MULIA
CERAMICS

Mobile App

By Toolbar Digital

19 Desember 2014

Concept

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I. Content

Content Structure

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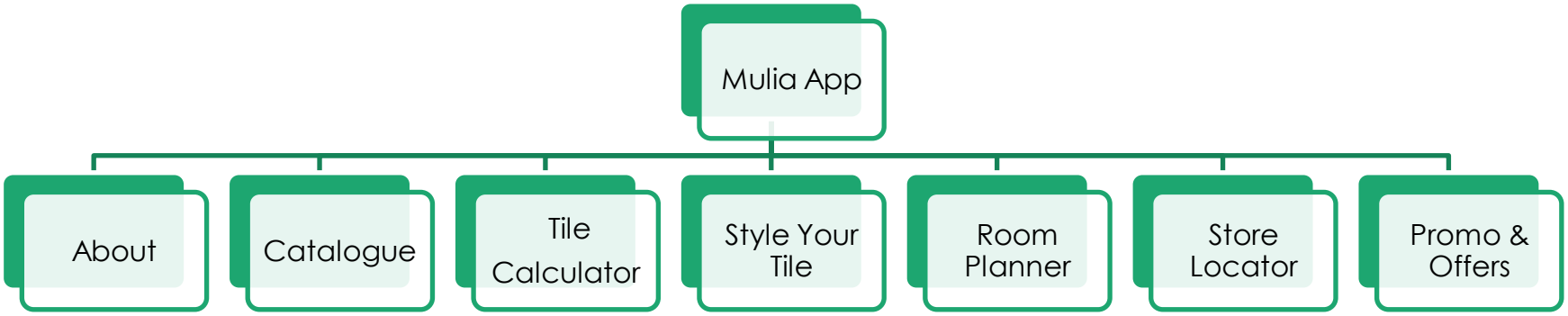

Catalogue

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Allows users to explore whole Mulia's collections and find suitable products easily with the help of specific and complete categorization:

1. Tile type
2. Application
3. Room Type
4. Color
5. Finishing
6. Size

Tile Calculator

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Allows users to calculate the tile necessity required by the specific design. The calculation result is very practical and with attention to accuracy:

1. Room Dimension
2. Tile Size
3. Total Tile Area
4. Total Tile Unit
5. Total tile Box
6. Application

Style Your Tile

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Allows users to create personal tile design. They can create unique patterns, colors, and figures for the tile.

They can also take photo of preferred objects and apply it to the tile.

After finish designing the tile, they can submit the design to Mulia Ceramics, along with their contact details.

Mulia will study the design and check if the user's design or something similar is possible to produce, and contact the user.

Room Planner

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Allows users to create design interior of their own room.

Once they finish, they can instantly calculate how many tiles are required for the design.

They also can share their design to their friends, ask for their opinions, etc via socmed.

Promo & Offers

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Provides information about latest offers and current promos.

Store Locator

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Adresses of stores & outlets where Mulia products are available along with the company's contacts.

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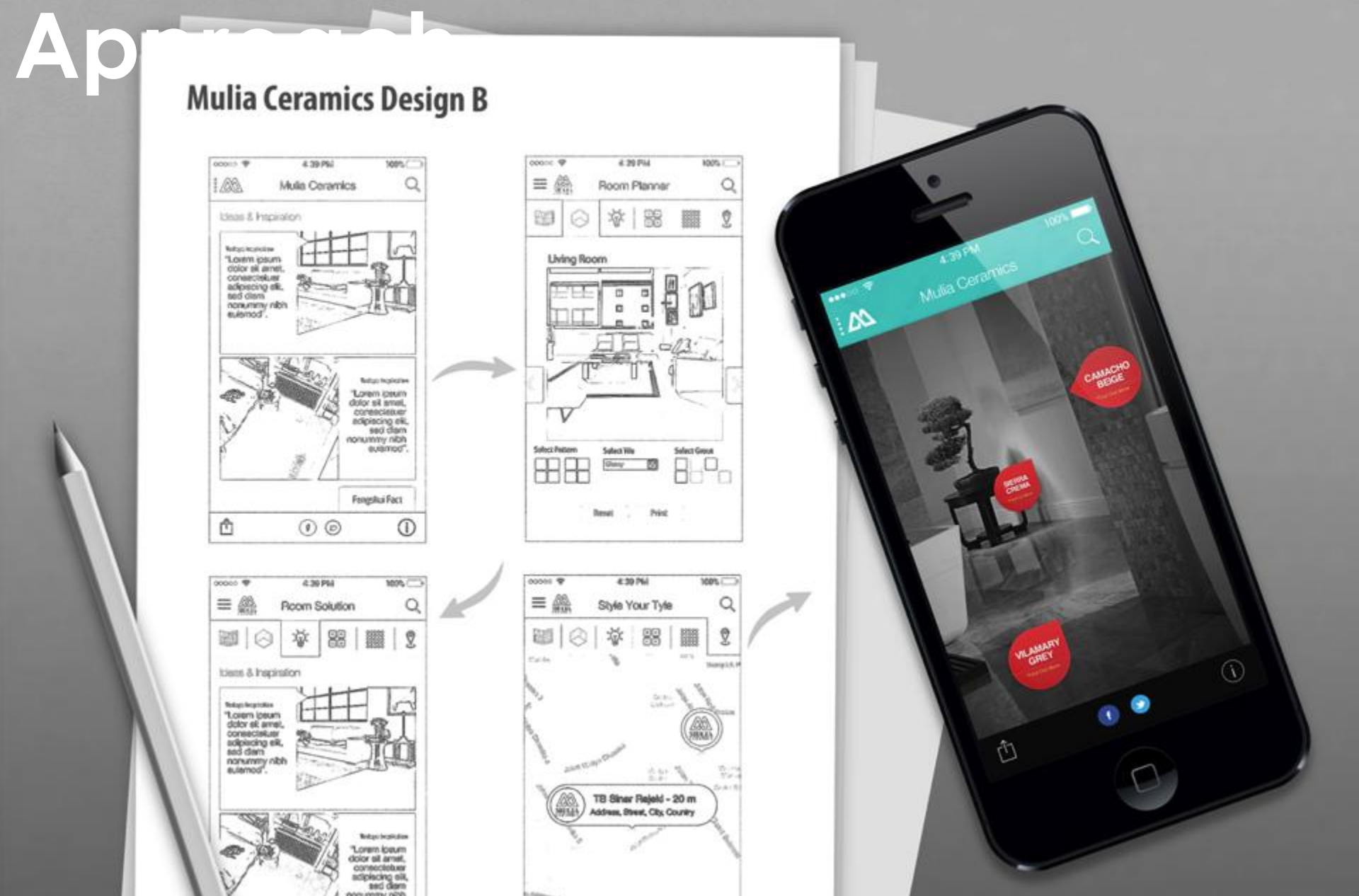
II. Design

Catalogue

Approach



4:39 PM
Mulia Ceramics
100%
CAMACHO BEIGE
SIERRA CREMA
VILAMARY GREY
VILAMARI GREY
Calculate
Type | Aplication | Room Type | Finishing | Size
Room Dimension
Length / Height
Width
Tile Size

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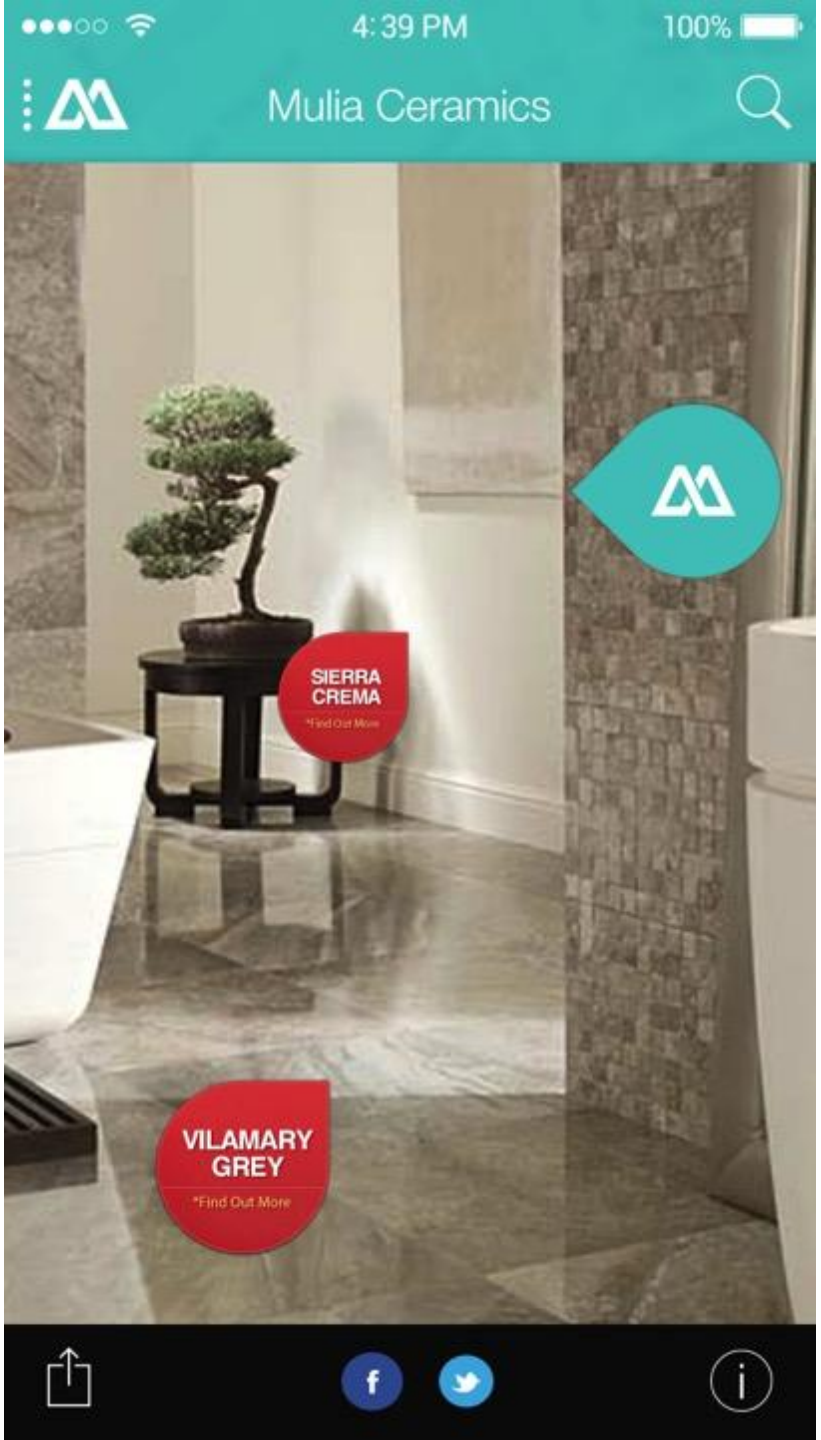

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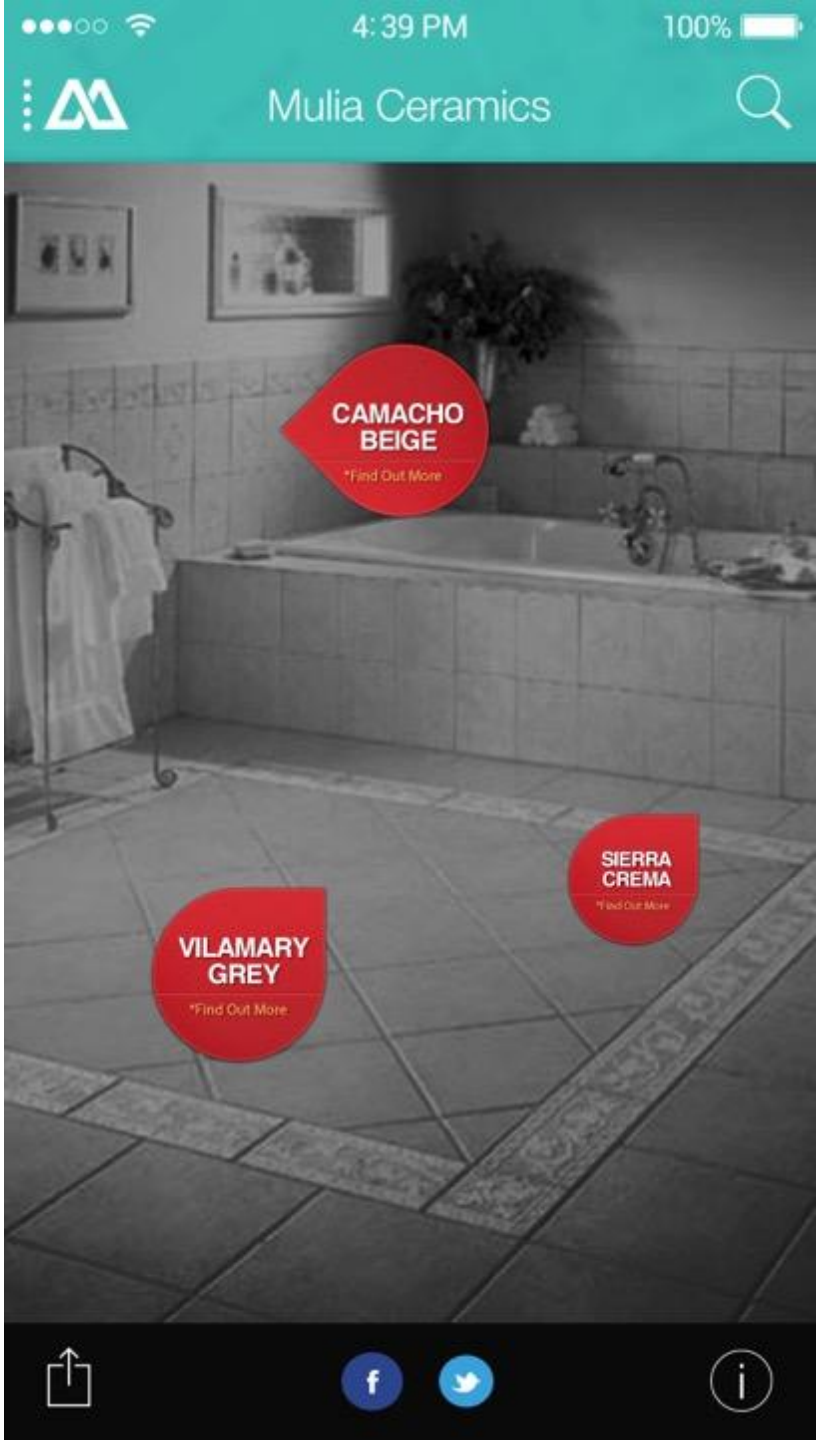

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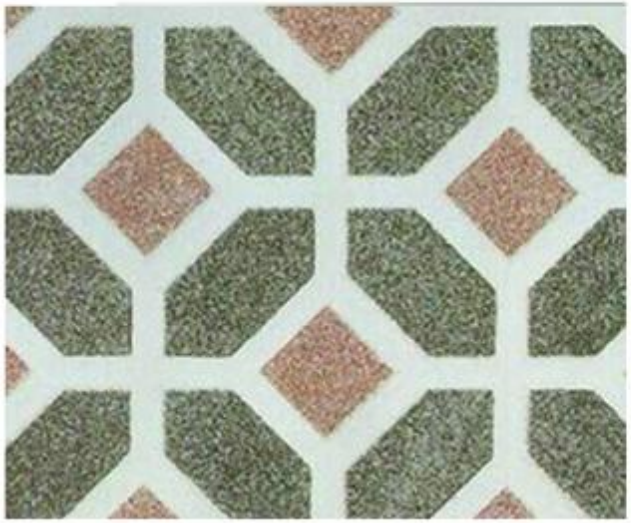

VILAMARI GREY

DV-AC-VLMR15MU

60 x 60 cm (24' x 24")

Calculate

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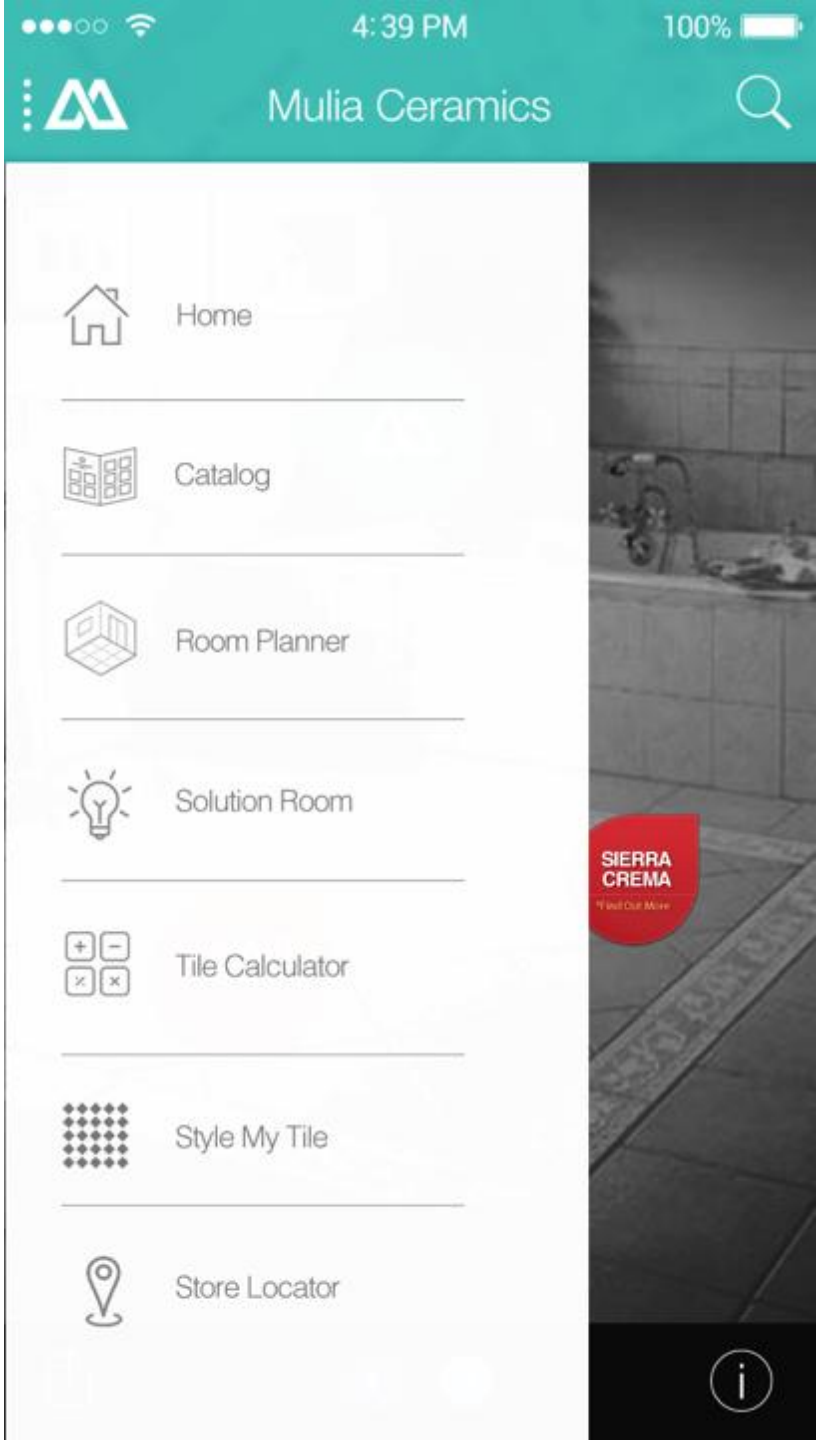

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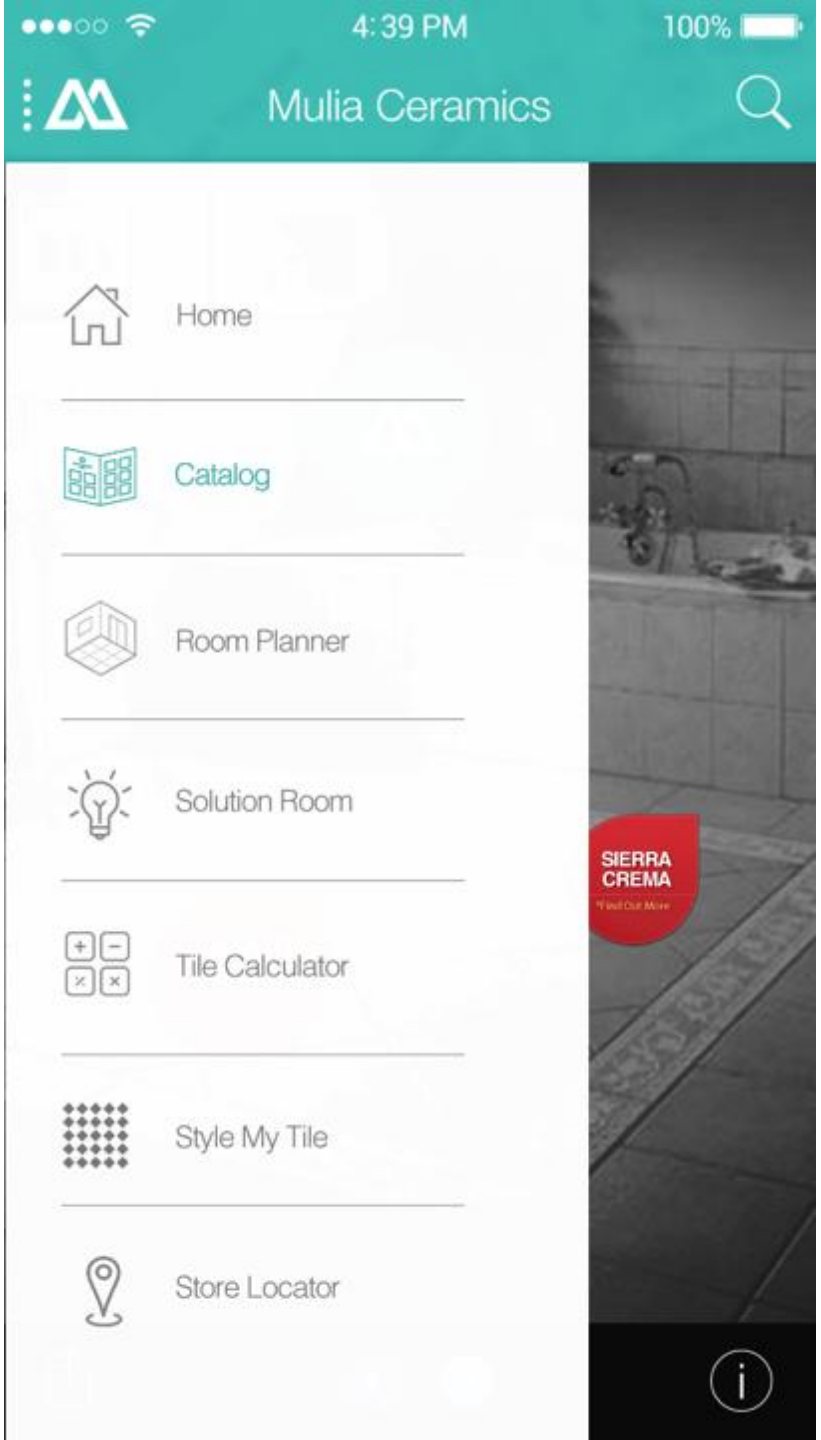

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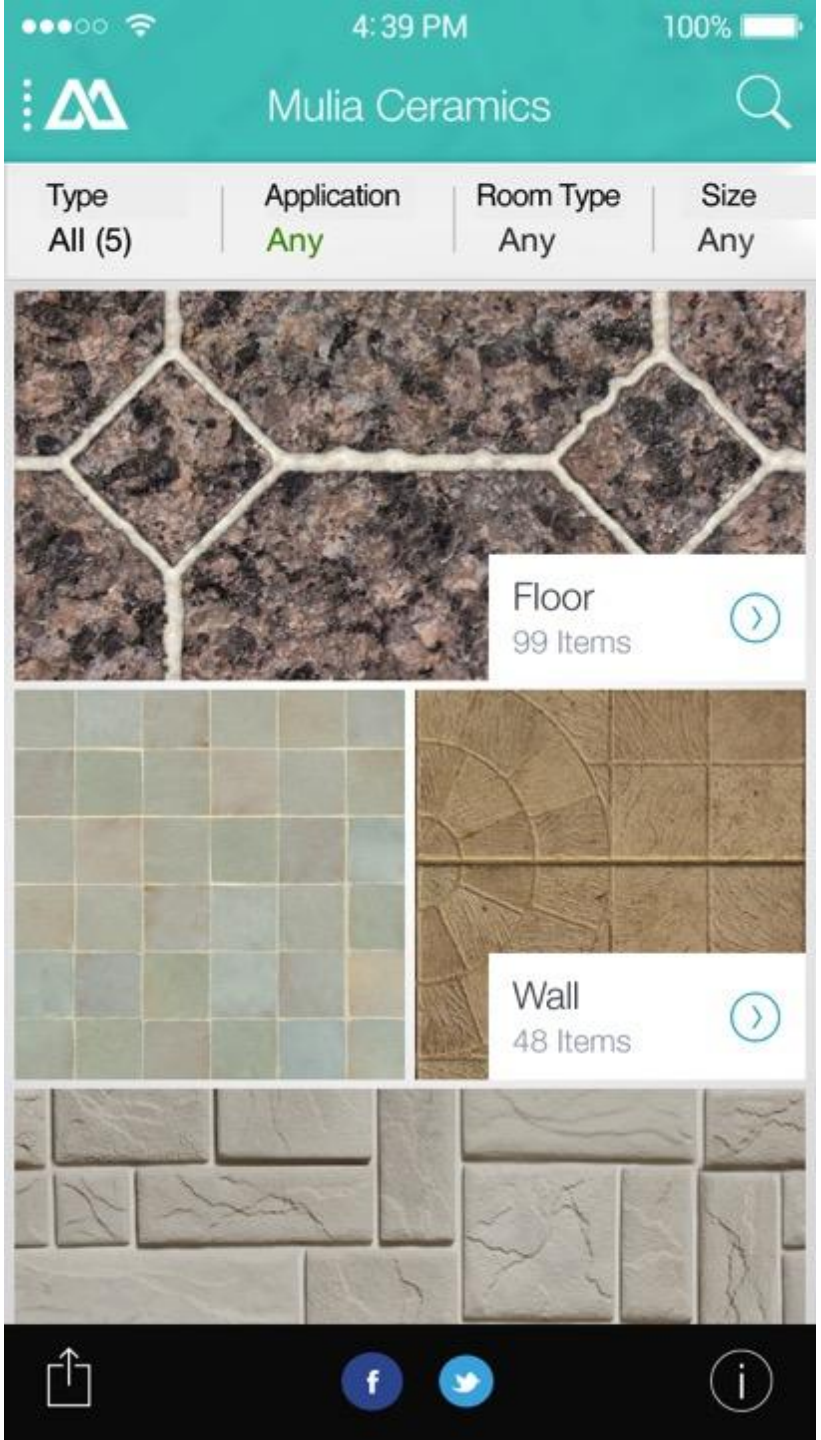

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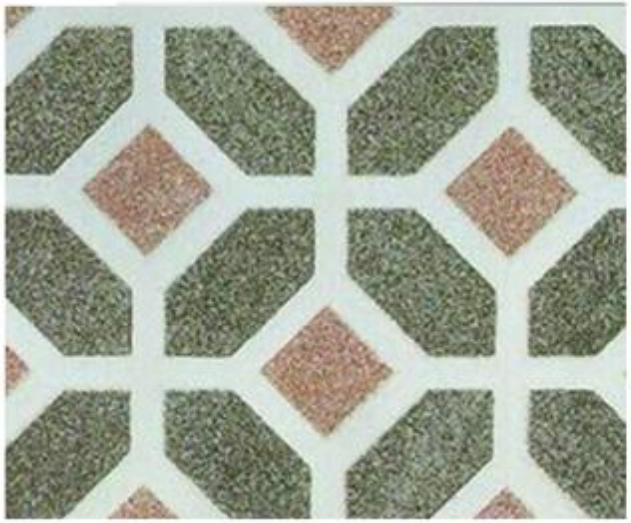

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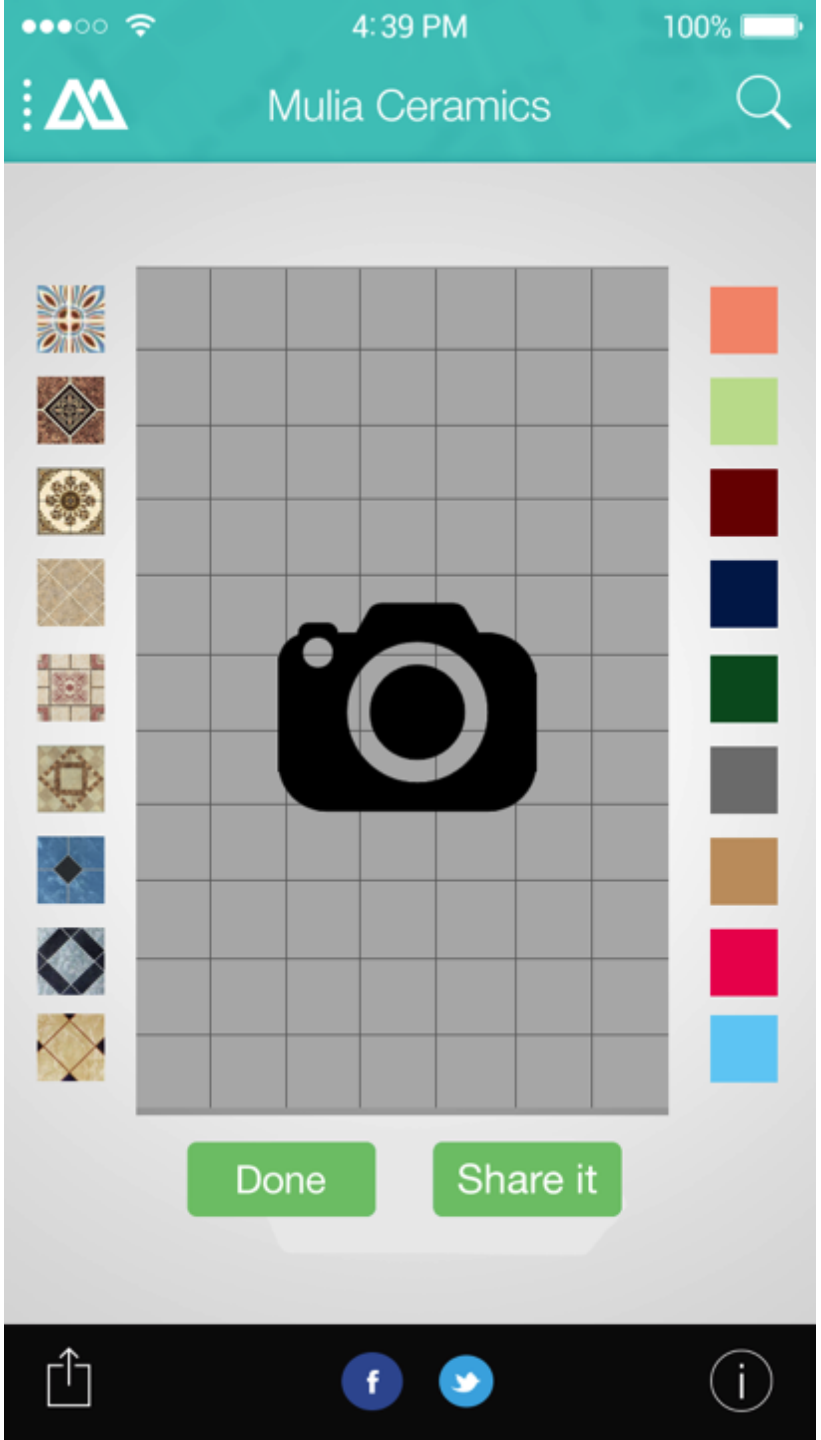

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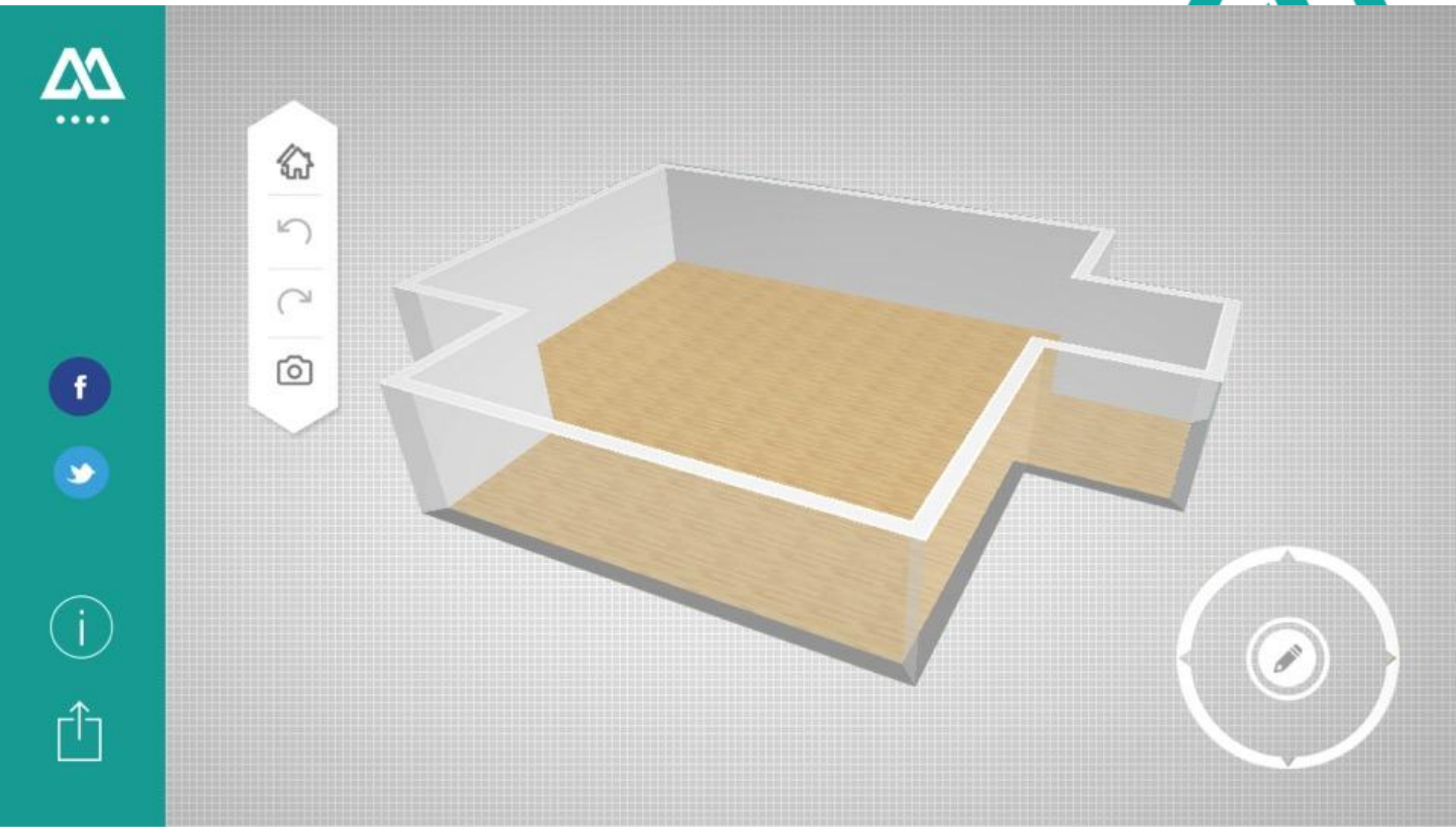
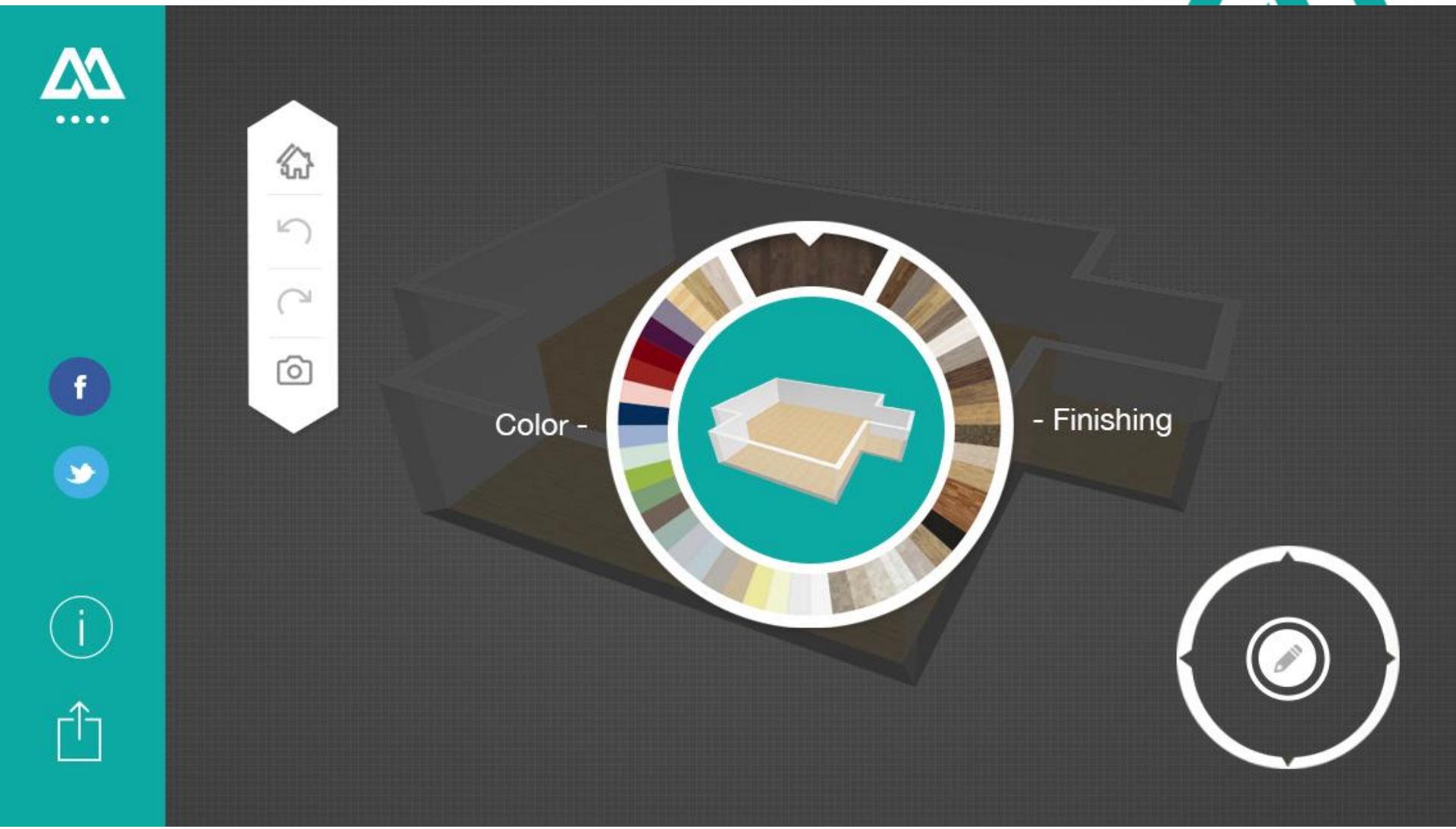
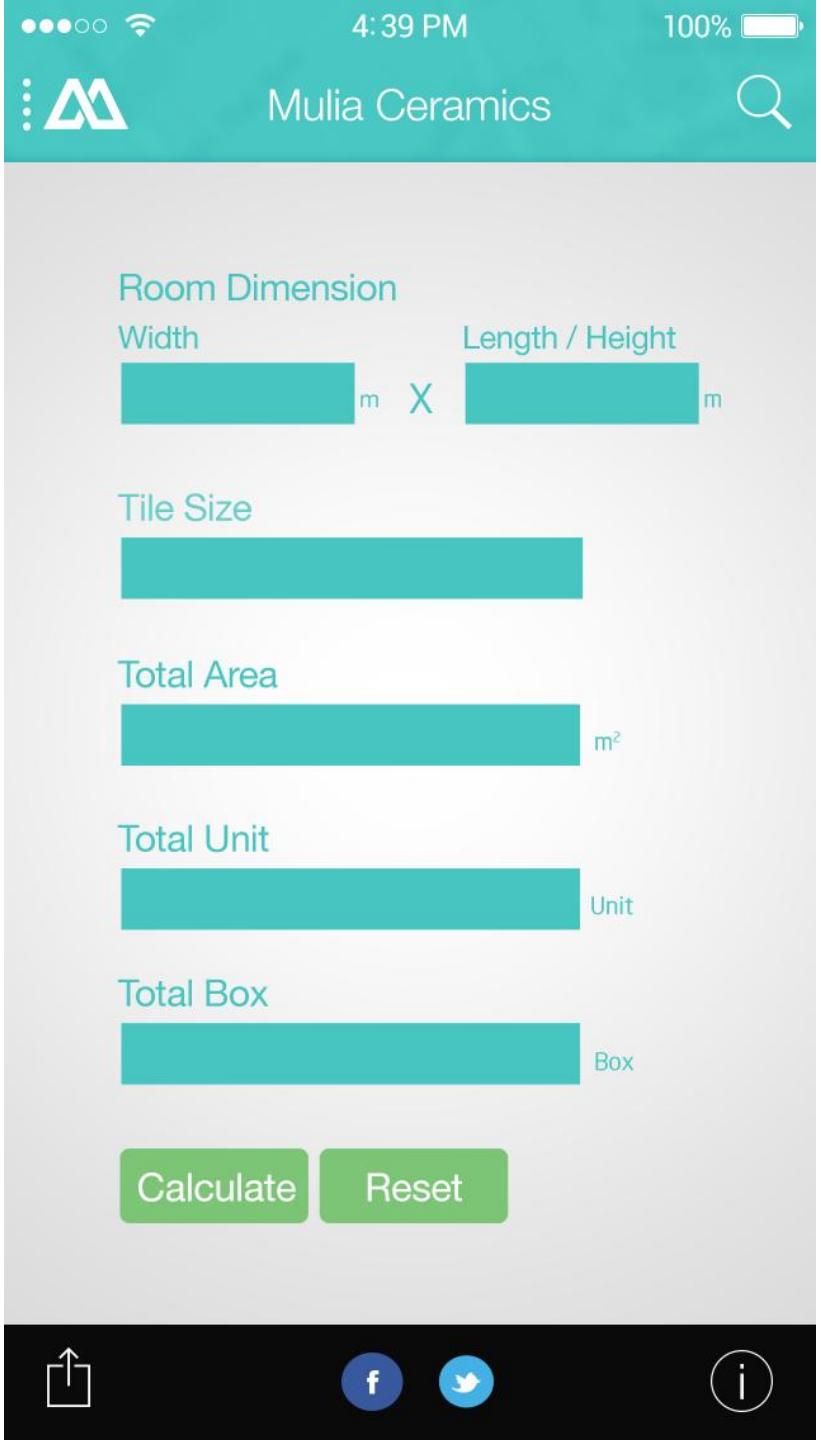



Color -
- Finishing

SLO-MO
VIDEO
PHOTO
SQUARE
PANO



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Thank You.
Let's Collaborate!

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