



Concept Prototyping Development



GenericFrame Strengths

CONCEPT

**Visualize
And
Demonstrate**

With GenericFrame you can create prototypes within few hours

No programming skills are required

Increase your success rate by presenting your ideas

Boost your sales

PROTOTYPING

**Verify Requirements
And
Gather Feedback**

Capture user's attention right away

Create prototypes along with analysis and specification

Minimize risks by showing the future system to the user right in the beginning

DEVELOPMENT

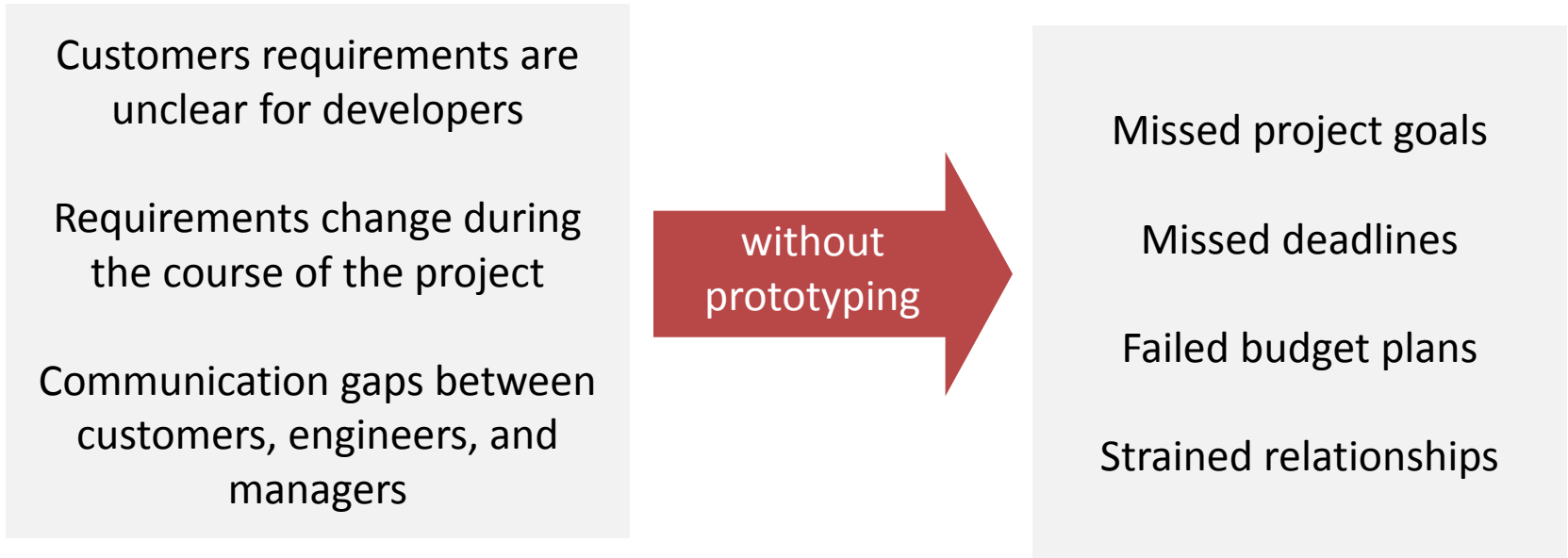
**Time-To-Market Is
Shorter Than Ever**

Produce a dynamic prototype or a real application within days or hours

GenericFrame connects to any popular back-end (Java, .NET, PHP, others)



Problem Description



Statistics from 1970 to 2011 show similar results:

31.1% of all software projects are **cancelled** before completion

52.7% of all software projects **cost over 189%** of their original estimates

Source: Standish Group's



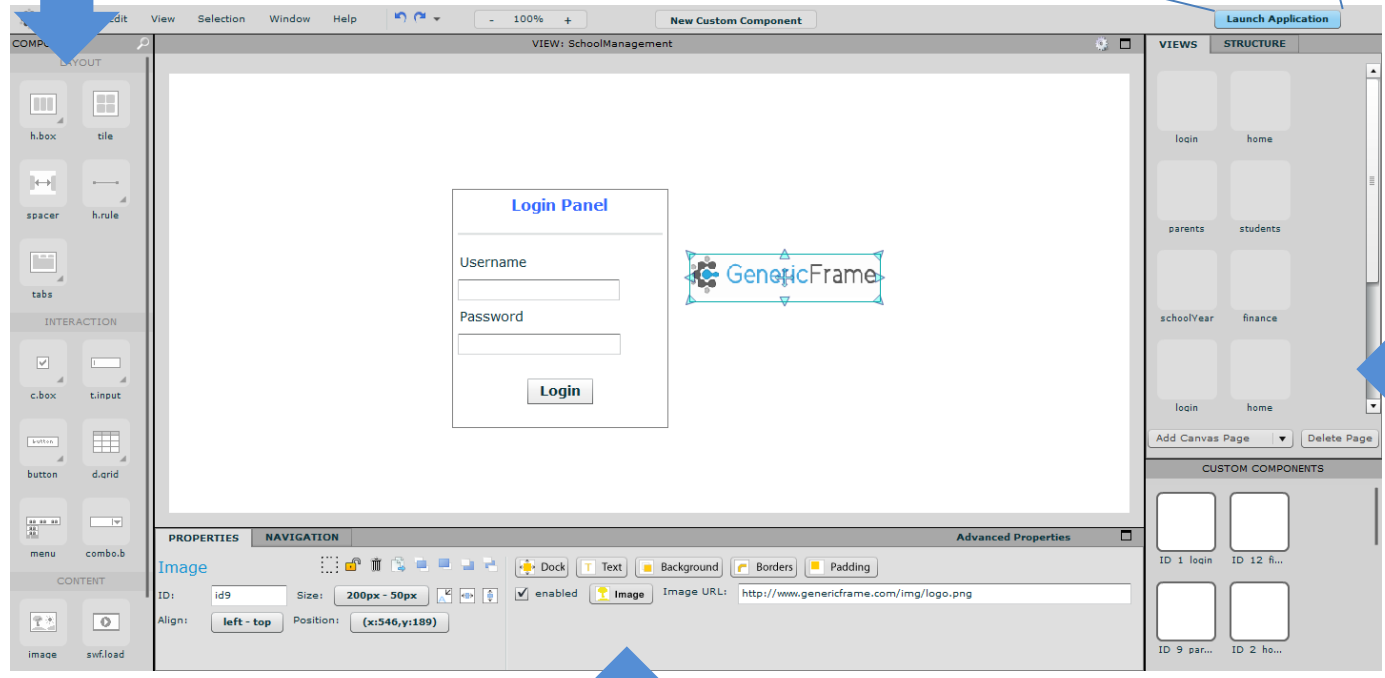
Visual Prototyping Tool

GenericFrame is a visual designer where application prototypes are created via drag & drop. No coding required

Add components

Launch Application

Launch & share your prototype



Manage views and navigation

Edit properties



Visual Prototyping Tool



Decreases Complexity



Minimizes
Communication effort



Minimizes
Project Risk

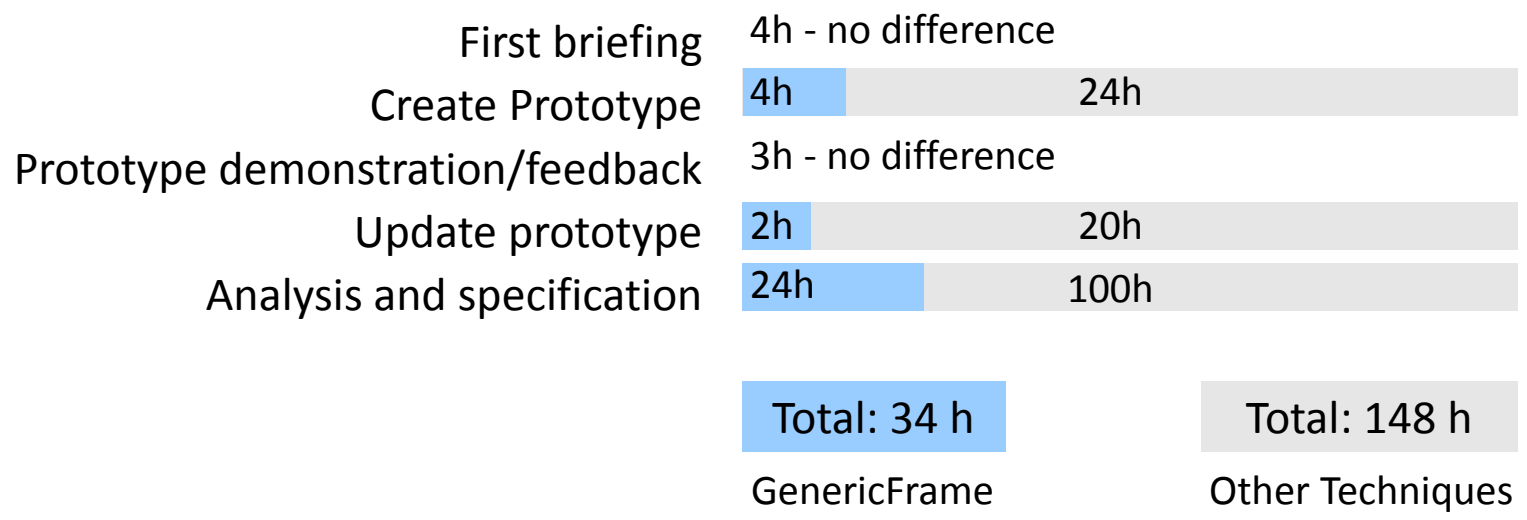
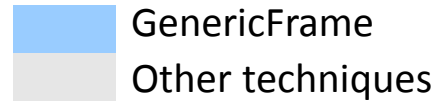


Minimizes
Required Skill Level



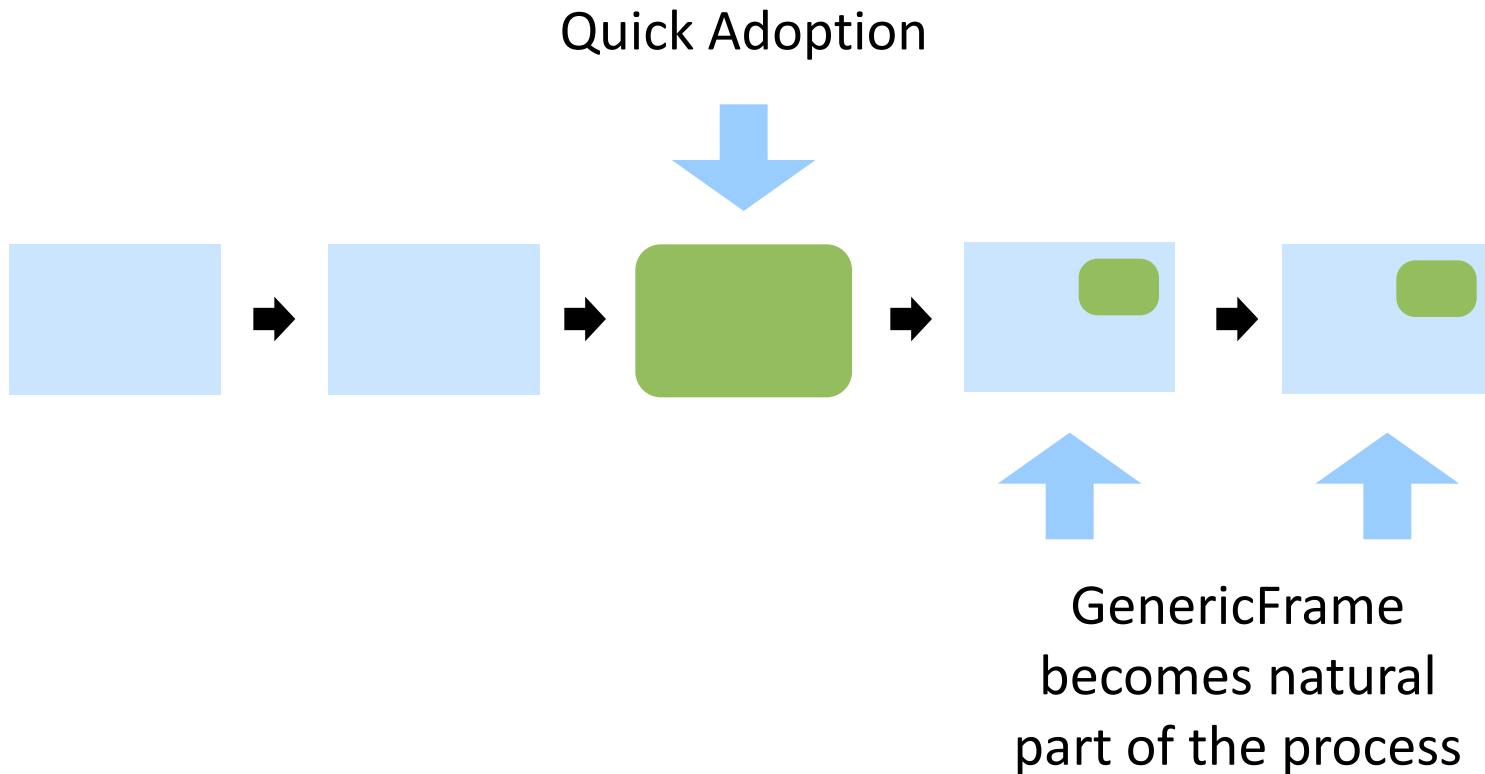
Effectiveness + Cost Savings

Software Project Analysis Phase



GenericFrame saves 114 hours in the initial project phase.

GenericFrame seamlessly fits in the process
Costly process changes are not required





BENEFITS

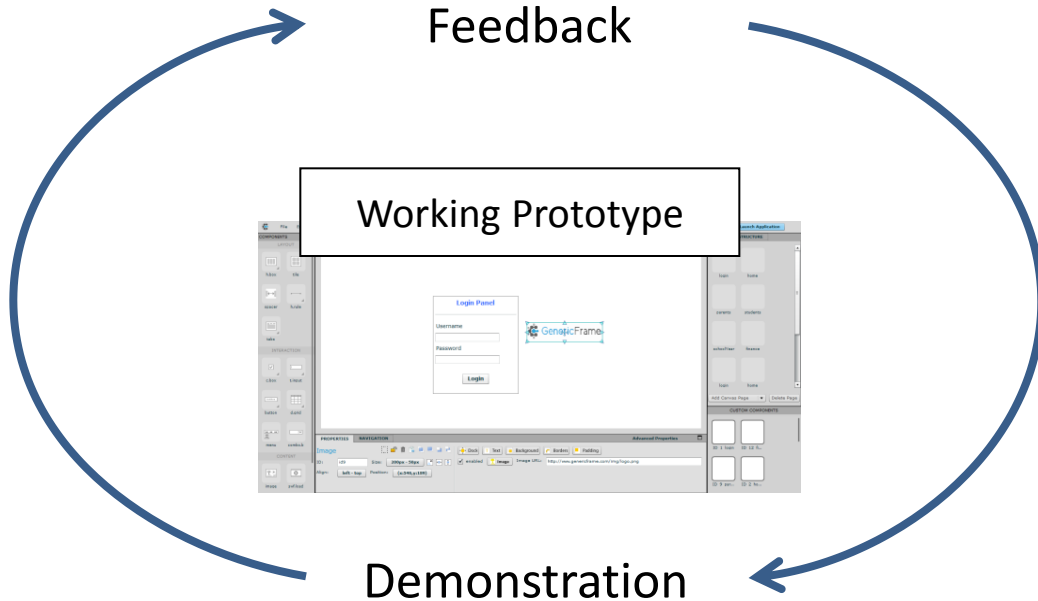
Improved communication



Idea
Initial Requirements



Let's create a prototype!
With GenericFrame this is a matter of a few hours



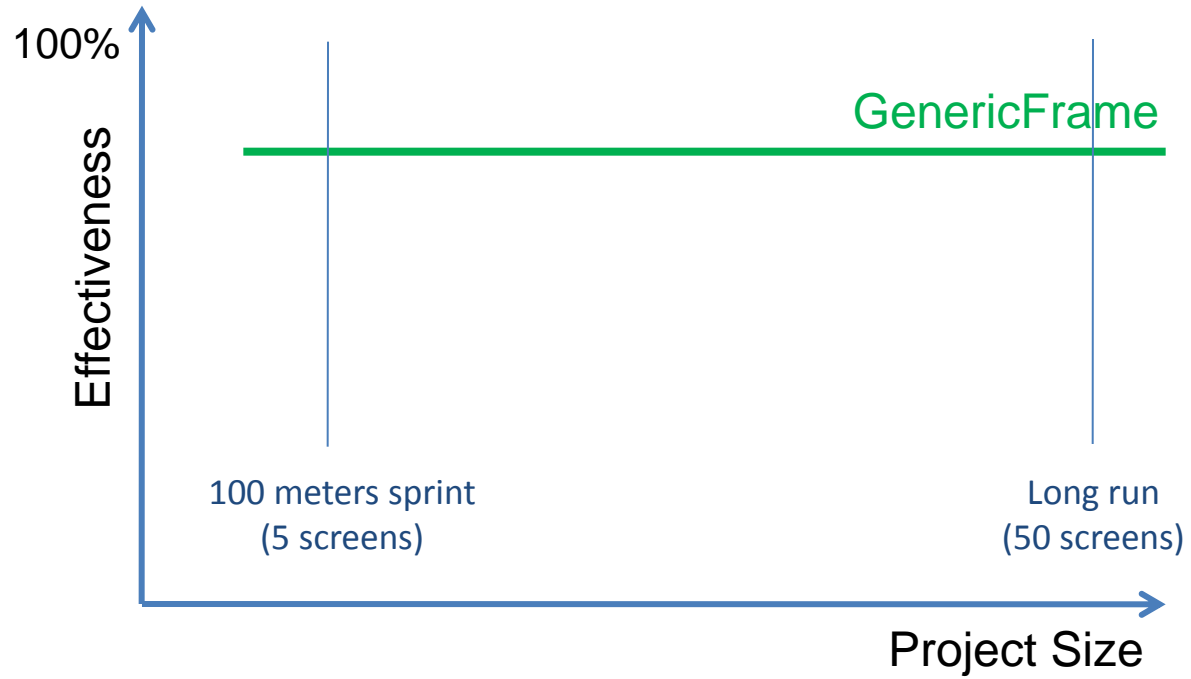
Multiple iterations and changes are needed to assure common understanding about the end product

The dynamic prototype from GenericFrame is **a perfect addition to every specification or requirements document.**



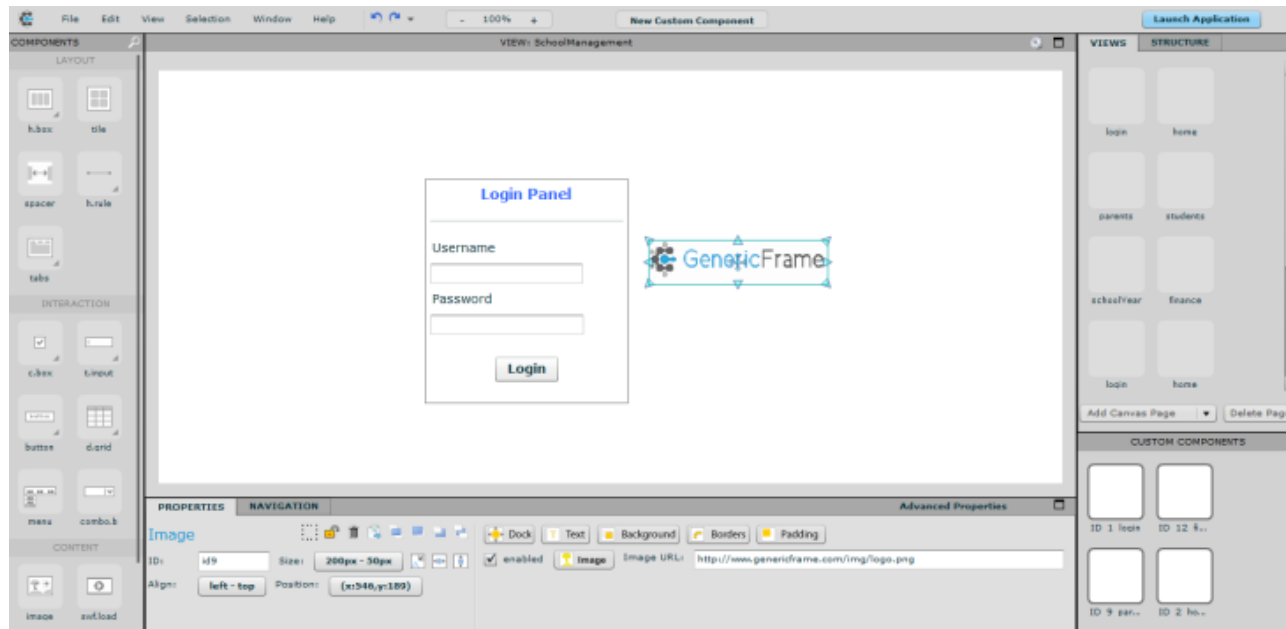
Effectiveness & Reduced Risk

Do you have to increase the scope of your projects and add new functionalities once started?



GenericFrame makes it easy and simple to update your prototype based on feedback and changing requirements. Constant level of effectiveness makes project results visible and predictable.

Creating prototypes is as easy as making a presentation on PowerPoint



Key Features:

- Drag & drop
- No coding
- Links between pages
- Targets (load view in view)
- “Launch Now” Button
- Simple sharing via URL

For all the features, please take a look at our live demo or start a free trial at www.genericframe.com



Test:

- 1) Create a prototype with 20 screens
- 2) Make multiple iterations with the users and collect feedback
- 3) Implement the changes in the prototype after every iteration

Results

	GenericFrame	Other Techniques
Consultant needed	YES	YES
Developer needed	NO	YES
Analysis	5 hours	5 hours
Create prototype	4 hours	2 days
Change prototype	2 hours	1 day
TOTAL		
Consultant	11 hours	29 hours
		Consultant + Developer



We would love to hear back from you!

Please drop us a line at office@genericframe.com

Or visit our website at www.genericframe.com



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Thank You

www.genericframe.com