

## Brik Redesign Analysis

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<b>Timeline</b>	3 days
<b>Role</b>	UI/UX designer
<b>Industry</b>	B2B industrial material tech start-up
<b>Design scope</b>	Website landing page (one-liner website) on a larger screen

## Context

This analysis and mock-ups explore the potential benefits and drawbacks of implementing a new web design for BRIK, considering the user interface and experience of perspectives. Due to the limited time and information available, this analysis will incorporate prior assumptions, existing data, and best practices implemented by leading tech companies such as Google, Microsoft, Apple, etc.

## User Problem

A thorough analysis of brik.id revealed several areas for improvement. These will be broken down into 3 main areas:

### 1. Lack of company information

BRIK's website currently lacks in-depth information about the company's history, mission, and values. These are the potential impacts:

- A lack of company information can make BRIK seem less trustworthy and credible to potential clients, which would lead to missed opportunities for connection with potential clients.
- Limited SEO benefits will also be affected by the amount of relevant keywords on the website.

### 2. Complex navigation

Users may need help locating specific information because of information overload reflected by functions available on each section of the website. Information overload would lead to decision fatigue and reduce the user time spent on this platform. These are the areas that might contribute:

- Using drop-down navigation that uses the entire screen could potentially increase user anxiety levels by not being able to see the previous page section.
- Adding many functions without applying the clear hierarchy of attention to the web section.
- Having difficulty while using a calculator or location search bar for non-tech-savvy users due to limited descriptions and instructions on each function.

### **3. Limited visual appeal**

The website could be modernized to better appeal to today's audience. Here are the contributing factors why the website is slightly outdated compared to current industry trends:

- **Visual clutter that might increase confusion and distraction**
  - The use of a background picture in every section, especially when the section contains a CTA (e.g., a sign-up button).
  - Too many elements (e.g., multiple large pictures of women) in a single section.
  - Insufficient contrast between the text and the background.
- **Poor readability**
  - Incorporating too much brand color without a clear intention might increase eye strain.
  - Uneven spacing between elements can create a disjointed and non-harmonious look.

### **4. Mobile optimization:**

The mobile version needs to be more user-friendly. It needs a separate UI design that incorporates different elements and only responds to mobile resolution because of the lack of space.

## **Goal**

To address the pain points, these are the areas to improve:

### **1. Adding more sections**

By providing more information about BRIK, the company can build trust, establish a stronger brand identity, and attract a wider audience.

## **2. Simplifying the navigation**

Create a clear and intuitive navigation menu with well-organized categories.

## **3. Reducing visual clutter**

Use white space effectively and avoid overcrowding the design.

## **4. Improving readability**

Use larger fonts, higher contrast, and a sans-serif typeface for better readability.

## **5. Optimizing images**

Using pictures, logos, and other types of assets strategically to improve brand image and boost user acquisition (business objectives).

## **6. Ensuring mobile compatibility**

Design the website to be responsive and adaptable to different screen sizes.

# **Solution**

Due to time constraints, this solution is focused on improving the landing page of the BRIK website (one-liner website). This design is compatible with larger screens, such as desktops, laptops, and tablets.

The redesigned brik.it will reflect BRIK Mix's brand identity as a reliable, innovative, and sustainable B2B construction provider. The design will be clean, modern, and visually appealing, focusing on user experience.

## **These are the key principles that are implemented in this UI and UX design project:**

1. The UI is designed mostly based on Swiss Design principles, a minimalist design style emphasizing simplicity, objectivity, and readability. It uses a 12-column grid system and an 8px grid box.
2. Implementing a minimal color palette: yellow, red, white, shades of grey, and black, which allows the content to shine.
3. Using a T-style layout, as the human eyes form a heat map that follows the shape of "T," where the content is centered.
4. Opting for a sans-serif (Inter font family) typeface for improved readability and to eliminate unnecessary fluff.

5. Avoid using all caps on copy (both titles and body text) because if all words have a uniform rectangular shape, users can't identify words by their shape. Opting for a sentence-style copy.

The final high-fidelity design draft has 10 sections, and each of the sections will be explained in the next paragraph.

***Note:** The mobile design needs a separate UI design to hold a few adjustments because of small breakpoints and dimensions. If the design is forcefully squeezed to fit into a small screen while maintaining the shape of certain components and elements, it would make the website unstable and unresponsive, reducing the readability and user time spent on the website (may not help to achieve other business goals).*

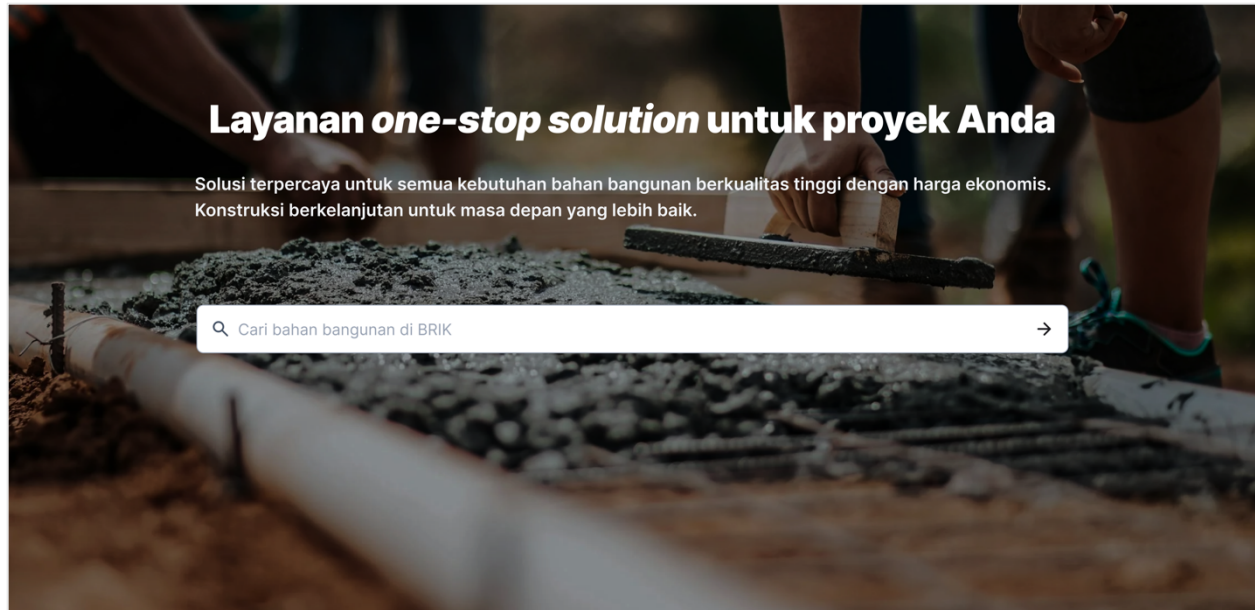
## Detailed explanation of design decision for each section:



### 1. Header (a replacement section)

The header is the topmost part of a website that serves as the primary navigation point. Incorporating a more neutral contrast color helps the navigation to distinguish itself from the rest of the web page. These are the components:

- **Logo:** The placement is left because, according to a study from Harvard, the human eye naturally reads in a left-to-right, top-to-bottom pattern.
- **Navigation Menu:** The style is a horizontal text-based navigation bar, allowing the users to scan the information faster, especially for the non-tech-savvy.
- **Sign-up Button:** The style choice of the button is contained with a high emphasis on striking contrast color and grabbing attention, encouraging users to create an account.



## 2. Hero Section (a replacement section)

The purpose of redesigning this section is because it is the first thing a visitor sees, and it sets the tone for the website and conveys the brand's image alongside the message. These are the components:

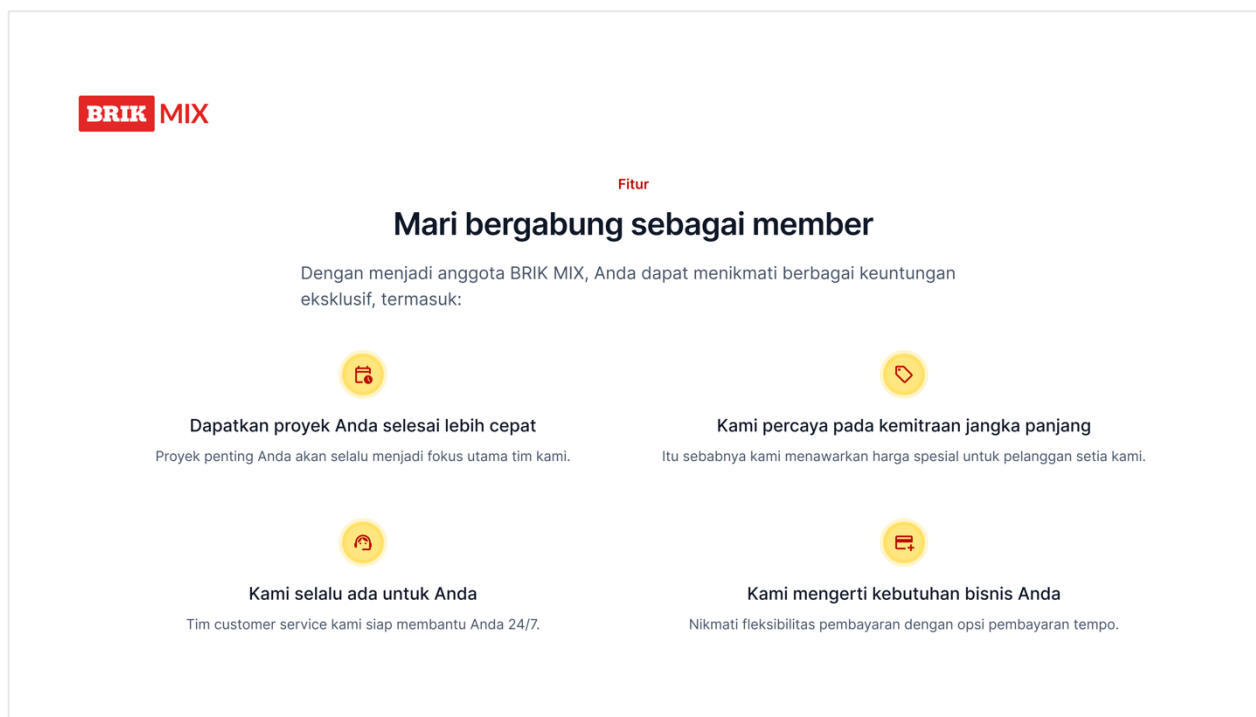
- **Compelling headline:** The use of a strong headline effectively grabs the user's attention and communicates BRIK's value proposition. Keeping it short helps the user digest it faster.
- **Subheading:** The subheading provides a concise overview of BRIK's services, making it easy for users to understand what the company offers.
- **High-quality image:** The use of a visually appealing image represents BRIK's products and services. The use of overlay on the top is to tone down the image brightness so it doesn't interfere with the headline and subheading.
- **Search bar (optional):** The search bar allows users to quickly find the information they need, improving the user experience.



### 3. Social Proof Section (an additional section)

The purpose of this section is to build trust and credibility by showcasing the number of important clients and users. These are the components:

- **Client logos:** The prominent display of client logos adds credibility and social proof to the website since it's distinguishable and can be searched online.
- **Vanity metrics:** The use of vanity metrics, such as the number of users, can help quantify BRIK's success and attract new customers. The use of vanity metrics can be anything that aligns with the business goal.



### 4. Feature Section (A replacement section)

This section is to highlight the unique features and benefits of joining or becoming a member of BRIK MIX. These are the components:

- **Clear and concise bullet points:** The use of bullet points makes it easy for users to quickly scan the features and benefits of BRIK's services.
- **Visuals:** The use of icons and images complements the text and makes the features more engaging.
- **Descriptive language:** The use of descriptive language effectively conveys the value of BRIK's services.



“Kualitas top, tepat waktu, dan profesional. BRIK selalu memenuhi harapan kami. Mitra terpercaya untuk proyek pengembangan.”

Micheal Haryadi  
CEO, Real-Estate Developer of Sisyphus



## 5. Quote Section (an additional section)

The purpose of this section is to reinforce the positive experiences of customers through their own words. These are the components:

- **Authentic testimonials:** The use of direct quotes from satisfied customers adds credibility and social proof.
- **Customer logos:** Displays the logos of prominent clients to enhance credibility.

Cek Harga

## Lihat harga beton *ready-mix* (RMC)

Masukkan lokasi Anda untuk melihat harga RMC di sekitar Anda

### Pengiriman ke lokasi Anda

Kami akan mengantarkan pesanan Anda langsung ke alamat yang Anda pilih

### Ambil langsung di lokasi kami

Datang langsung ke toko kami untuk mengambil pesanan Anda

🔍 Nama jalan, kelurahan, kecamatan, kota/kabupaten, provinsi

Cari lokasi

## 6. Cek Harga Section (a replacement section)

This section's purpose is to provide users with a quick and easy way to estimate the cost of the product or service based on the user's location. These are the components:

- **User-friendly search bar with a dropdown:** It provides a convenient way for users to estimate the cost of BRIK's services based on their specific location.
- **Clear Instructions:** The instructions on how to use the search bar are easy to follow, making it accessible to a wide range of users.
- **Shipping Option Button:** The button for shipping options provides flexibility for users and demonstrates BRIK's commitment to customer convenience.

Kalkulator

## Kalkulator kebutuhan beton *ready-mix* (RMC)

Hitung kebutuhan beton Anda dengan mudah menggunakan kalkulator kami

Slab/Plat

Kolom

Piramida

Pipa

Panjang (m)

Tinggi (m)

Total (meter kubik)

0

0

0 m<sup>3</sup>

Lebar (m)

Kuantitas (pcs)

0

0

## 7. Calculator Section (a replacement section)

By adding a calculator with different functions, it can offer a more detailed and interactive way for users to calculate costs. The interface is modernized by using a neutral color palette for better readability. These are the components:

- **Detailed Calculations:** The calculator provides users with accurate and detailed cost estimates. It calculates real-time without the equal button to get the output.
- **Multiple input fields:** The use of multiple input fields allows users to customize their calculations based on their specific needs.



## Pertanyaan seputar BRIK MIX

Semua yang perlu Anda ketahui tentang produk dan penagihan

Dimana saya bisa membaca ketentuan data pribadi saya di BRIK?



Ketentuan perlindungan data pribadi anda di BRIK dapat diakses melalui laman [Pemberitahuan Privasi](#).

Dapatkah saya mengubah paket saya nanti?



Apa kebijakan pembatalan Anda?



Dapatkah informasi lain ditambahkan ke faktur?



Bagaimana cara penagihannya?



Bagaimana cara mengubah alamat email akun saya?



Tidak menemukan jawaban yang Anda cari?

Tim kami siap membantu Anda

Hubungi customer service

### 8. Q&A Section (an additional section and new feature)

The addition of a Q&A section and real-time customer service is a way to address common questions and concerns that users may have. Having this feature helps BRIK understand customers' needs, expectations, and preferences. The obtained data can also be used for future iterations or upcoming products. These are the components:

- **Comprehensive coverage:** The FAQs address common questions and concerns, providing users with valuable information.
- **Easy accessibility:** The customer service and FAQs use different containers to separate each function.
- **CS button:** The contact button makes it easy for users to get in touch with BRIK's customer service team. The button style is outlined with medium emphasis to blend seamlessly without adding distraction.

## Daftar sekarang dan dapatkan *welcome gift*

Sebagai member baru, Anda akan menerima hadiah khusus dengan order pertama Anda!

[Pelajari lebih lanjut](#)[Mulai](#)

### 9. CTA Section (An additional section)

This section is specifically designed to encourage users to take a specific action, such as signing up. These are the components:

- **Clear CTA:** There are only two buttons: the sign-up button, using a contained style with a high emphasis on striking contrast color, and the learn more button as the alternative, outlined style with medium emphasis that doesn't steal attention.
- **Benefits of Taking Action:** The title communicates the benefits of signing up, motivating users to take action.



### 10. Footer Section (a replacement section)

The purpose of redesigning this section is to improve the readability and visual aesthetic. Using a dark color on the footer indicates the end of the landing page. Since BRIK has multiple offices, the links use horizontal text-based buttons with an accordion dropdown to reduce information clutter. These are the components:

- Company information: contact details, address, social media links.

- Legal information: terms of service, privacy policy.
- Additional links: Links to locate the maps of the office.