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The following is a brief UX case study documenting the design process:

Project:

1. Create a landing page for Webmarkia to promote their web development services, which include several components that may be purchased separately or as a bundle.
2. Provide a process for customers to purchase the web development service. Reduce manual and back-and-forth communication needed in discussing needs is the goal of this approach.
3. Provide a dashboard so Webmarkia staff can handle orders on the admin side.

Empathize: At this phase, we surveyed that customers have difficulty when making online service purchases. Most of the websites are having unclear price markings.

Define: According to the information acquired during the empathy stage, the requirement for a user-friendly website that makes the process of purchasing online services simpler and offers a smooth user experience is defined as the problem.

Ideate: Generating a wide range of potential solutions, including the use of a chatbot for tailored recommendations, a straightforward and user-friendly website layout, and the inclusion of capabilities like a real-time website builder.

Before a purchase webmarkia can also allow to compare with other service providers and then experience webmarkia's features.

Prototype: Practicing of the concepts developed in the ideate stage, low-fidelity wireframes are created. Create a high-fidelity website prototype next, which will be put through user testing. Easy and attractive UI Designed

Test: Evaluating the prototype using user feedback to get understanding. Based on user input, the website design was revised and improved. These changes included streamlining the purchasing process, enhancing the search tool, introducing a feature that lets users personalise the construction of their website, and creating better pricing structures for the services.

Link to Loom:

<https://www.loom.com/share/ce8ba08806a34dc3bde856aa0188849a>

Link to Page 1 of Figma:

<https://www.figma.com/file/DdMzMw85EWy0fv8cEOU0Be/Webmarkia?node-id=0%3A1&t=FCLP1rbcWXyOb7bN-1>

Link to Page 2 of Figma:

<https://www.figma.com/file/DdMzMw85EWy0fv8cEOU0Be/Webmarkia?node-id=19%3A20&t=FCLP1rbcWXyOb7bN-1>

Link to Page 3 of Figma:

<https://www.figma.com/file/DdMzMw85EWy0fv8cEOU0Be/Webmarkia?node-id=21%3A87&t=FCLP1rbcWXyOb7bN-1>