SoftEase Studio

Capabilities Deck

Since **2023**
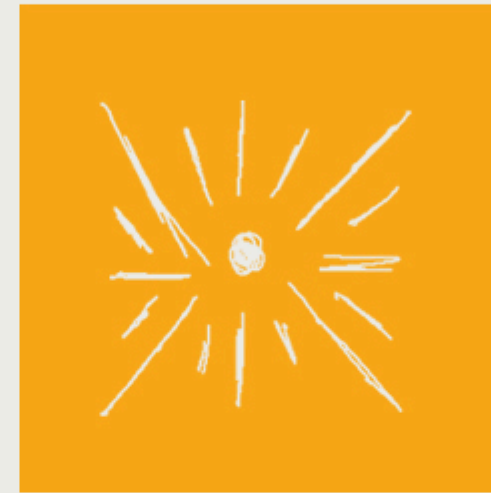
✉ **wave@softease.studio**

◻ **@softease.studio**
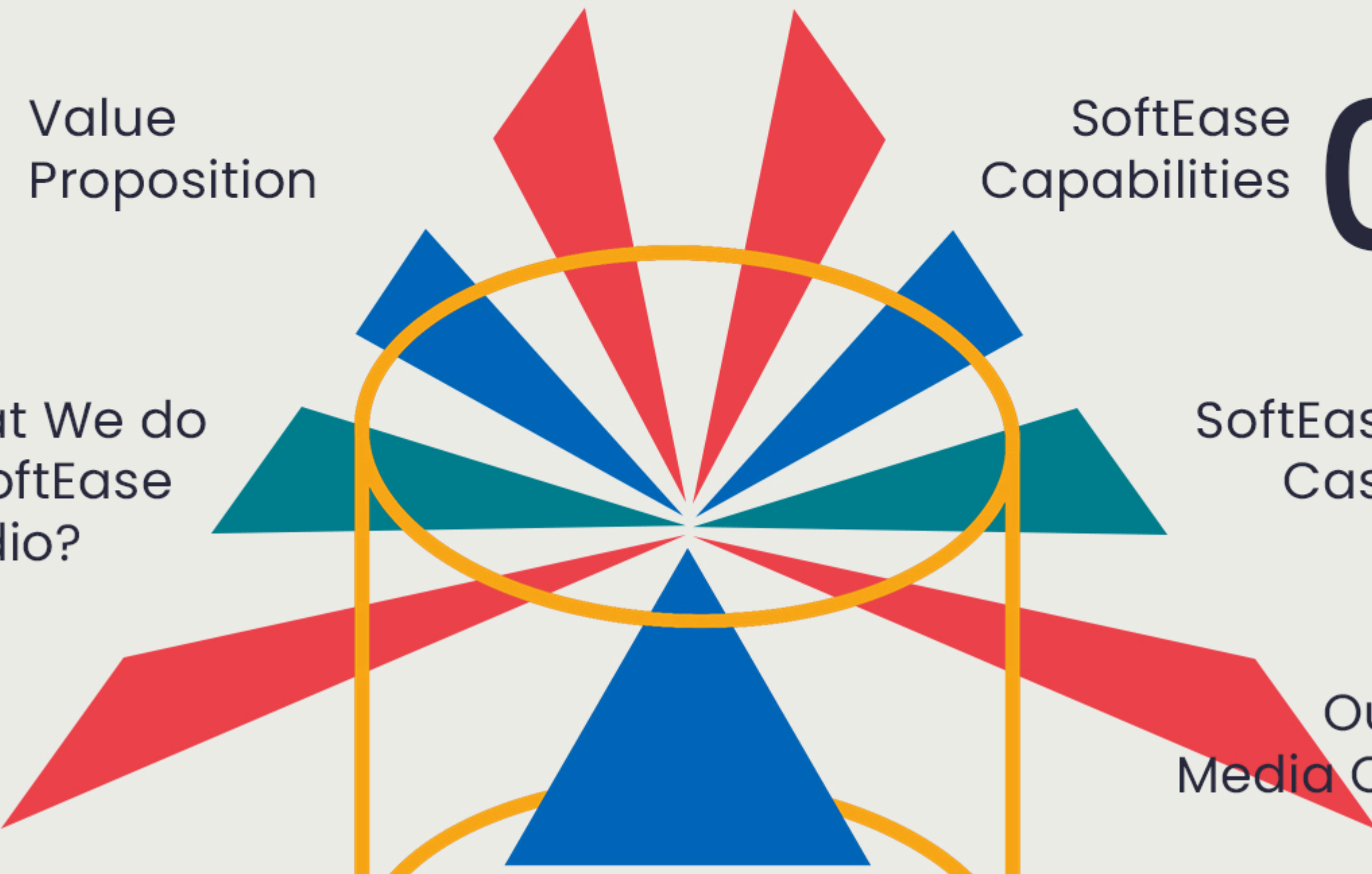
in **Softease Studio**

🌐 **https://softease.studio/**

Table of Contents

What is Softease?

SoftEase is a multi-platform digital studio that serves to facilitate all digital assets for your business.
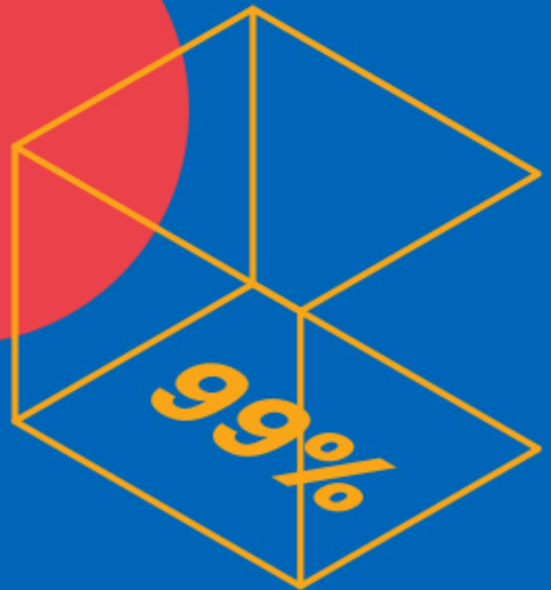
99%
Client Satisfaction Rate

500K
Users Assisted by Our Products

24/7
Global Support Availability

25+ people

have become a part of SoftEase team

What we do in Softease Studio?

MOBILE & IoT APPS

As smartphones and the internet become primary needs, we provide wide range of app creation to help business level up their game.

DESKTOP APPS

We build modern desktop applications from the ground up, using the latest JavaScript technology to ensure speed, scalability, and a seamless user experience.

WEBSITE

We provide website creation services: landing pages, SEO, e-commerce apps, and apps connect-ed to dashboards.

What we do in Softease Studio?

SEO ▶
We help business to increase their digital presence, making their name more visible so that it can reach bigger audience.

GRAPHIC DESIGN ▶
Visual has always been an important part of business. With our design, we will make your business stand out and be more catchy.

AI ▶
We are ready to assist your business with our AI-powered solutions and help you navigate the evolving digital landscape by automating operational tasks, potentially saving you valuable time and resources.

WEB3 APPS ▶
We craft cutting-edge Web3 apps, delivering seamless blockchain integration, decentralized features, and user-friendly designs to empower your digital innovation.

Value Proposition

As a digital studio, SoftEase aims to be able to blend

imagination with innovation

to create digital masterpieces.

We are also dedicated to delivering excellence in the digital realm.

We simplify complexity, ensuring a delightful digital journey for our clients.

How —

digitalization
digitalization
digitalization
digitalization

impact ✷ impact ✷ impac

your business ??

Digitalisasi pada era ini bukan sekadar tren, tetapi menjadi **kunci utama pertumbuhan bisnis.** Dengan memanfaatkan teknologi terkini seperti otomatisasi beberapa pekerjaan rutin melalui aplikasi digital, dan jual beli secara online, banyak perusahaan bisa **menekan biaya hingga 30% dan mempercepat proses kerja dari yang biasanya** butuh berhari-hari menjadi hanya hitungan menit. (Sumber: MoneyForumWorld, 2024).

Konsumen di Indonesia juga sudah berubah: **lebih dari 74% masyarakat Indonesia aktif online** dan mayoritas lebih suka layanan yang cepat, praktis, dan bisa diakses lewat ponsel. (Sumber: MarketResearchIndonesia, 2024). Itu se-babnya, bisnis yang beralih ke digital—misalnya dengan pembayaran *cashless,* toko online, atau layanan pelanggan berbasis aplikasi—umumnya **lebih cepat berkembang dan punya pelanggan yang lebih setia.**

Who's Behind SoftEase?

Behind the project results presented to clients, there are team members that is always dedicated to turn ideas and question into reality and answer.

grow grow grow g

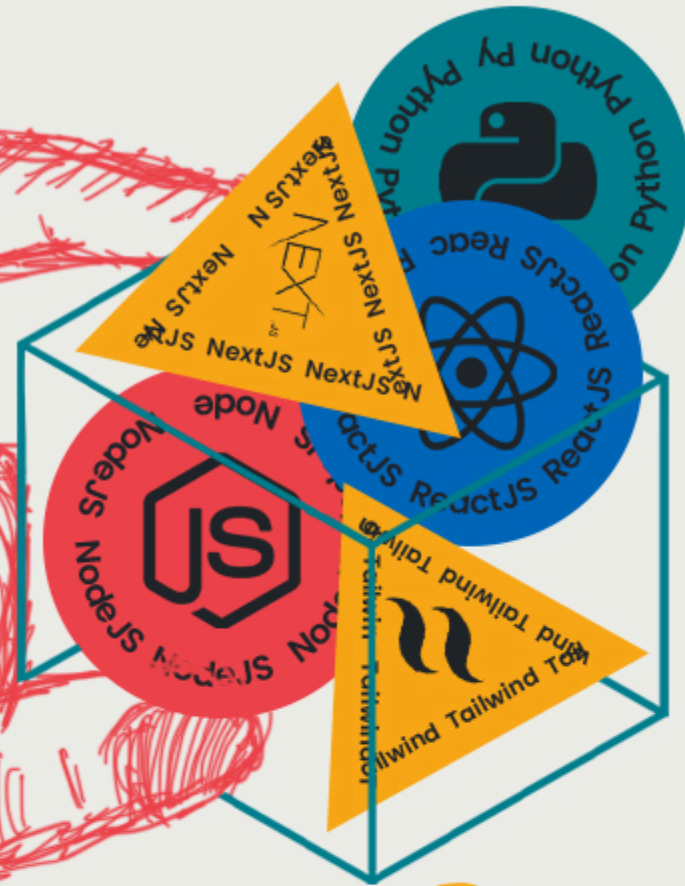fast fast fast fast fast

collaboration collaboration

There's no limit in learning and improvement—we're listening to your dreams and challenges, ready to realize them.

In a rapidly changing business world, we ensure to keep up with the pace while still maintaining our work quality.

Connection between our team and clients is fundamental in ensuring satisfaction for both parties.

grow grow

collaboration collaborati

SoftEase Capabilities

Programming
Language

Business
Tools

Creative

UIX & Graphic
Design

AI Assistant

Online Dashboard

E-Commerce

Google
SEO
Content
Writing
Branding
Copywriting
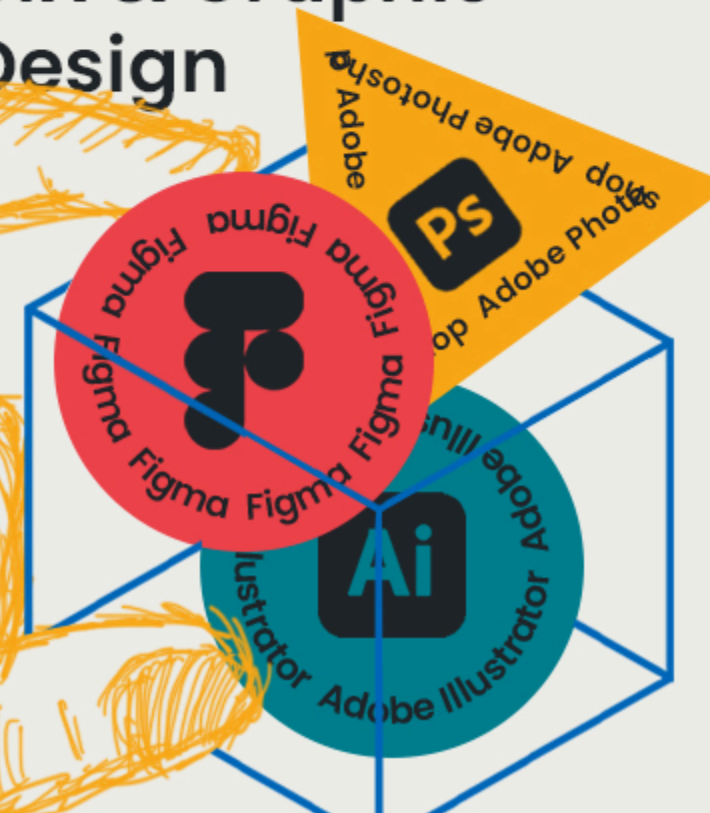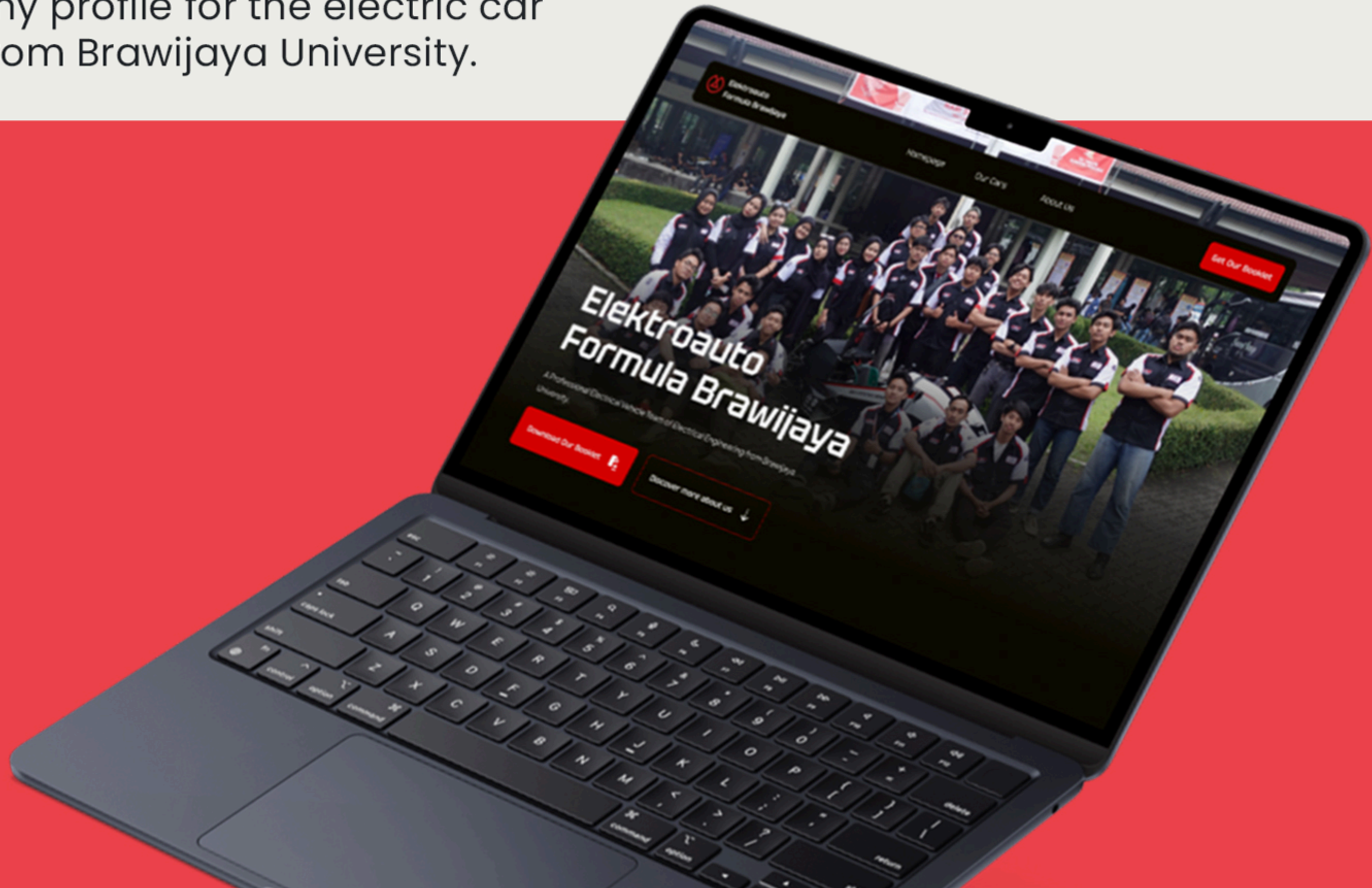
EF Brawijaya Company Profile

A web company profile for the electric car racing team from Brawijaya University.

Problem

EF Brawijaya, the electric car racing team from Brawijaya University, previously lacked a professional and accessible online presence. it was difficult to showcase the team's achievements, attract sponsors, and communicate their vision effectively to a wider audience.
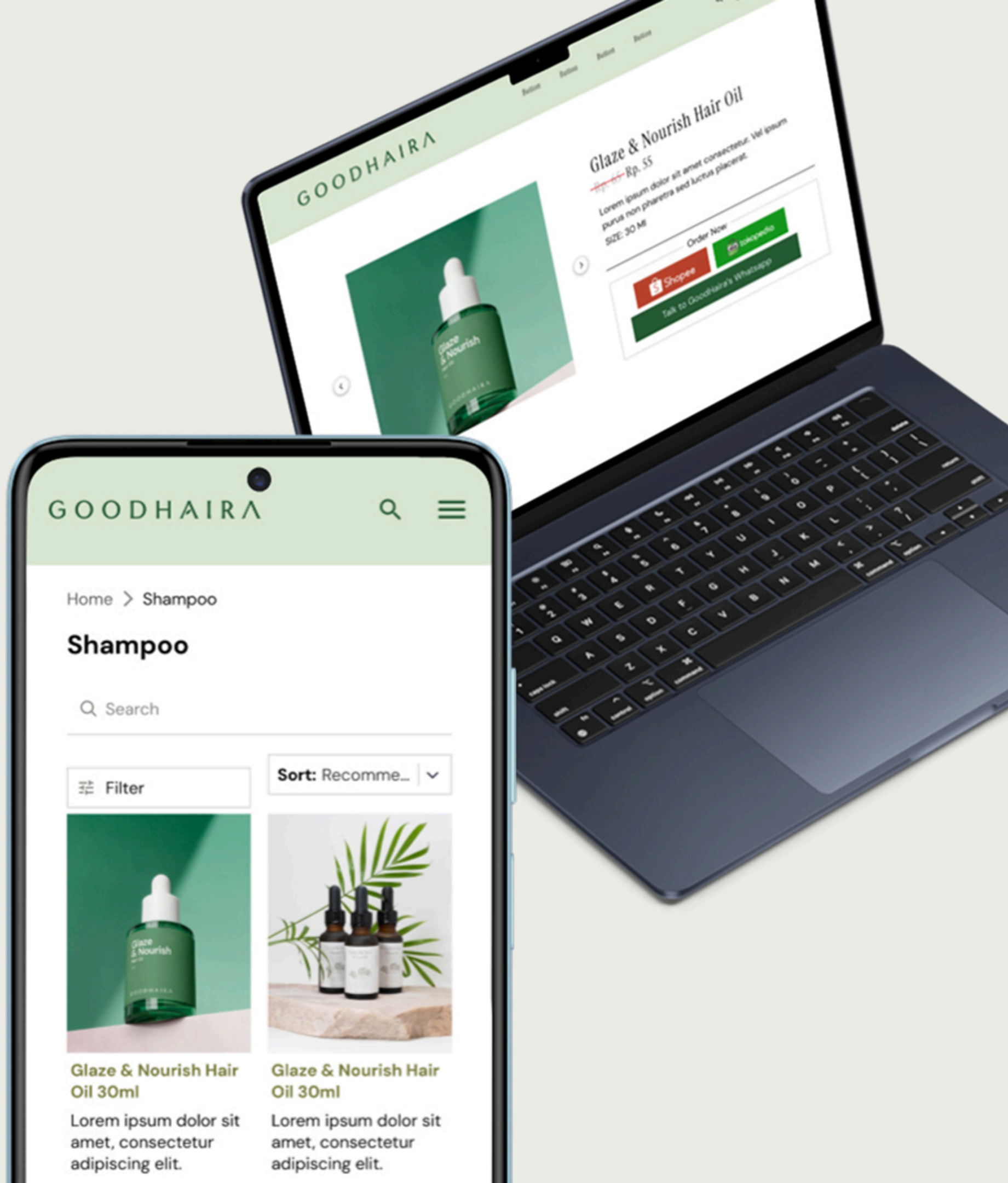
Solution

To handle this issue, we developed a professional web company profile that focused on highlighting EF Brawijaya's identity, showcase their achievements, and provide an accessible platform for sponsors, partners, and the public to engage with the team.

GoodHaira Haircare E - Commerce

A E - Commerce that offers a wide range haircare product

Problem

As a new brand in the haircare industry, GoodHaira needs to establish a strong and recognizable digital identity. Without a dedicated e-commerce website, the brand faces challenges in building trust, showcasing its products, and providing a seamless shopping experience.

Solution

To overcome these challenges, a dedicated e-commerce website was developed with a strong brand identity that reflects GoodHaira's values. The platform not only enhances online sales but also improves customer engagement and helps the brand reach a wider market more effectively.

NASA TLX Cognitive Assessment Mobile App

A cognitive workload assessment application based on utilizing multiple-choice questions to measure mental demand, effort, and performance.
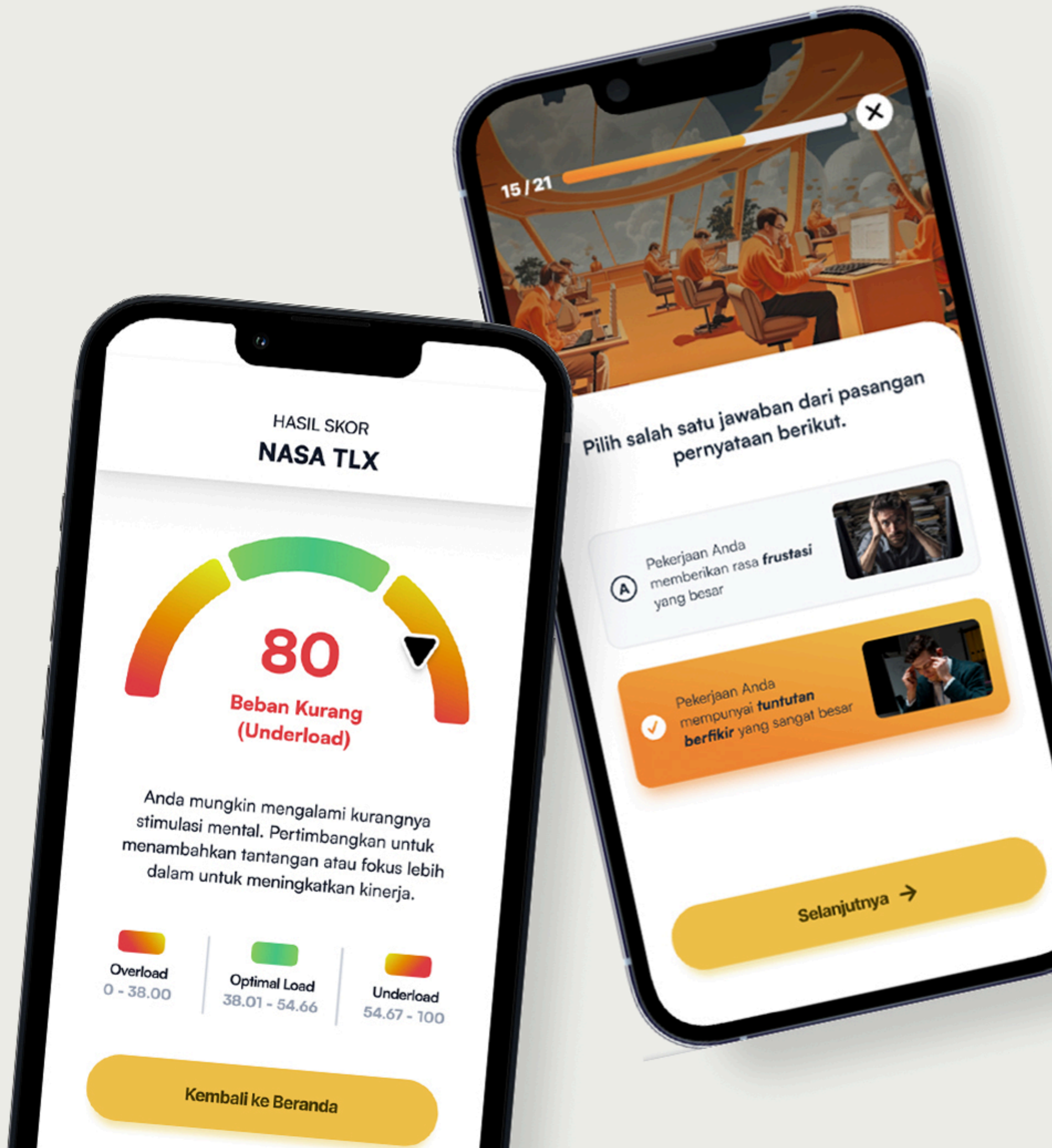
Problem

Measuring cognitive workload is often challenging because it relies on subjective perceptions that are difficult to capture consistently. Without a structured tool, researchers and practitioners struggle to quantify mental demand, effort, and performance accurately.
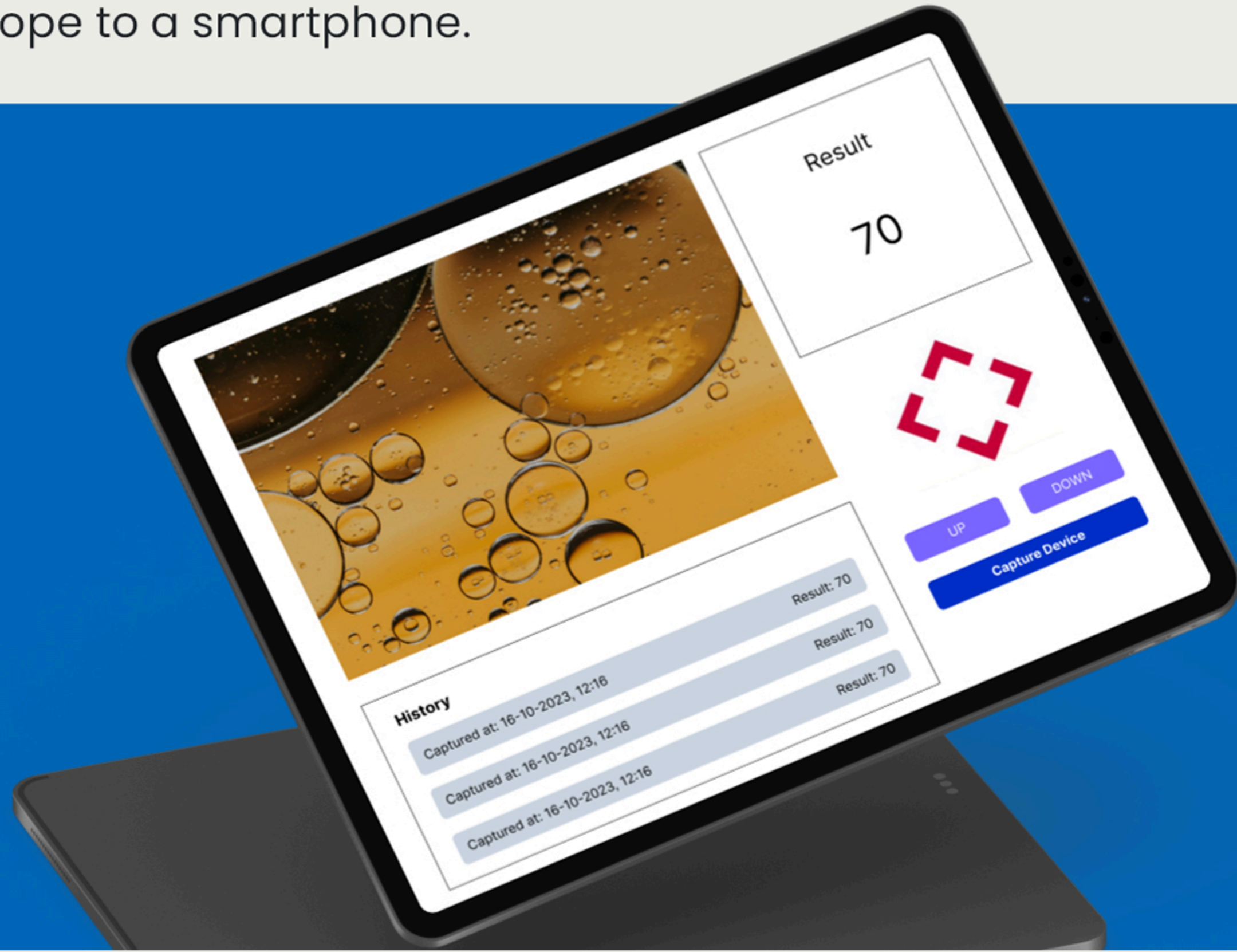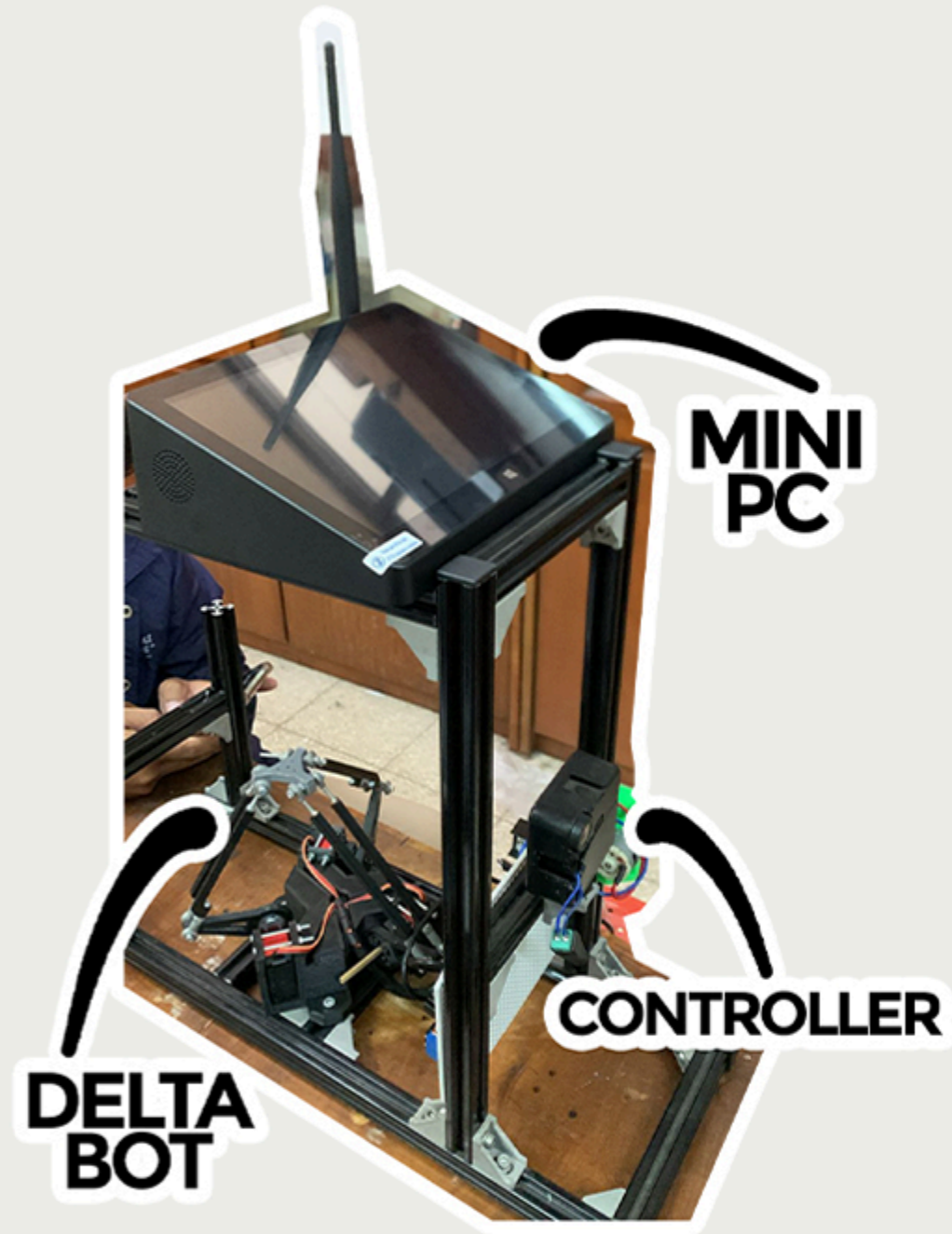
Solution

To address this challenge, We developed an application that uses multiple-choice questions to provide a structured and consistent way of measuring cognitive workload. This app simplifies data collection, improves accuracy, and supports better evaluation of user cognitive workload.

Cangle IoT Project

An IoT device that captures and records various liquid types by connecting a microscope to a smartphone.

Problem

To create a system that can record videos, capture images, store recorded results, and control the microscope camera from a smartphone.

Solution

With the IoT device provided by client, We successfully implement an system that possible to capture, record videos and store recorded results to the server. Later, client can review the results via smartphone.

Our Social Media Contents

GLIMPSE OF UIX

A segment made to learn and explore UI & UX principles, visuals, and tips; specially curated for fellow designers.

INSIGHT

This section contains wide-range topics that would give you various knowledges, mainly about business, technology, and productivity tips.

APA SIH ITU?

New to tech circumstances? Clueless about all techno-logical & digital terms you've never heard before? Worry not, we'll explain them for you in the easiest way possible!

SOFTEASE WORKS

We'd love to share countless of our stories with you! Dive and learn how we carry out and manage our various projects from our clients here.

Thanks

Contact us via:

✉ wave@softease.studio

▣ [@softease.studio](https://instagram.com/softease.studio)

in [Softease Studio](https://linkedin.com/company/softease-studio)