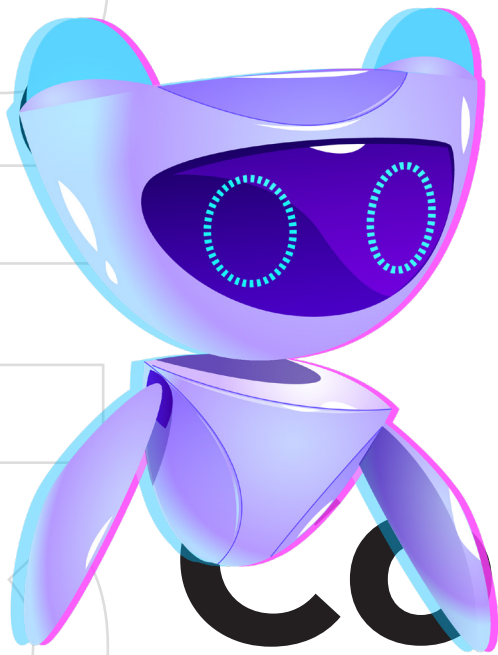


Company profile



loft Uganda

WEB, ALGORITHMS AND MORE



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01

About us

Loft Uganda is a design and development agency based in Uganda. We are at the intersection between art, technology and design. By applying behavioral science to customer experience, we design engaging digital products used by millions of people. We unlock strategic online opportunities for clients as we work to create dynamic and awesome mobile apps and websites that can engage your users to keep them returning over and over again.

What makes us unique is our partners. When we first started as a design agency, we made a promise to ourselves to honour our creative impulses and never create a boring experience. That's what our partners appreciate about us, and what we love about our partners: the readiness to risk the out-of-the-ordinary.



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02

Our mission



To make magic.

We dream it, and then do it—together—every day reinventing what's possible. Making each of our clients happy, one project at a time.

At Loft, work collaboratively with brands to create desire, build community and stimulate dialogue at every essential interaction point between product and consumer. We service fashion, beauty, lifestyle, hospitality, entertainment and tech. For us, no two brands are alike, and we thrive on creating unique brand voices that resonate with audiences globally.

We undertake user research, prototype and test ideas, and create user-friendly products with the right market fit with the best stack.

Innovative design and intuitive functionality, implemented by our frontend and backend teams, results into the most amazing websites. This partly explains our high-rating on-clutch co. and sortlist.

values, culture & beliefs

We make things, and we're awesome at it. Loft is a tight-knit team of experts who are ready to tackle the most intricate puzzles when it comes to websites and mobile apps development. We love what we do and we bet on the success of each and every project we undertake.

Punctuality

We've never missed a deadline and are not planning to. Of course, creative projects take time, but we also know that our best work happens under the pressure of deadlines, we've never missed one!

Detail oriented

We sweat the small stuff, because we believe that the details make the design. A time-tested and true platform values quality over quantity.

Beauty that works

Like the old adage, we're not into delivering projects that just look pretty. The aesthetics derive from our product's ability to provide an effective solution to your problem.

Pure passion

Every member of our team is genuinely passionate about doing great work for brands we believe in—from global technology giants, to ambitious start-ups.

Teamwork

We know that everyone has a unique talent to offer the world, but the key to delivering beautiful products is to harness these skills in unison. Our team is composed of ambitious creatives and strategists; each member is dedicated to perfecting their craft and taking brands to the next level.



04

OUR PROCESS

01 Discover

Our goal is to fully understand each client's business and the environment in which it operates. We look to completely understand the target audience and how they will interact with the digital products we deliver.

02 Strategize

Our planning process turns research into a clear set of action items to meet business goals. We take this information to build the blueprint to drive more traffic and convert web visitors into web leads.



03 Execute

Our dedicated team of designers use their gained knowledge of your company to create visually-engaging designs with the overall user experience in mind. We're proud of every project we ship and are confident that you and your team will be as well.

04 Launch

During the Implementation, our job is to translate creative into a full program that goes live. Implementation often includes an array of services, which can include design, development and search marketing.



05 Evolve

Last but not least, our task is to use scientific metrics to track and analyse campaign performance. This helps us easily identify what worked and what did not, we then initiate new strategies to maximize your business goals.





05

Our Services





Website design & development

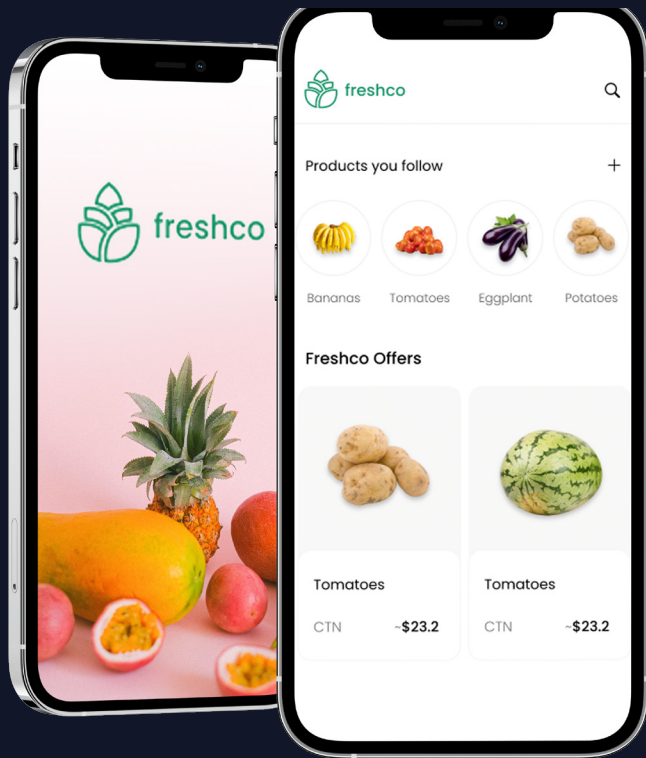
We align ourselves with industry-leading global brands and forward thinking start-ups to design great digital experiences on the web. Our purpose is to create impactful marketing websites, with web designs optimized to drive traffic, engagement, and conversion for businesses across various industries. With a design-driven, strategy-led approach, our creative team hones in on your brand vision in order to guide the overall look and feel of your website.

Our sites not only look great, they also work perfectly across all of your devices. From mobiles and tablets to laptops and desktops, our websites are designed in

detail with a focus on making your users experience an enjoyable one. We present you with designs for every device leaving no stone unturned. Our code rocks too, with a focus on speed and optimisation so your users will love you as much as Google does.

We offer flexible services to ensure that your web platform is aligned with your business initiatives and marketing goals. From custom code, to seamless integration, to exclusive portal functionality, our dedicated team of developers have the capabilities to take your website to the next level.

Mobile app development



Mobile apps are becoming more critical for many businesses with more than 3 billion people worldwide using smartphones, more than 1.5 billion using tablets as of 2019. Users, on average, spend 90% of their mobile time in apps and there are more than 700 million apps downloads from various app stores. Building a winning app is a process, and we take it very seriously. So, we ask questions, we brainstorm, we strategize & plan.

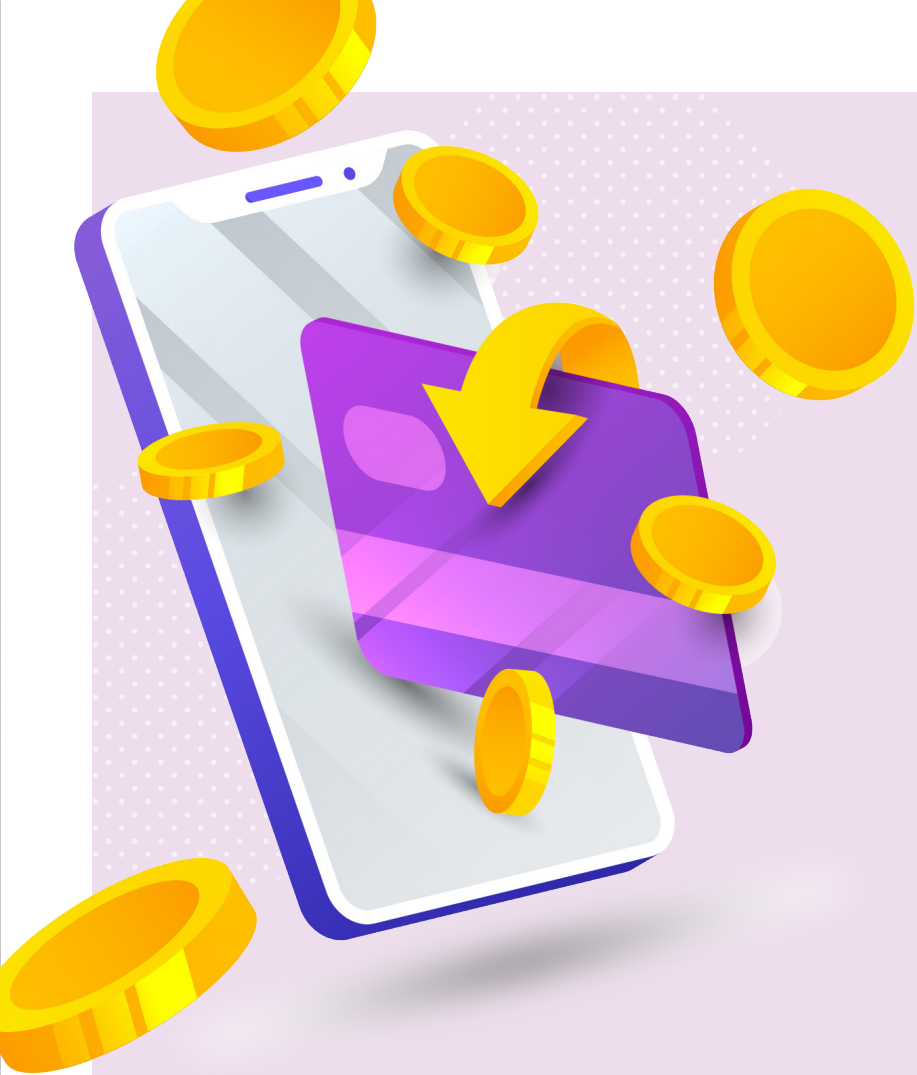
We build exclusively native applications, devoting ourselves to development and

design. It's our way of creating products that your users will love.

Through research and development, we help you finalize the functions list, prepare the technical requirements, and develop the application architecture with a roadmap of interactivity (UX). We can also make an interactive prototype and test it with a focus group. We do not stop at that; design is everything your user interacts with. The better the impression your product makes, the more users it attracts. We avoid cookie-cutter solutions, creating an individualized design for your unique audience while anticipating your needs and expectations.

We are strong on quality assurance; the development lifecycle involves continuous integration with end-to-end testing. The testing phase is separated only in word, never in deed: testing begins at the first sprint and ends with acceptance testing, which includes performance and real data testing.

We make sure the app gets on to the apple store and google play store, we're here to help with launching apps and prepping any necessary materials. This may involve a promotional video, text with key words for Apple Store and Google play, ASO expertise, and working out a strategy for moving forward.



Online payment aggregation

It has never been more important than right now to sell online. It is difficult for online payments aggregation to operate without supporting online payments due to their widespread use. However online merchants must comply with stringent rules stipulated by the credit and debit card issuers, Loft will mediate and save you all the bureaucracy. In just 1 business day, you can start accepting international payments and have an online shop up and running.



SEO/SEM

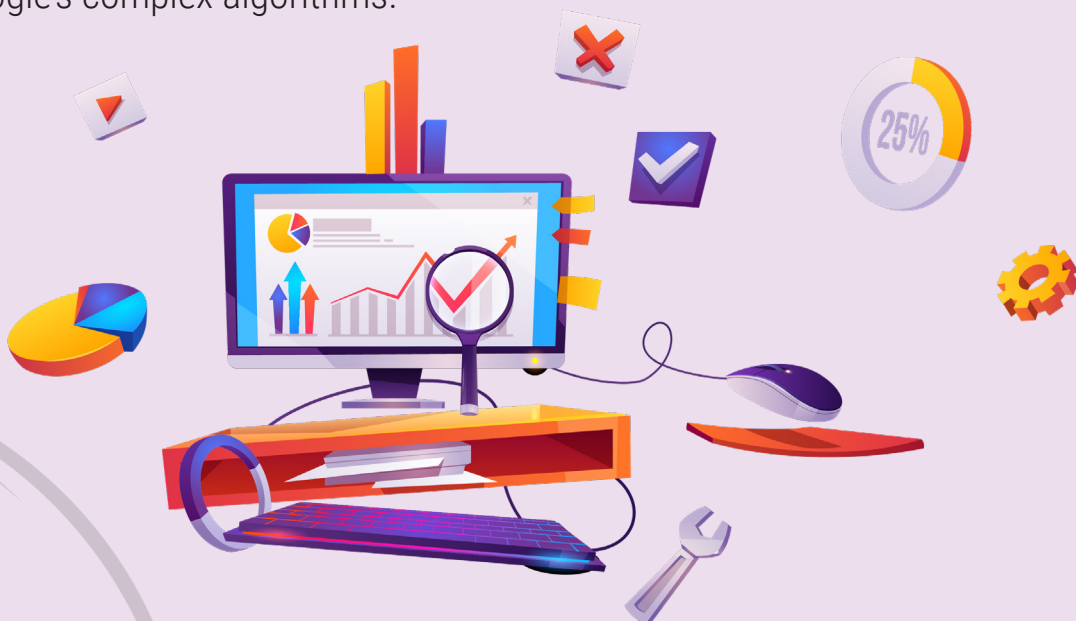


With every website project we build, we implement the foundational elements needed to drive visibility and boost search rankings. Search Engine Optimization, or SEO, is a long-term marketing channel that combines content, networking, site structure, and other processes together in order to rank effectively on search engine result pages.

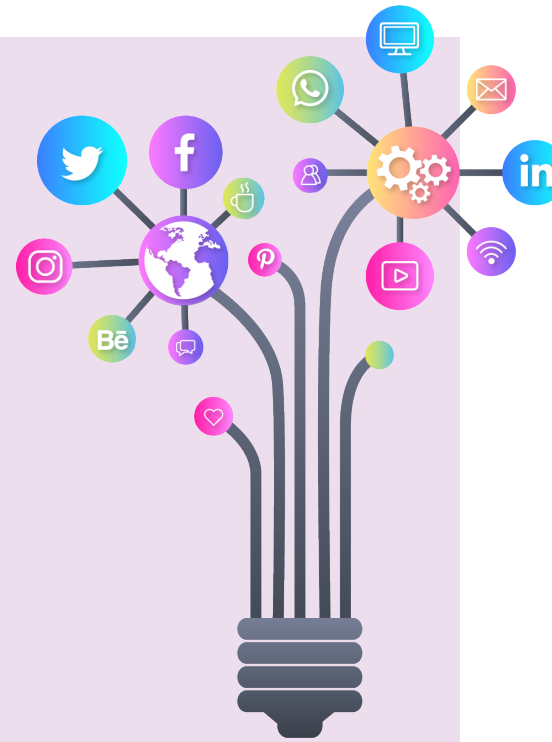
SEO is a highly involved, strategy-driven process that can take months to years to establish domain authority against competitors; this ultimately depends on the demand of the selected keywords. Google is in business to provide the most accurate information every time a user conducts a search, and because of this, domain authority among competitors is constantly evolving.

With SEO in constant evolution, previous best practices and tactics may cause penalization in today's landscape.

A highly specialized team is needed to ensure that the content produced and practices implemented are aligned with the users search intent and follow Google's complex algorithms.



Google ads



We are your growth partner for digital marketing solutions. Our people-centered workflow ensures you do not get a one-size-fits-all digital marketing solution. We become an extension of your team, a partner that understands your market and goals, and delivers customized digital marketing services and plans that align with your unique business. We leverage best practices in advertising, SEO, audience targeting, digital display and site traffic to ensure Google's finicky demands are met. Our goal is to ensure your campaign checks all of Google's boxes to reduce friction and maximize conversions.

We are growth driven, we provide weekly maintenance, strategy, bidding, audience building, retargeting and budget adjustment management of monthly campaigns, ad sets and ads using Google Ads and email marketing.

Not only are we experts at generating and driving traffic, but we are the best at optimizing and converting that traffic into direct demonstrable revenue.





Hosting

We can provide reliable and expert hosting strategy, management, and monitoring services for 24/7 uptime reliability. We can optimize your site to be performing at its best at all times for peak traffic and administration work. With our expert level data migration services, we can move you to the optimal host and provide 24/7 monitoring services to make sure your site is always running perfectly.

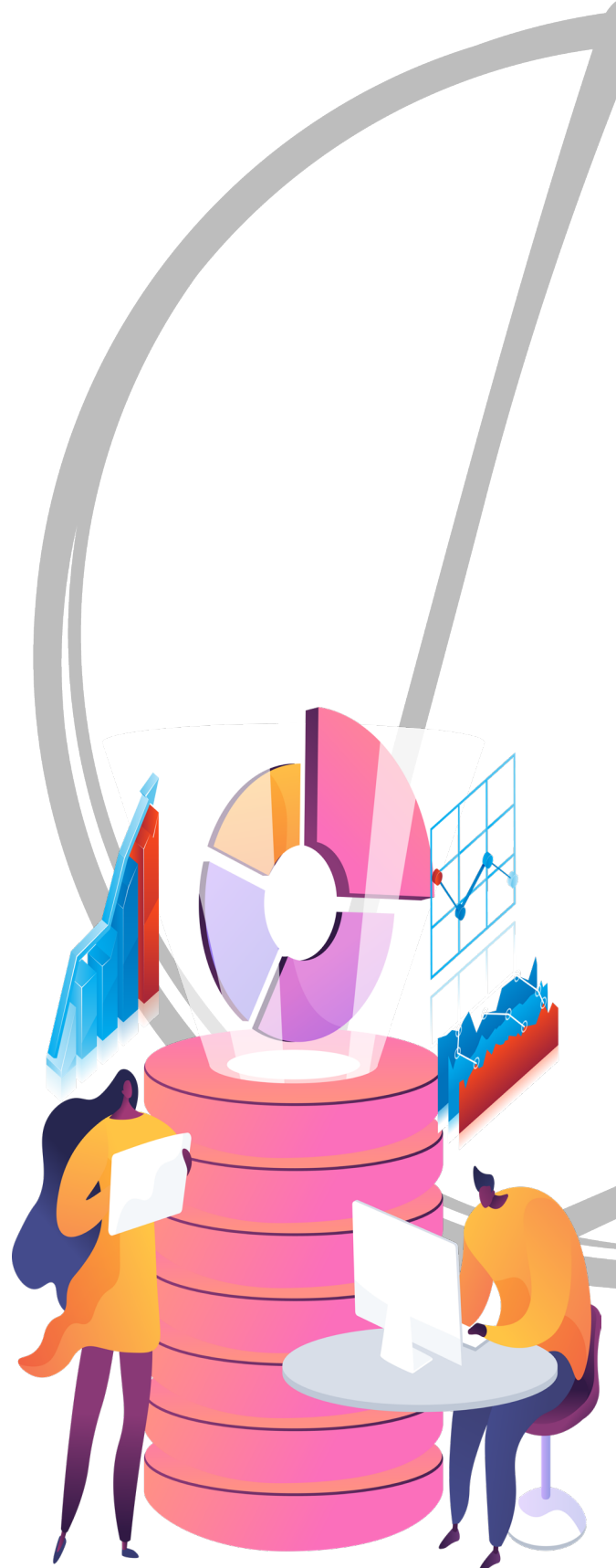


Research & analytics

Insights and analytics are used to measure the overall performance and success of your company website. Information such as the number of site visitors, bounce or “exit” rate, average time on page, conversion rate, social engagement level, and click-through rate are collected to provide insights and identify areas for improvement. Ultimately, the primary goal of your corporate website is to convert users into customers—user insights and site analytics provide valuable information necessary to increase your conversion rate.

Data analytics helps businesses convert their raw business data into actionable insights. At Loft, we help companies make quick and data-driven decisions in the ever-changing environment by rendering a full set of data analytics services.

Get your data collected, processed and presented in the form of quick regular or one-time analytics insights and avoid the time and cost burden for developing and managing a full-scale analytical solution. Whether you consider implementing a data analytics solution or completely revamping the existing one, we are ready to deliver a time-effective solution fully compliant with your business objectives.



06

Our Clients



WE WORK WITH OUTSTANDING BRANDS

Our clients span a wide range of industries, from benchmark professional services firms to innovative lifestyle and entertainment brands. They all have commonality that led us to work together in the first place: a sense of leadership, mastery in their field, and genuine love for what they do.

We don't just help our clients get from Point A to Point B; we build lasting relationships that change the course of the future for everyone involved.



07

Client reviews

We do magic together and in their own words;





Website redesign
and maintenance.

“Throughout the process of redesigning our website, we were incredibly pleased with the professionalism, attention to detail and eye for design that the Loft team brought to the table. Our needs are quite complex and recreating our web presence was a challenging endeavour, with a need to highlight diverse program offerings and appeal to different audiences. They were able to skilfully distil our requirements into an attractive and easy to navigate site that will serve our needs for many years to come.”

Katende James

IT Lead, Mobicast.



Website design, development
and maintenance.

The team had a working prototype in 5 days, impressive to say the least.

Mr. Awel Uwhanganye

Head, Government Citizen Interaction Centre.

The “add to calendar” feature on the mobile app was really helpful.

Miriam Mangeni

App user, IOS reviews.



Budo Junior School

Website design, development and maintenance.

The execution was timely, they gave us a solution hardly 8 hours after our first meeting.

Mr. Ernest Kavulu,
Head teacher, Budo Junior School.

I was able to download the work for my boy at office and have them do it offline, very convenient.

Mrs. Ssali Sarah,
Parent, Budo Junior school

We easily got acquainted with the platform even when it was our first time using it.

Mr. Kitaka Geoffrey,
Parent, Budo junior school



**Enough
about us.
let's talk
about
you!**

Book a FREE consultation session today to see how we can help you & your online business.

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