



Mobile Design Deck 2012



# The Brief

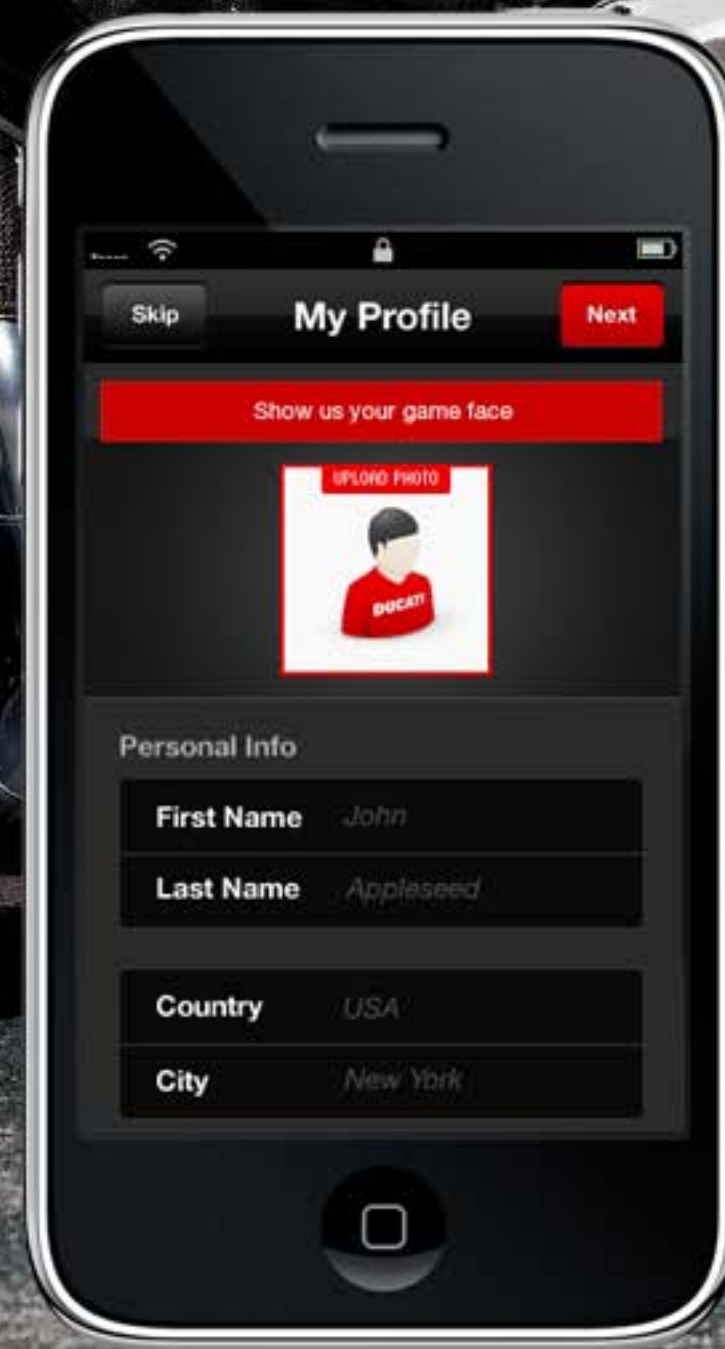
Ducati wanted to make motocross more accessible to their customers so they came up with an app that allows users to follow the MotoGP races and drivers right from the palm of their hands

# Our Solution

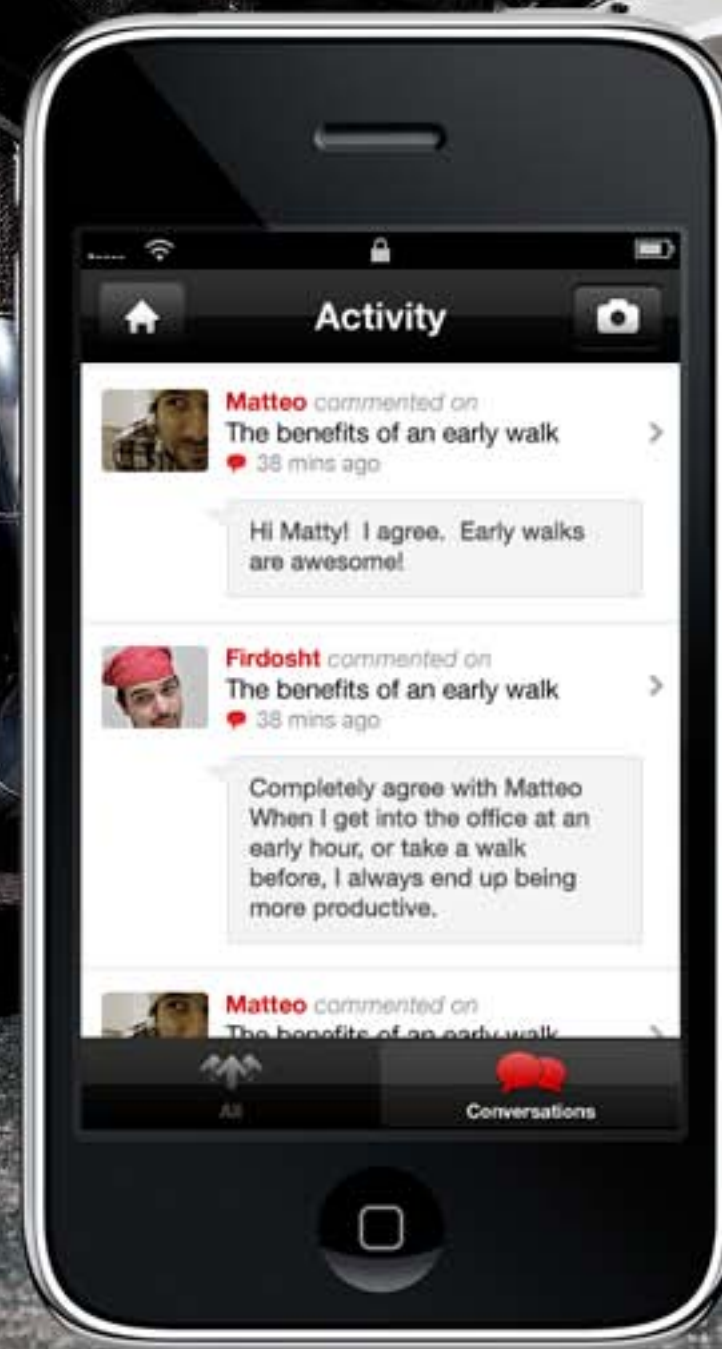
The original app needed some amping up so Ducati gave it to our developers to make it work in iOS 4, and compatible with iOS 5. We revamped the code and made the app run faster and more efficiently, truly in keeping with the Ducati motorcycle brand.















PORSCHE

# The Brief

When you think Porsche you think fast, stylish, infallible under the hood. Unfortunately, their app wasn't quite measuring up. Porsche had an app that allowed Porsche owners to network. The code for their social sharing app was staling in iOS 4 and was nowhere near iOS 5 ready. Porsche brought their app to us, looking for a major tune up.

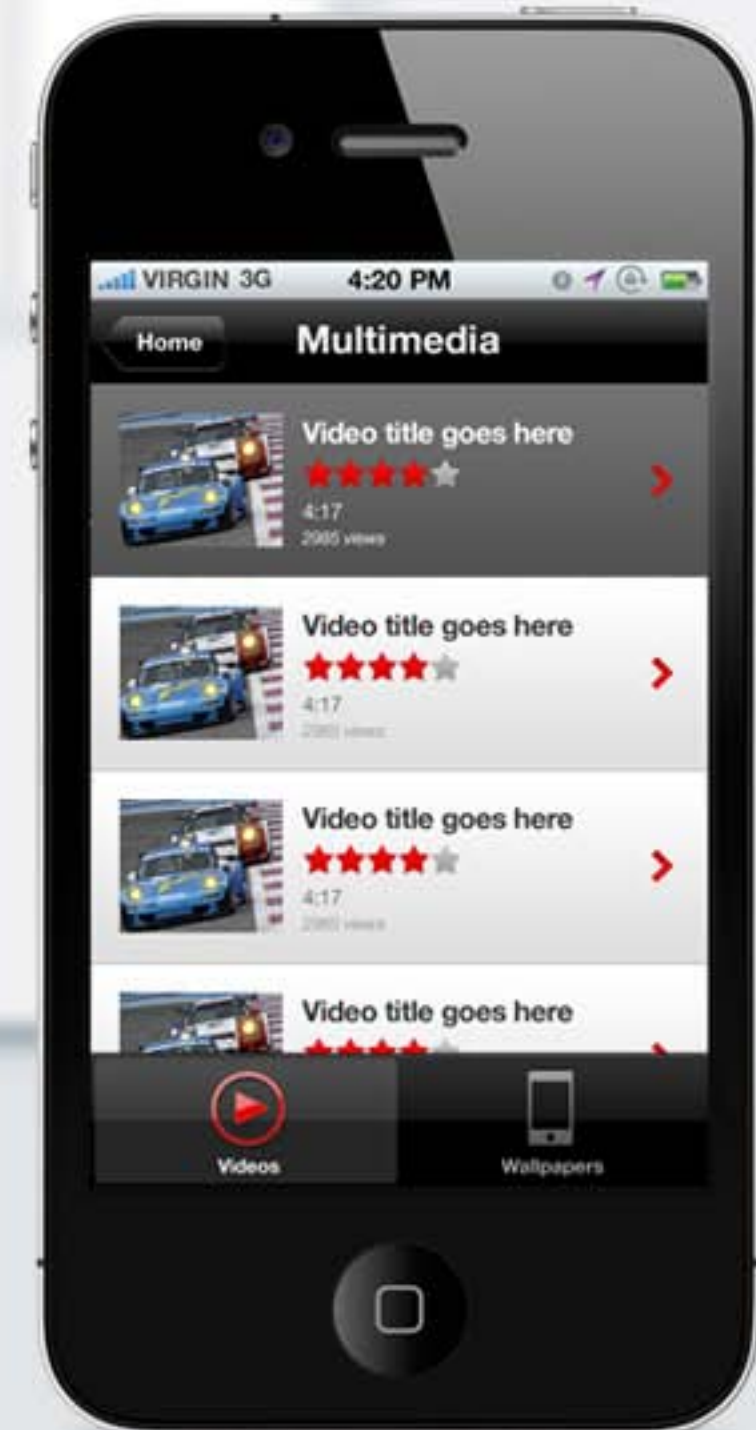
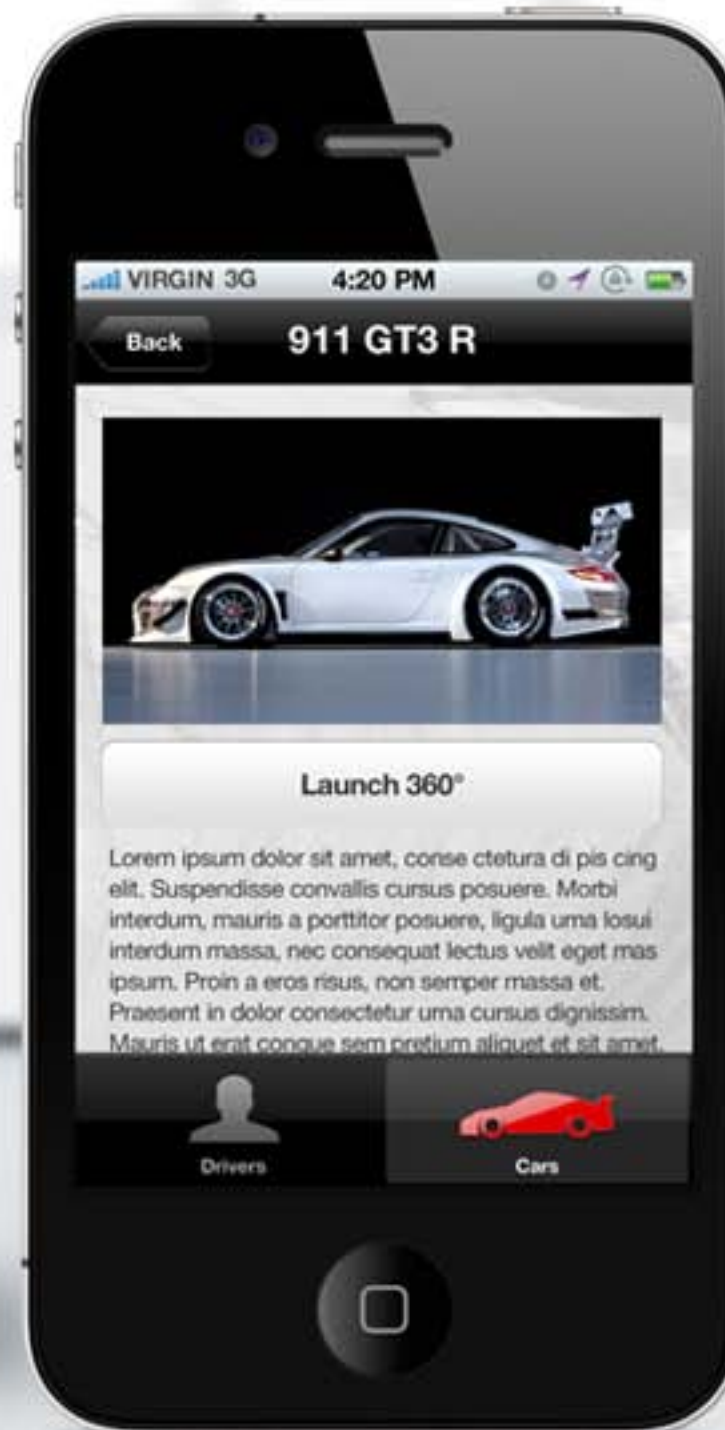
# Our Solution

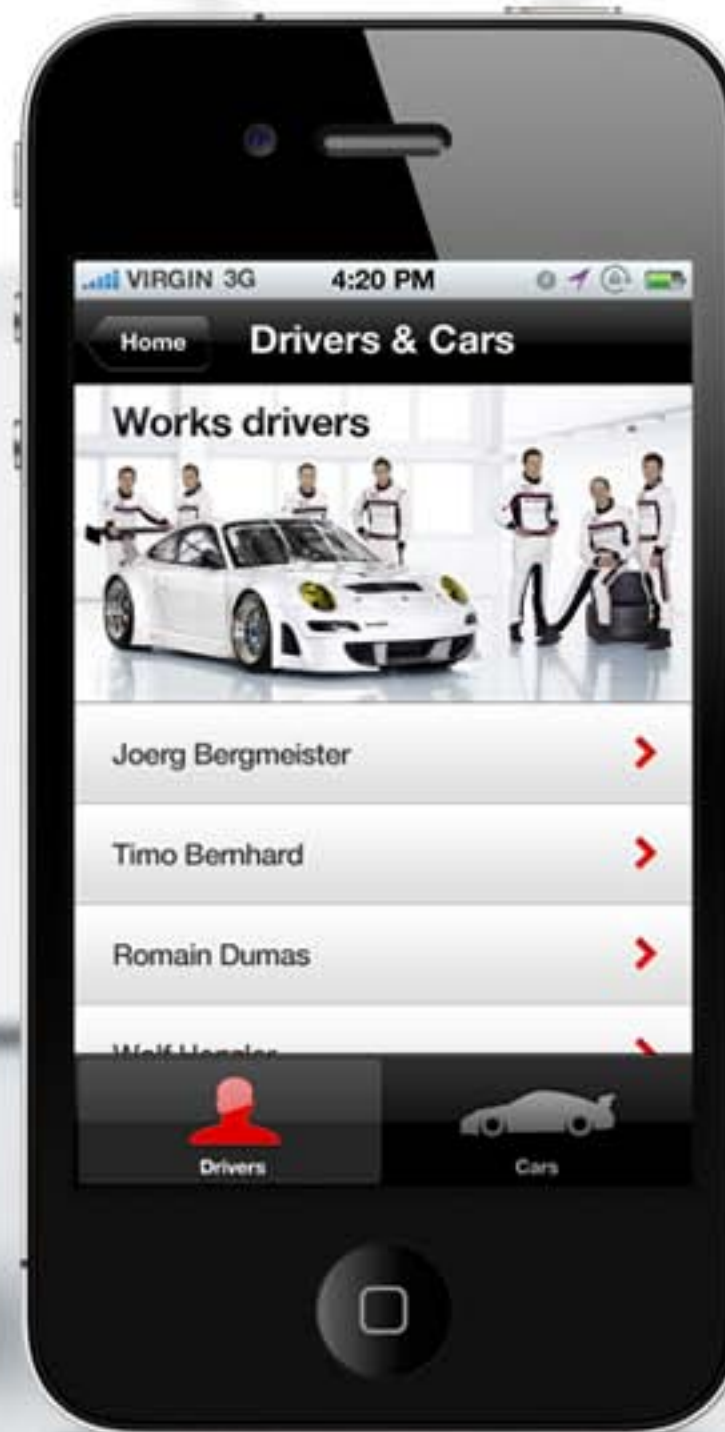
Our developers took Porsche's existing code, debugged it, made it fully compatible with iOS4 and brought it up to date for iOS5. The resulting app is sleek, shiny, functional and fresh as a brand new Porsche!















### BAR NOVO

1404 South Wells St.  
Chicago, IL 60607

**2.35 Miles**

### GREAT BAR

1404 South Wells St.  
Chicago, IL 60607

**2.35 Miles**

### RESTAURANT

1404 South Wells St.  
Chicago, IL 60607

**2.35 Miles**

### PHOENIX LOUNGE

201 N State St.  
Chicago, IL 60607

**1.37 Miles**

### CACTUS

1404 South Wells St.  
Chicago, IL 60607

**0.25 Miles**

### MOTHER BAR

1404 South Wells St.  
Chicago, IL 60607

**2.35 Miles**

### PHOENIX LOUNGE

201 N State St.  
Chicago, IL 60607

**1.37 Miles**

IMPORTED  
FROM  
HOLLAND

700ML e | 40% ALC/VOL.

700ML e | 40% ALC/VOL.

# The Brief

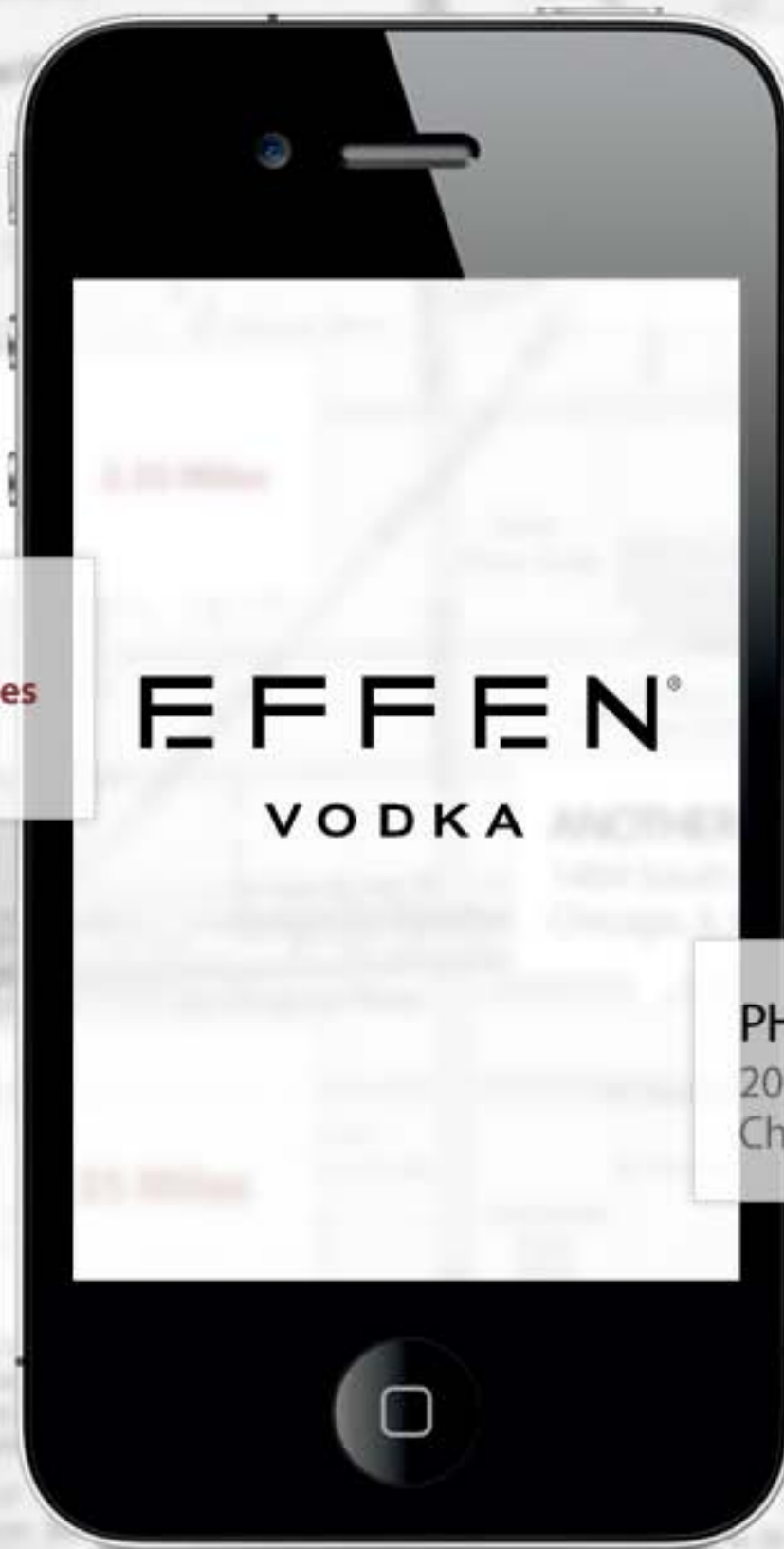
Effen Vodka was seeking a unique way to take help devoted fans find the the nearest place to rest their tired feet and quench their parched lips with a nice Effen Vodka cocktail. Searching for something intriguing and out of the box, Virtus was Effen's natural partner in executing this app.

# Our Solution

Create an edgy way for Effen's brand enthusiasts to find local bars via an Augmented Reality experience. Looking for a tippie of your favorite Vodka? Launch the Effen app and point your phone ahead of you. On the phone's screen, you'll see the street-scape with a layer of pins revealing the location of the nearest Effen-pouring barman.







BAR NOVO  
1404 South Wells St.  
Chicago, IL 60607

2.35 Miles

EFFEN®  
VODKA

CACTUS  
1404 South Wells St.  
Chicago, IL 60607

0.25 Miles

PHOENIX LOUNGE  
201 N State St.  
Chicago, IL 60607

1.37 Miles

RESTAURANT  
1404 South Wells St.  
Chicago, IL 60607

GREAT BAR  
1404 South Wells St.  
Chicago, IL 60607

“THERE'S NOTHING MORE  
SATISFYING THAN EFFEN  
ON A PLANE.”









# The Brief

Curious about the size of your carbon footprint? You wouldn't be the only one. Proctor and Gamble jumped on the growing green trend by launching its Future Friendly marketing initiative in 2009. As part of this new initiative, P&G decided to release an app that would help users calculate how day to day decisions impact their own worlds.

# Our Solution

Our team came in on the ground floor to do strategy, design and development for this project. The app generates a user "world" based his or her answers to questions about the user's day to day environmental impact (i.e. "What is the gas mileage of the car you drive in most often?" ). The quality of your mini ecosystem depends on how you answer new questions that the app poses daily. The app also supplies daily tips to help you make more responsible decisions. Social media integration lets you to share your acquired knowledge on Facebook, allowing you to spread the good word around!

















# CHICAGO BULLS





# The Brief

With every team in the NBA looking to land LeBron James as a free agent, the Chicago Bulls needed something to differentiate themselves from the crowd. The storied franchise wanted to show King James what it would be like living in Chi Town as Bulls player.

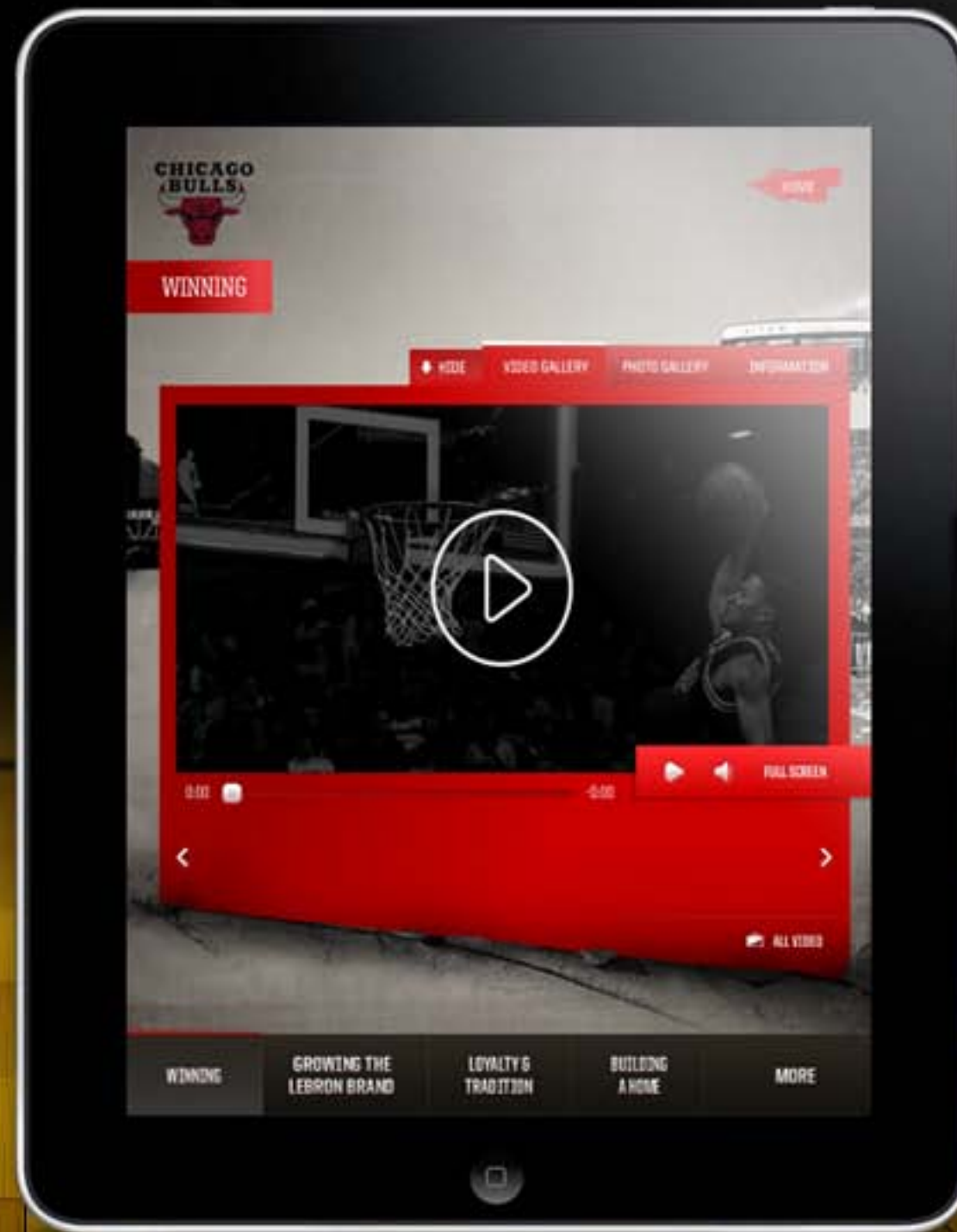
# Our Solution

Our in-house team developed a visually stunning, feature-rich application that depicts a utopian future Chicago in which LeBron is a member of the Bulls. The app contains gorgeous images, slick graphics, video, and custom animation designed to win over the most sought-after free agent in NBA history.

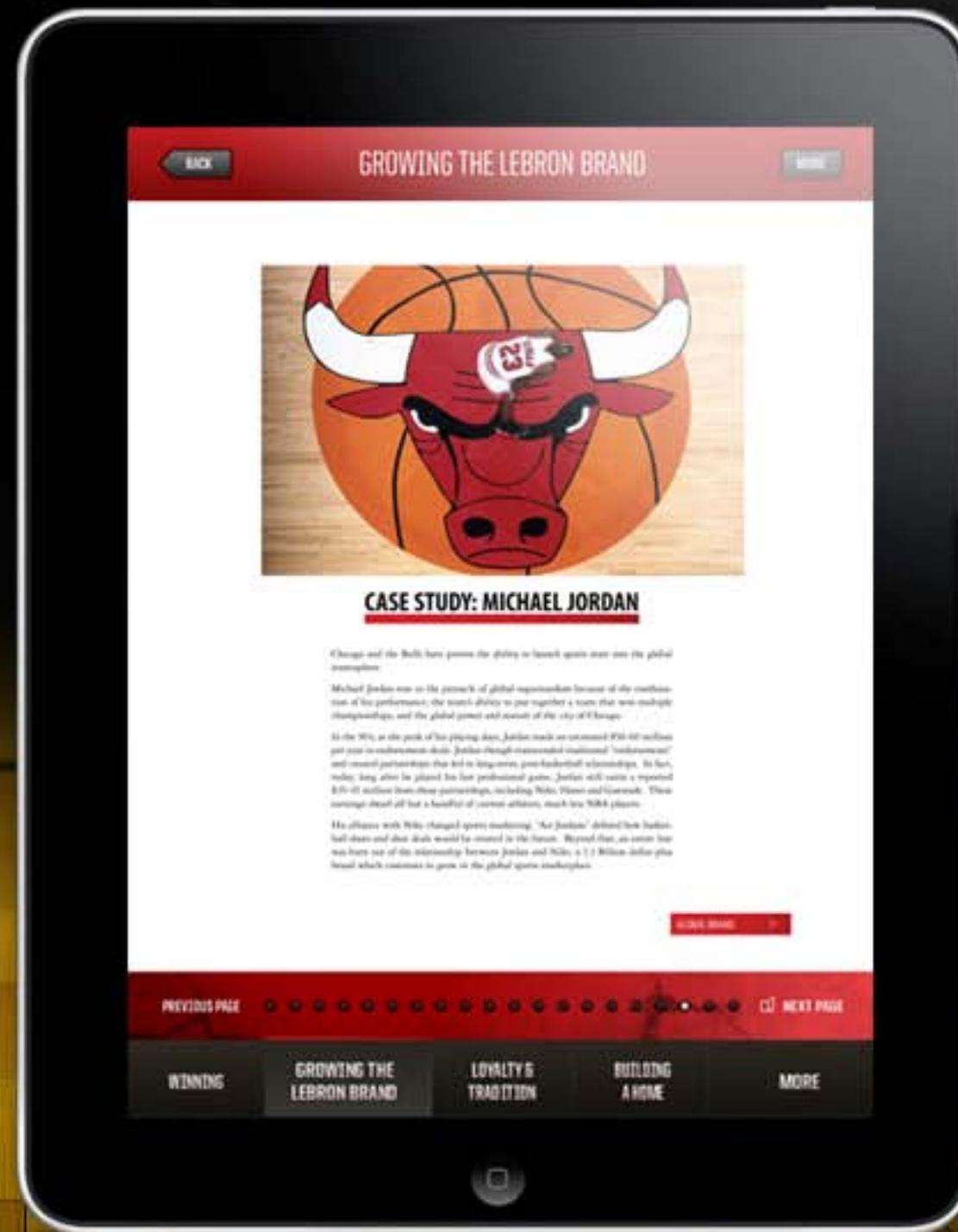
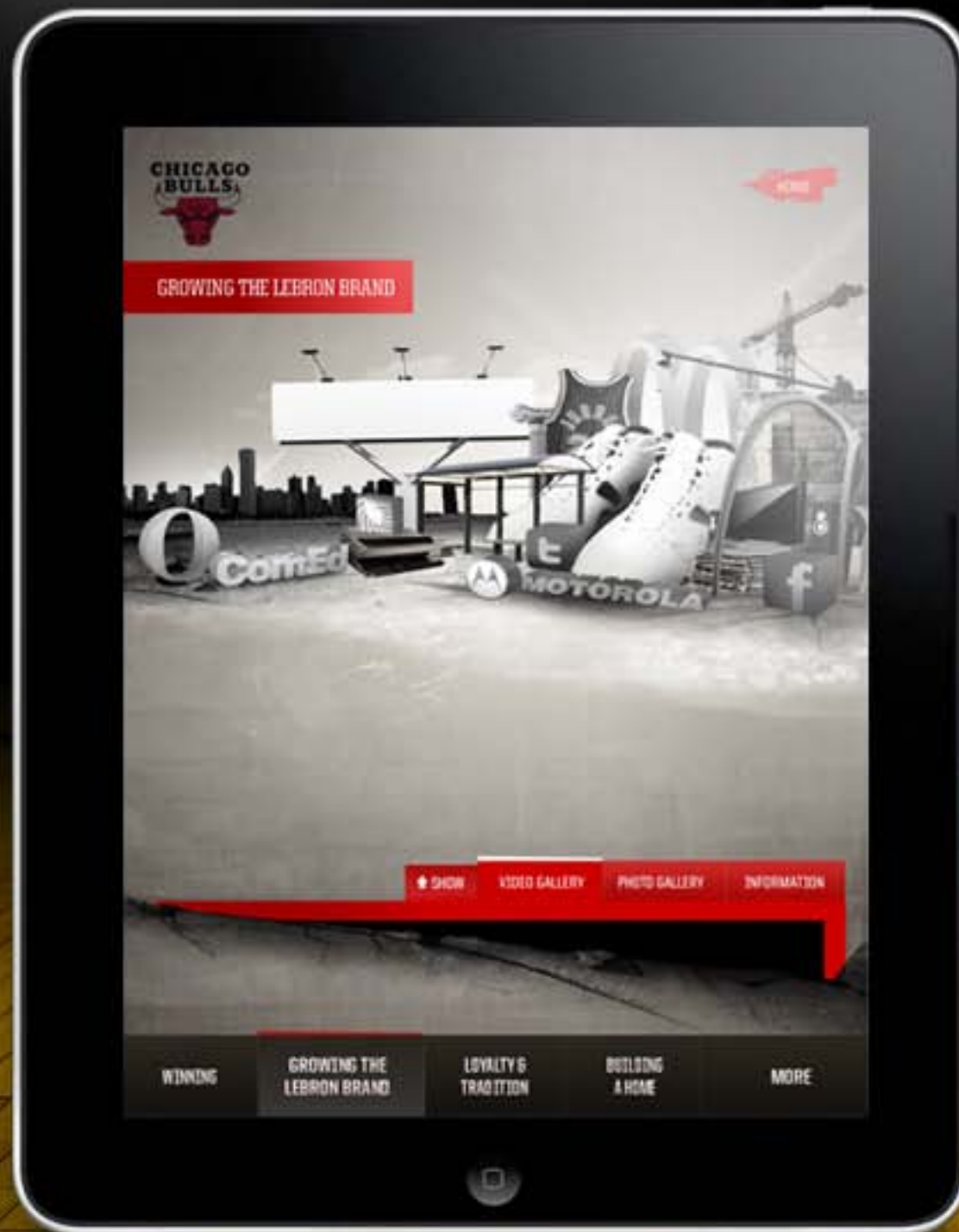














# URBANDADDY



Urban Daddy  
Mobile App

# The Brief

Urban Daddy had a clear vision and designs, they were looking for a partner who could turn their vision into reality. They needed someone to create a rich experience with unparalleled animation to bring their email and website branding alive in an iOS experience.

# Our Solution

Custom animation solution for smooth, rich experience on the iPhone while taking into account 3G bandwidth limitations. The slick, award-winning app extends the renowned Urban-Daddy website onto Androids and iPhones for on-the-go access.

















# Reveal your Darkside!

A bolder taste of Caribbean rum  
with a hint of coconut

## MALIBU BLACK AND COLA

Malibu Black  
Double-up colo  
Loads of ice  
Garnish with a lime

**BEGIN**





# The Brief

Malibu approached us looking to develop an iPad app for their premium elixir, Malibu Black. Having partaken of the potion ourselves, we were well aware of the kinds of tomfoolery it can inspire, and in turn wanted the app to put users in touch with their level of inner deviousness. We accomplished this by having users complete a very brief survey in which they answer questions that betray their true nature, e.g. "Have you ever kissed two girls in one night?"

# Our Solution

A simple, straight forward interface that guides users through a five-question survey that "Reveals your Dark Side" on a 100 point scale. Answering "Yes" or "No" earns the user a different number of points according to the question at hand, with the idea that the higher the user's score, the more devious they must be. Upon completing the survey you shake the iPad to crack open a black coconut, laying bare your score and some encouraging advice to help you achieve perfect marks. We also included a secret admin panel with additional functionality for Malibu reps.









The tablet screen shows a registration form for Malibu Black. At the top is the Malibu Black logo. Below it are input fields for 'FIRST NAME' and 'LAST NAME', followed by an 'EMAIL' field. A 'DATE OF BIRTH' field is on the left, and a section on the right asks 'ARE YOU A BARTENDER?' with 'YES' and 'NO' buttons. To the right of these buttons is a checkbox with the text 'Uncheck here if you do not want to receive future communications from MALIBU® about new products, upcoming events and other information.' Below the form fields is a small disclaimer: 'BY SUBMITTING YOUR INFORMATION YOU AGREE TO RECEIVE FUTURE COMMUNICATIONS, PRODUCT UPDATES AND TASTING NOTES FROM FERNOD RICARD USA PRODUCTS AT THE EMAIL ADDRESS YOU HAVE INDICATED. By submitting your information, you also signify acceptance of Pernod Ricard USA's Privacy Policy, which can be referenced at www.fernod-ricard-usa.com/MLB'. At the bottom right of the form are 'SUBMIT' and 'CANCEL' buttons. A virtual keyboard is displayed at the bottom of the tablet screen.







# The Brief

With so much of the old-world print industry slowly turning to digital, even big-name brands like Hallmark had to begin developing new ways to engage their customers--and what better time than a holiday to connect with your customer base? Hallmark hired us to help them build an awesome app for iPad and iPhone that would help users manage their holiday greetings and gift lists.

# Our Solution

Virtus developed a totally functional application for Hallmark that does more than just look pretty (though it does that too). The app allows users to upload any photo and turn it into a sweet greeting card, tailored to the holiday of your choice. We also made sure the app was equipped with a full year-round Holiday calendar, gift-giving organizational tools, and social sharing capabilities. Everything is better when it's "Holidized", after all.



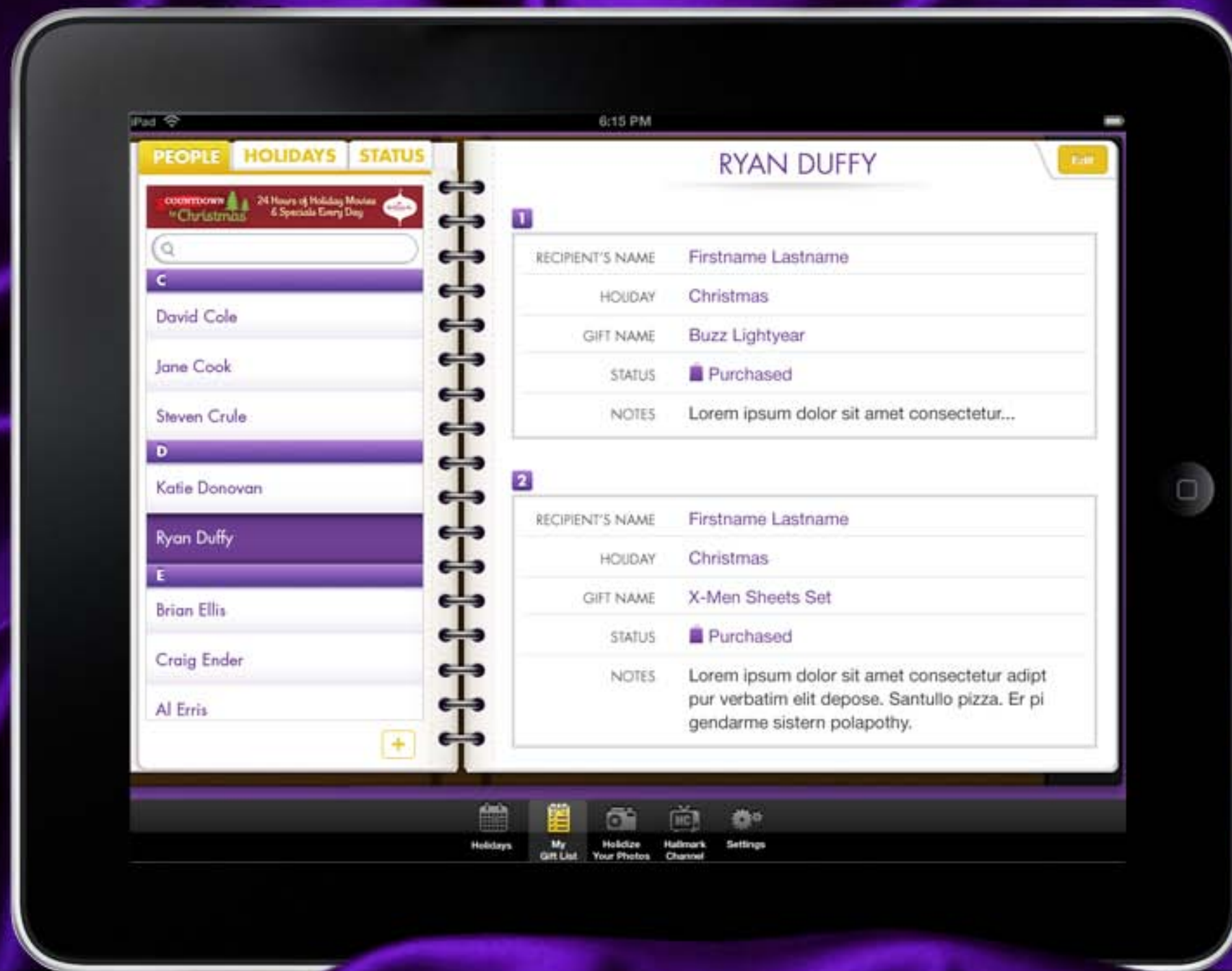


  
Hallmark

Virtus

Hallmark  
iPad App





Hallmark

Virtus

Hallmark  
iPad App



DESIGNED TO BE NOTICED



Bulova  
iPhone App



# The Brief

Bulova is a premium brand that was looking for a premium app to showcase the best of their beautiful watches. Much like us at Virtus, quality is what makes these guys tick (pun intended), which is why we partnered up to build them a functional digital timepiece that would blow the iPhone's native Clock app out of the water.

# Our Solution

Our team designed a stunning app that captures the intricacy and artistry behind each of Bulova's unique watches. Our developers took the designs and built an app that works as a functioning timepiece, a world clock, and an alarm clock all in one. Bulova app users everywhere are now waking up in style.













12<sup>th</sup>  
December

Holiday!!

Moving House  
Arrange Insu

Meeting  
With Boss...

n App that  
to me plan  
life...

Pick Up  
Flowers



# The Brief

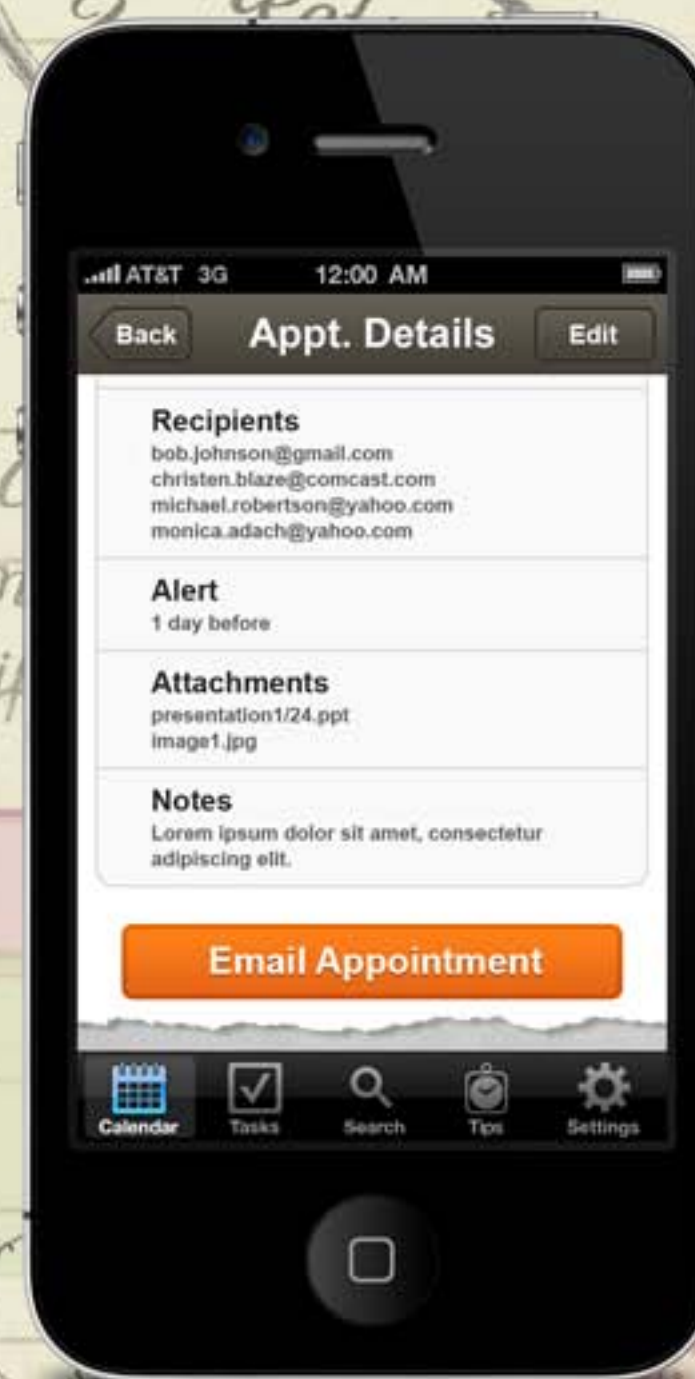
Day-Timer had this idea for a calendar app meant to help power cal users plan, organize, and keep on top of all of their many many tasks. The company brought the prototype version looking to put out a more professional and attractive app to function on both iPhone and Android platforms

# Our Solution

Keeping the basic framework in tact, we completely rebuilt the iPhone app resulting in a more robust and professional v2.0. Our developers also built out the application for Android from scratch. The upgraded Day-Timer app allows you to prioritize and sort all your tasks, choose from various display themes, sync with multiple calendars (i.e., Google, Outlook, Mobile Me), and even pulls in events from social media platforms like Facebook.





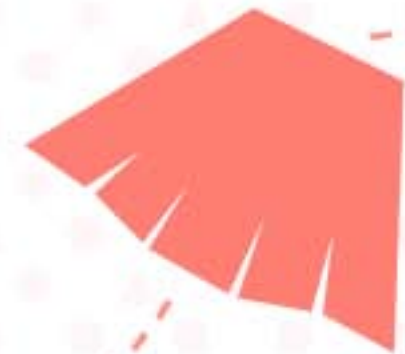








# FASHISM



# The Brief

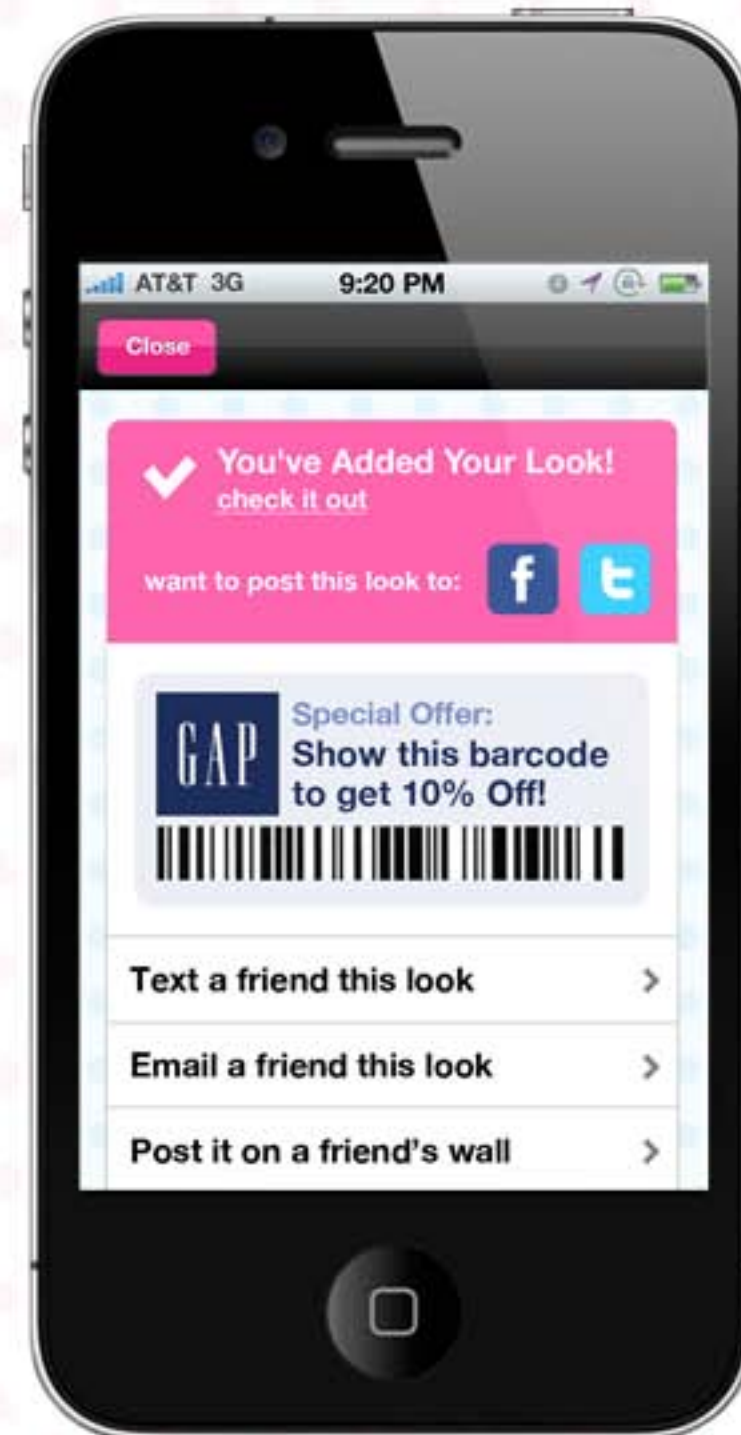
Fashism wished to completely overhaul and revamp their app based on all new designs as well as increase virility with new social media features. We worked with HardCandyShell, who did design and UI/UX to bring Fashism its biggest update yet.

# Our Solution

A new way to let users post to other walls. Unparalleled sharing: text message, email, twitter, share on Facebook, post on a friend's wall. AR to help locate nearby stores that users had posted looks to. The increased functionality took this app to the next level.











**PURPLE  
OR PINK?  
VOTE NOW**

**98%  
LOVE IT**

**29%  
LOVE IT**

**37%  
LOVE IT**

**86%  
LOVE IT**

**DRESS  
OR SKIRT?  
VOTE NOW**

**12%  
HATE IT**

**LOVE IT**

**HATE IT**

# MLB TRADE RUMORS





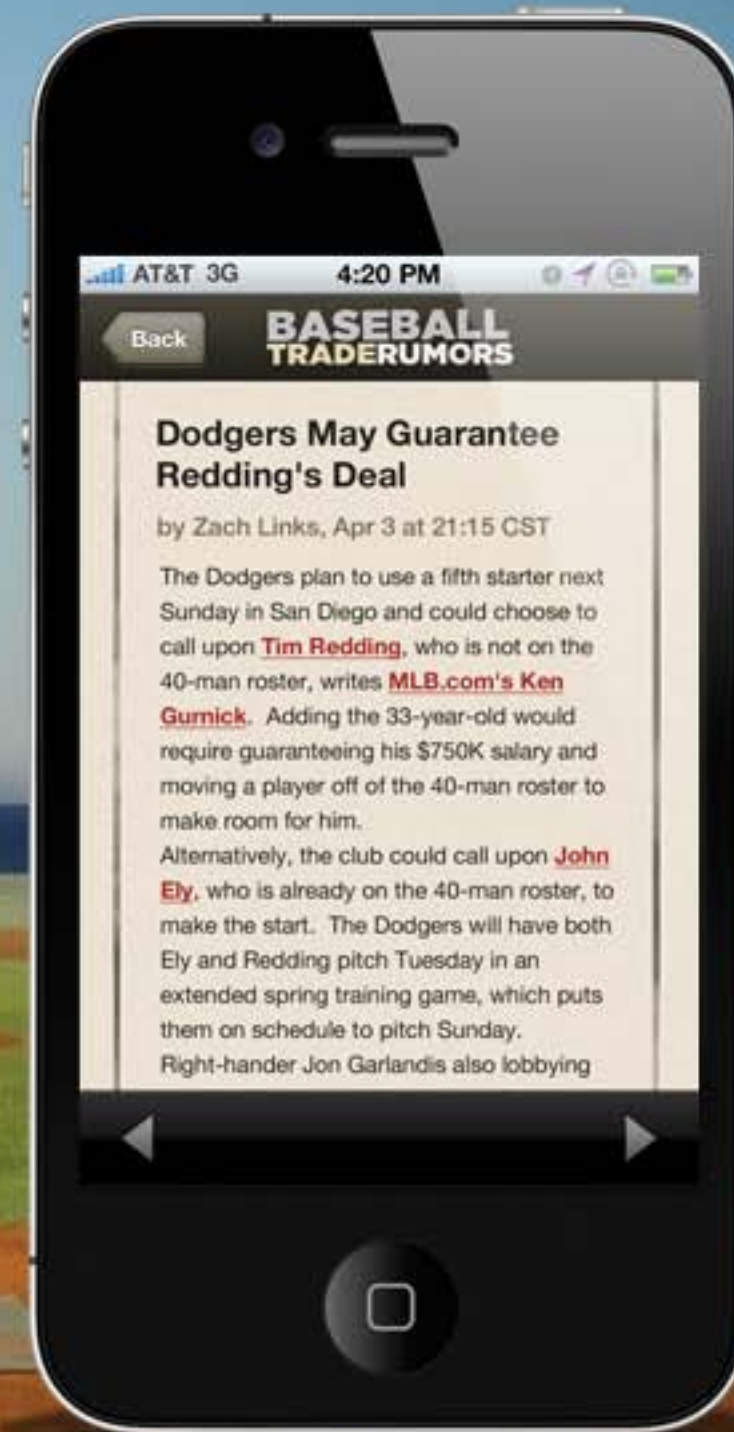
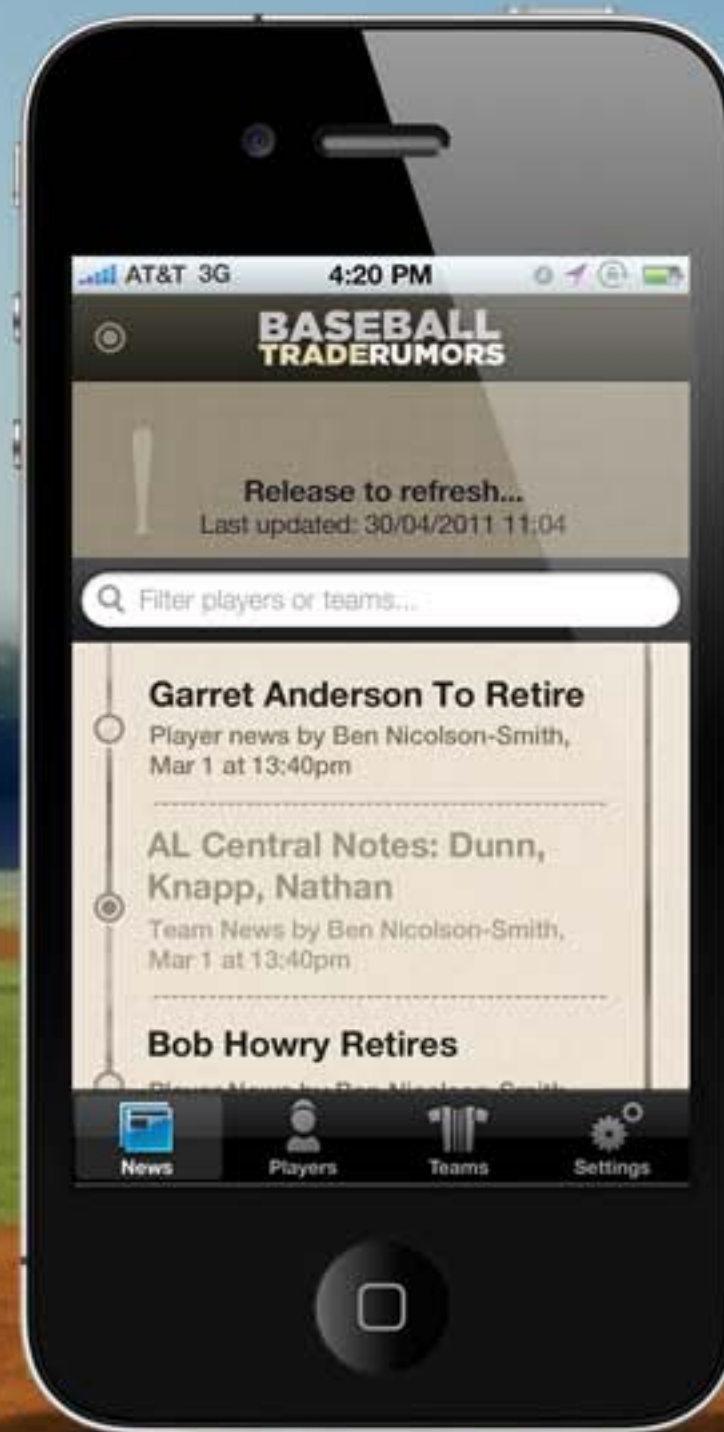
## The Brief

If you're a real baseball fan you will inevitably find yourself gossiping about new players and team acquisitions. MLB made an app that lets you track your favorite players and read news from your teams as it breaks. It was a really great idea that was bound to catch on with baseball fan boys, but the original iteration didn't quite measure up to the creators vision. The creators brought us in to turn straw into gold by completely redesigning and redeveloping the app to make it sleeker and more fully functional.

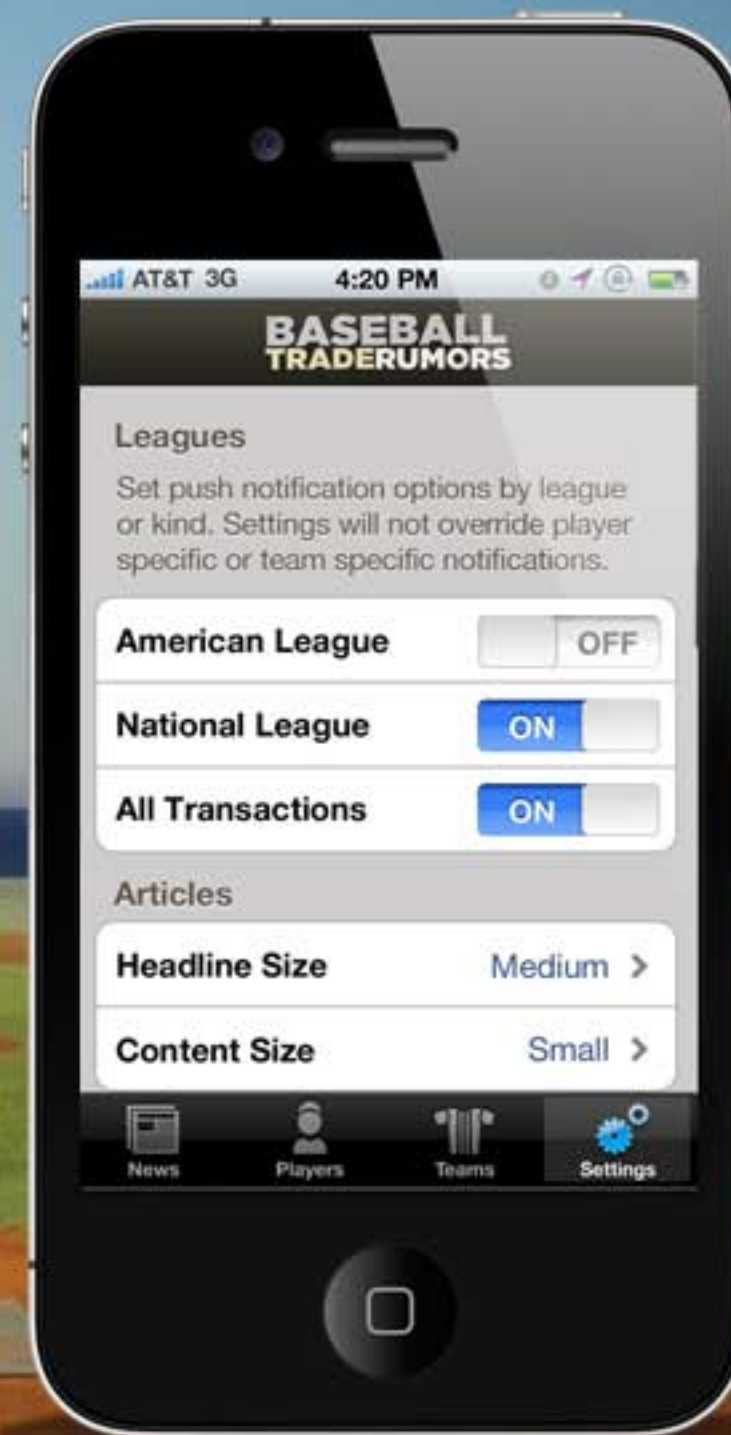
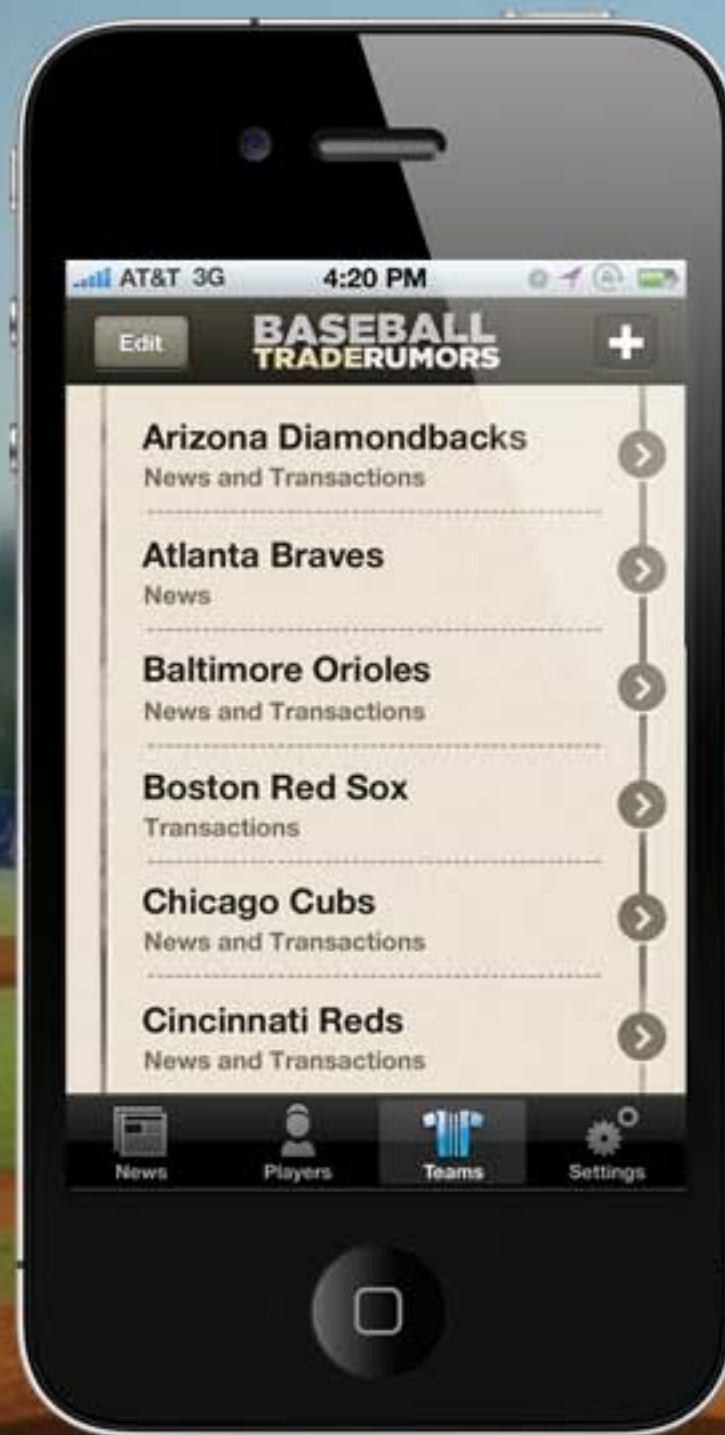
## Our Solution

The Virtus creative team completely redesigned the application to drastically improve UI/UX and general readability. Our developers recoded the app from the ground up and added a useful push notification feature. Thanks to this great play by our team, we were able to bring MLB Trade Rumors in for the home run!













# ShopStar

PERKS FOR LIFE'S LITTLE PLEASURES



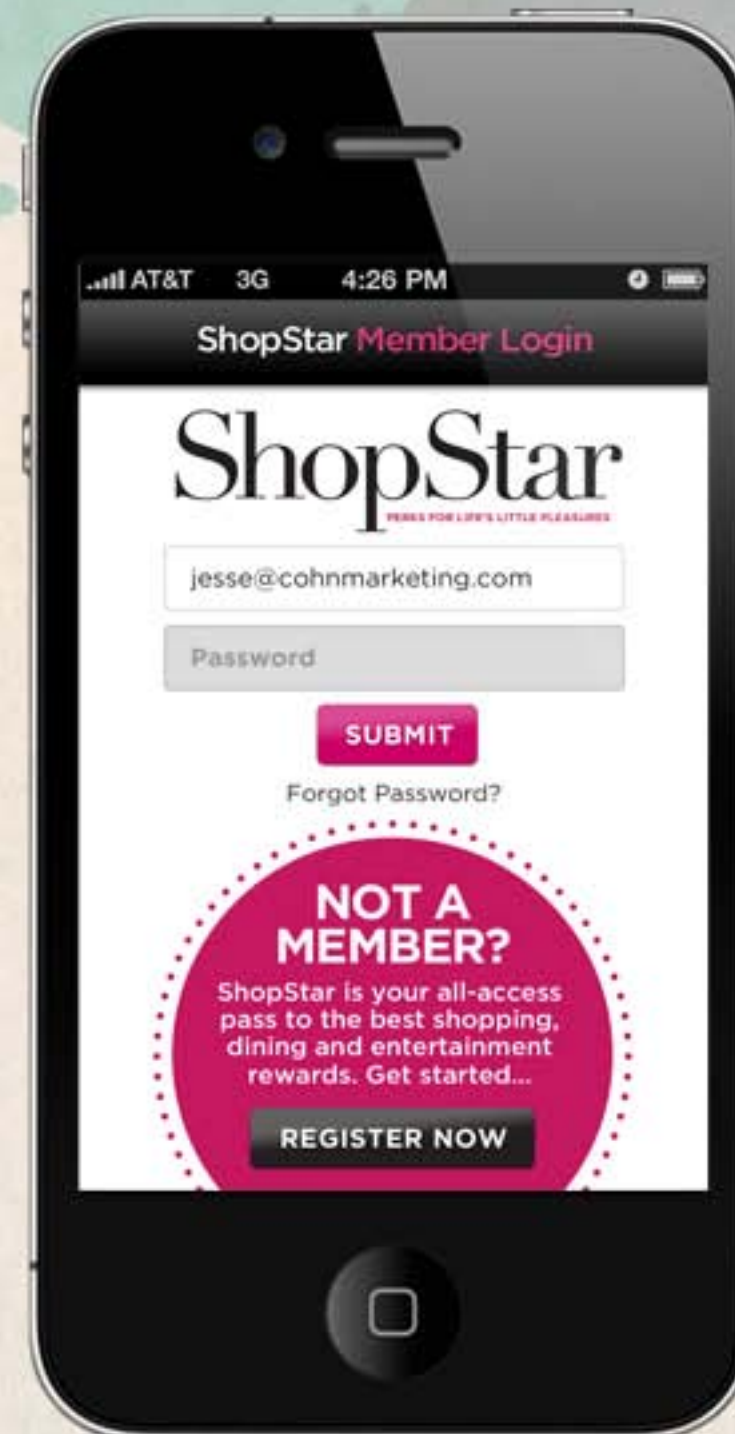
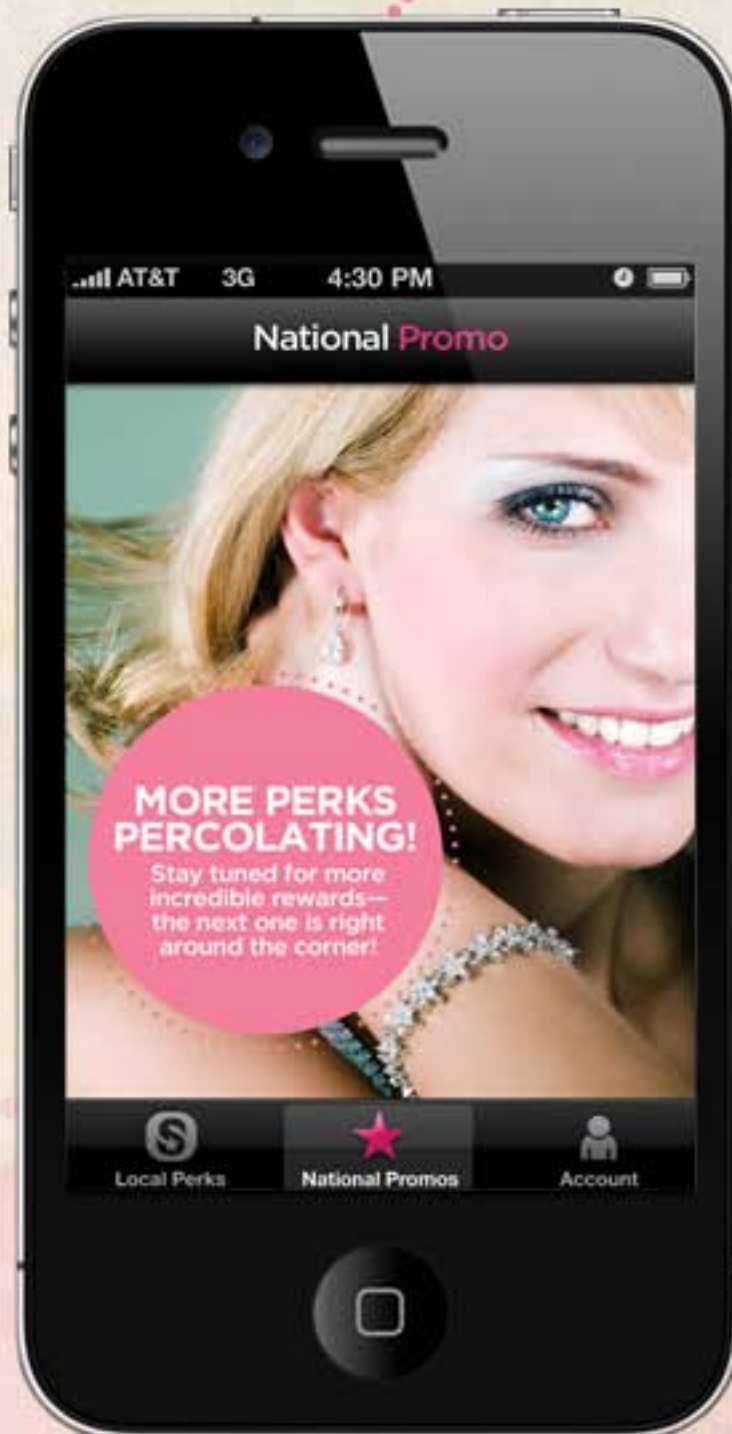
# The Brief

Create a nationwide rewards program for malls owned by the nation's leading retail property developer. Tie in mobile (iPhone), a website, Facebook and power the whole thing with a heavily customized WordPress CMS.

# Our Solution

A robust, custom API to tie the Facebook and iPhone apps to the CMS. We integrated special forms to handle contest and a variety of different retail requirements, including emailing offers & flash contests. Push notifications alert users to new deals from their favorite retailers. Almost every aspect of the app can be edited and modified from the CMS and have all updates pushed out to all three platforms at once. This also avoids the need to submit app updates to the App Store for most content updates.













# The Brief

Tripta approached us looking for a complete design & development solution for iPhone & the web. They wanted their presence on both platforms to be developed in parallel. Key requirements included a rich user experience and a consistent user experience across platforms.

# Our Solution

A custom CMS & API to power both their mobile & web presence, including planning for future expansion to additional mobile platforms. The powerful CMS allows Tripta to update nearly every aspect of their site, however they see fit, on the fly.









hoodhang

# The Brief

An application to help share and find hang-out opportunities around you. From beers and watching the game on Sunday night to a rooftop BBQ on a summer day. It's about location and about an invitation to hang out. It's the check in 2.0.

# Our Solution

We worked with hoodhang to determine an appropriate feature set and implemented their app designs. The app uses Facebook's new "single sign-on" technology to let users sign up and log in to the app with two taps instead instead of having to re-type their username/password in hoodhang. This reduced barrier to entry decreases bounce rate and gets users using the app faster.









# bumped.in



# The Brief

Bumped.in touts itself as "a free and instant way to connect with your fellow travelers." The site lets users upload travel plans and connect with fellow travelers. The service hopes to put an end to the days of sitting next to that weird obnoxious guy in the middle seat by helping you connect with an interesting person to sit next to before the trip even begins. With the site up and running, all Bumped.in needed was a slick iPhone App.

# Our Solution

We designed and developed a simple iPhone app that uses location to leverage the site's existing features in a mobile setting. The slick, attractive design leverages the best of bumped.in's existing branding and supplements it with a distinctly iOS feel.







