical solutions and timely, on-budget delivery.

We have a proven track record in the world of interactive professional services. We have delivered exceptional value to some of the largest brands in the Southeast and we're more than confident we can do the same for you.

We support businesses in the following ways:

- Develop solid Internet strategies and execution plans for deploying strategic eBusiness initiatives
- Utilize the Internet technology to improve company communication and processes both internally with
- employees and externally with vendors and trading partners
- Help companies gain competitive advantages by deploying cutting edge communications tools and technologies
- Increase revenue opportunities by opening up new interactive business channels and markets
- Implement innovative and measurable Internet Marketing programs that focus turning qualified visitors into customers
- Decrease costs by implementing process efficiencies that utilize interactive technologies
- Build long-term partnerships with our clients by consistently proving the value behind our strategic recommendations and solutions

Our Services

At Trueweavers, we do more than talk about solid solutions - we deliver them. We have made a conscious effort since day one to hire a strong staff of talented professionals that would allow us to produce results that are visually dynamic, technologically advanced and most importantly, easy-to-use.

We have the strategic, creative and technical expertise required to offer true end-to-end solutions. Our team can offer a variety of services from front end design to back end development, based on your project needs.

Our core services include:

- 1. APPLICATION DEVELOPMENT**
- 2. DESIGN**
- 3. SEO (Search Engine Optimization)**
- 4. INTERNET MARKETING**
- 5. HOSTING**

Our Services – Application Development

A great solution on paper is nothing if it's not implemented correctly on the Web. Getting it right the first time requires knowledge, foresight and experience. Trueweavers technical team possesses these attributes and is dedicated to actualizing great ideas.

When we begin a new project, we determine the appropriate technologies to apply based on several factors, such as budget, deadlines and existing hardware/software resources. We follow strict development guidelines for producing clean code and modular architecture that will scale with your business.

With E-dreamz, you can be assured that your interactive solution will be just as technologically sound as it is visually captivating and user-friendly.

Our application development services include:

- Content Management Solutions
- Dynamic Web Sites
- Custom Applications
- Managed hosting
- Usability testing
- E-commerce

- Graphic Production
- Website Production

Our Services – Design

Sure, we love to produce extraordinary design... but at the end of the day, a great creative concept without a clear message is just a pretty picture. First, our design team takes the time to understand your company, your project and your goals. Once we know the objective, we can produce a compelling interactive design driven by brand personality, and the desired end result for the user.

Our goal is to produce interactive pieces that are engaging and informative while maintaining balance between artistry and usability. We ensure that our solutions are clear and easy to navigate, and that animation and audio/video content are used in a way that enhances the user's experience. Most importantly, our goal is to create a final solution that not only works for your business, but represents a good investment.

Our Design expertise includes:

- User Interface Design
- Interactive Multi-Media
- FLASH Animation (intros, commercials, demos)
- CD-ROM / Kiosk Development

In addition to Interactive Design, Trueweavers is well skilled in traditional print design.

- Logo and Identity Design
- Collateral Packaging
- Brochures
- Print Advertising & Marketing campaigns

Our SEO Services:

Each website is unique in its own way and hence our search engine optimization (SEO) plans differs from website to website.

Keyword Marketing Research & Analysis:

Keyword optimization is done to ensure top search engine rankings. Creating content and meta-tags, which are relevant and logical to the particular business for a client, is a very tough task? At Trueweavers we have well experienced SEO and domain specific professionals who are capable of arriving at perfect keywords for the each and every business of clients.

We optimize the client website very keenly and always follow a step-to-step marketing strategy in order to get the clients website on top of the list of search results page. The keywords generated are weighed against measures of competitiveness, popularity, as well as relevancy.

Experience

Trueweavers takes pride in the fact that we operate primarily on a referral basis. Trueweavers strives on building long-term relationships that focus on meeting the overall strategy and business objectives of its clients and partners.

Our ideal client is an established company with a firm commitment to creativity and understanding of the importance of websites and interactive applications in today's competitive business.

Experience – Case Studies

Spruceworkwear.com E-Commerce Shopping Cart

Site Architecture, Creative Design, Drupal E-Commerce Integration, Content Management System and Hosting

Framework : Php/MySQL

CMS : Drupal

Technologies: JQuery/Flash/Ajax

Features : User Management, Product Management, E-Commerce

Timespan

The project was completed and delivered in just 50 days.

bidsbey.com E-Commerce Shopping Cart

Site Architecture, Creative Design, Drupal E-Commerce Integration, Content Management System and Hosting

Framework : Php/MySQL

CMS : Drupal

Technologies: JQuery/Flash/Ajax

Features : User Management, Property Management, E-Commerce

Timespan

The project was completed and delivered in just 45 days.

Punjabipardesi.com Social Networking Web Portal

Site Architecture, Creative Design, Social Networking, Drupal, Content Management System

Framework : PHP/MySQL

CMS : Drupal

Features : Social Networking, Punjabi Entertainment Portal

Time span

The project was completed and delivered in just 70 days.

punjabpost.ca Punjabi Newspaper Website

Site Architecture, Creative Design, Content Management System and Hosting

Framework : PHP/MySQL

CMS : Wordpress

Technologies : MooTools

Features : Punjabi Newspaper Website

Timespan

The project was completed and delivered in just 25 days.

musictimeproductions.ca Static Website

Graphics Design, Flash Animation and Hosting

Framework : HTML, PHP

CMS : Custom

Technologies : Photoshop , JQuery, Flash

Timespan

The project was completed and delivered in just 25 days.

sachkhandballan.net Religious Organization Website

Site Architecture, Creative Design and Hosting.

Framework : HTML, PHP/MySQL

Technologies : Photoshop , JQuery

Features : Image Gallery Management, Video Gallery Management

Timespan

The project was completed and delivered in just 90 days.

punjabidirectoryedmonton.com Classified Directory Website

Site Architecture, Creative Design, Custom Work, Classified Directory, Content Management System and Hosting

Framework : HTML, PHP/MySQL

CMS : Custom

Technologies : Photoshop , JQuery

Features : Category/Companies Management

Timespan

The project was completed and delivered in just 25 days.

paulsons.co.in E-Commerce Shopping Cart

Site Architecture, Creative Design, Custom Work, Ecommerce, Content Management System and Hosting

Framework : HTML, PHP/MySQL

CMS : Custom

Technologies : Photoshop , Flash

Features : Categories/Product Management

Timespan

The project was completed and delivered in just 40 days.

lakhwinderwadali.com Personal Portfolio

Site Architecture, Graphic Designs, Custom Work.

Framework : HTML, JQuery, PHP/MySQL

CMS : Custom

Technologies : Photoshop , JQuery

Features : Image/Music/Video Gallery Management

Timespan

The project was completed and delivered in just 40 days.

diljit.net Personal Portfolio

Site Architecture, Graphic Designs, Custom Work.

Framework : HTML, PHP/MySQL

CMS : Custom

Technologies : Photoshop , Flash

Features : Music/Videos/Image Gallery

Timespan

The project was completed and delivered in just 20 days.

lube-a-wash.com Flash / FRAME Website

Site Architecture, Graphic Designs, Custom Work

Framework : FRAMES, HTML, PHP/MySQL

CMS : Custom

Technologies : Flash

Features : Dynamic Custom Image Gallery, Content Management

Timespan

The project was completed and delivered in just 50 days.

visionofart.org Flash Website

Site Architecture, Graphic Designs, A Personal Art Gallery Website

Framework : HTML, PHP/MySQL

CMS : Custom

Technologies : Flash

Features : Dynamic Flash Image Gallery

Timespan

The project was completed and delivered in just 30 days.

Contact Information

Thank you for considering Trueweavers for your next project.

For further information or to set up an appointment please contact us by the following:

Trueweavers

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