Square Problems

Project for a client circle solution

Project goal

The client needed a new website, as the old one had an outdated design and did not support English. We solved the following problems:

1) Attracting foreign clients by adding an English version.

2) Updating the website using a modern design and improving usability.

Team

1) Anton Reunovs (teamleader)

2) Cristiano António Feio (secretary)

3) Joey Harms

4) Mikolai Gramowski

5) Sanduni Thathsarani Pinpura Dewage

Our team of 5 people worked on all stages of the project together.

Research and Analysis

- Key requirements:
  - Light color scheme.
  - Contact form and map with company location.
  - Customer testimonials section, image gallery, clear product descriptions (Circle Workspace and Circle D.O.T.S.).
- Key features:
  - Interactive product sections, language switching.
  - Design: Minimalistic style, user-friendly UX (oriented towards Apple-type sites).
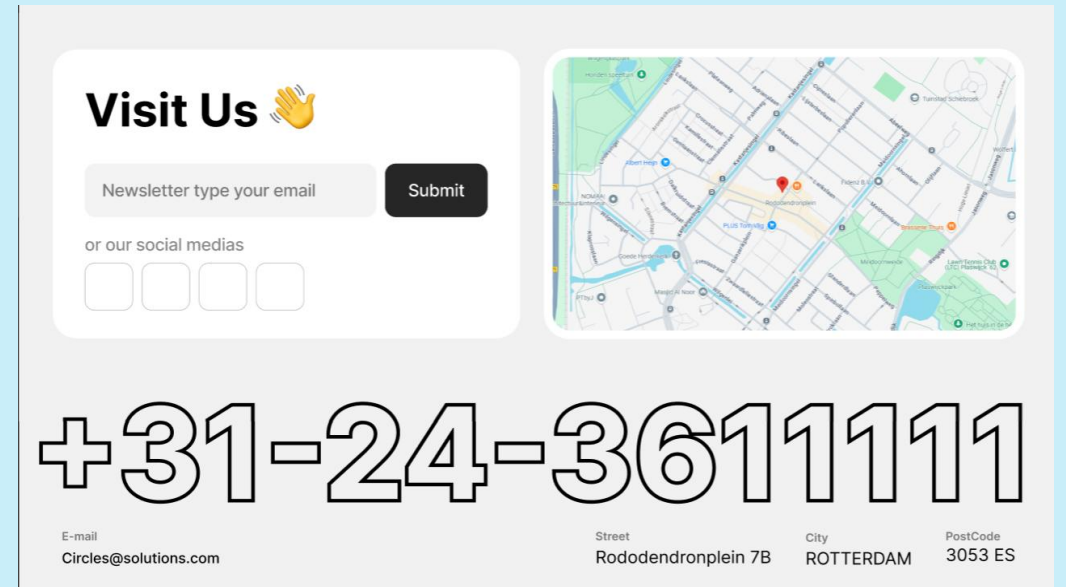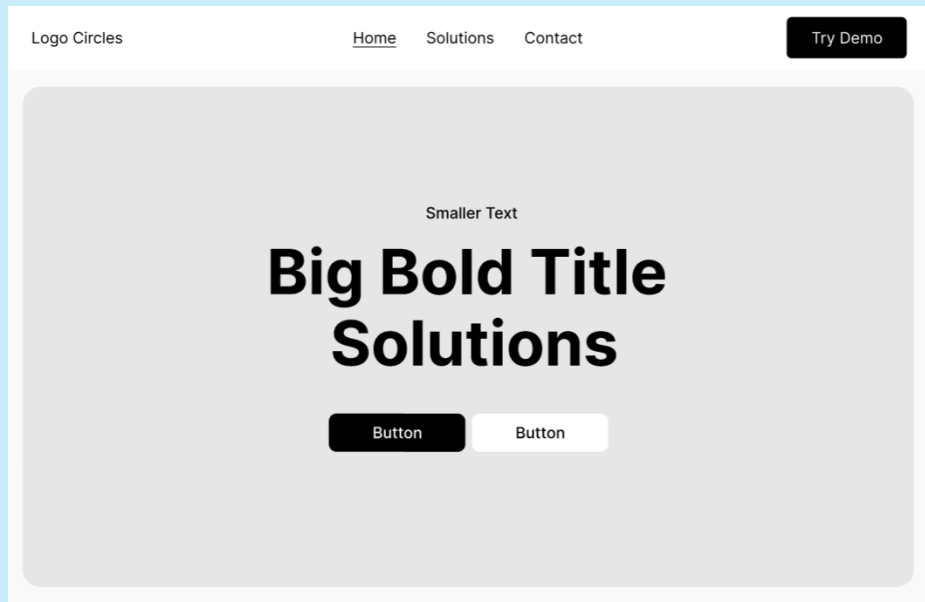
Design

In our design process, each team member created three initial design options to explore different layouts, color schemes, and user interface elements that would resonate with Circle Solutions' brand and appeal to its target audience of corporate decision-makers and IT professionals.

Design - Drafts

At this stage, we focused on understanding the brand's needs and target audience preferences. The designs emphasized:

- **Clean and Professional Aesthetics**: We used neutral tones with strategic color accents to create a corporate look.

- **User-Friendly Navigation**: Initial layouts prioritized a clear and intuitive menu to make browsing easy and accessible for all levels of users.

- **Highlighting Key Products**: Each concept emphasized product display to showcase Circle Solutions' software and package offerings.

Design - Refined

After analyzing feedback from both team members and the client, we refined the initial concepts to enhance user experience and align more closely with Circle Solutions' goals. This stage included:

- **Streamlined Interface**: Simplified navigation and refined layout for better flow and accessibility.

- **Enhanced Visual Hierarchy**: Key elements, such as the feedback form, were emphasized to guide users effortlessly through the website.

- **Optimized User Experience (UX)**: We incorporated feedback to improve usability, ensuring the final design is both aesthetically pleasing and functional for our diverse target audience.
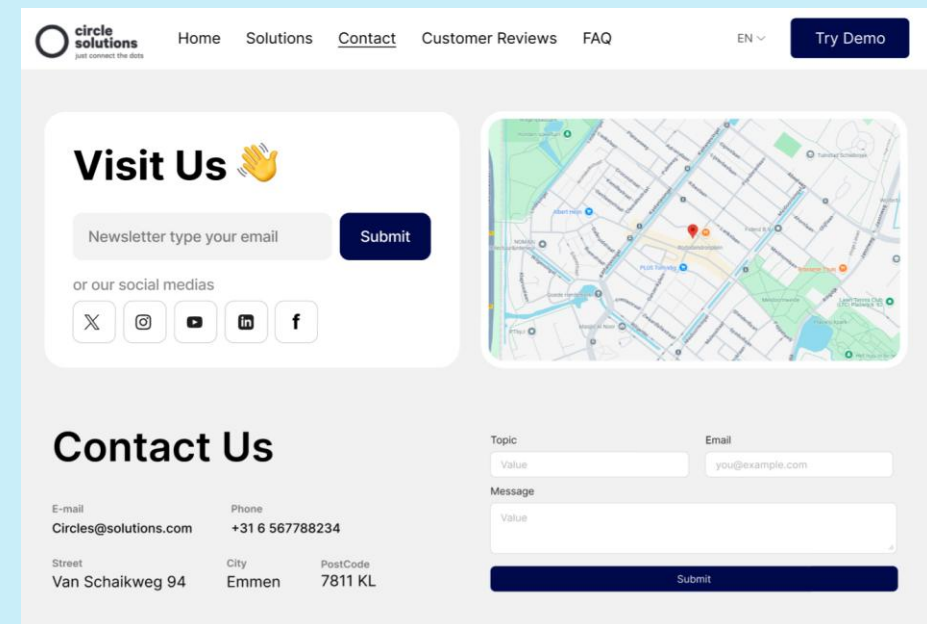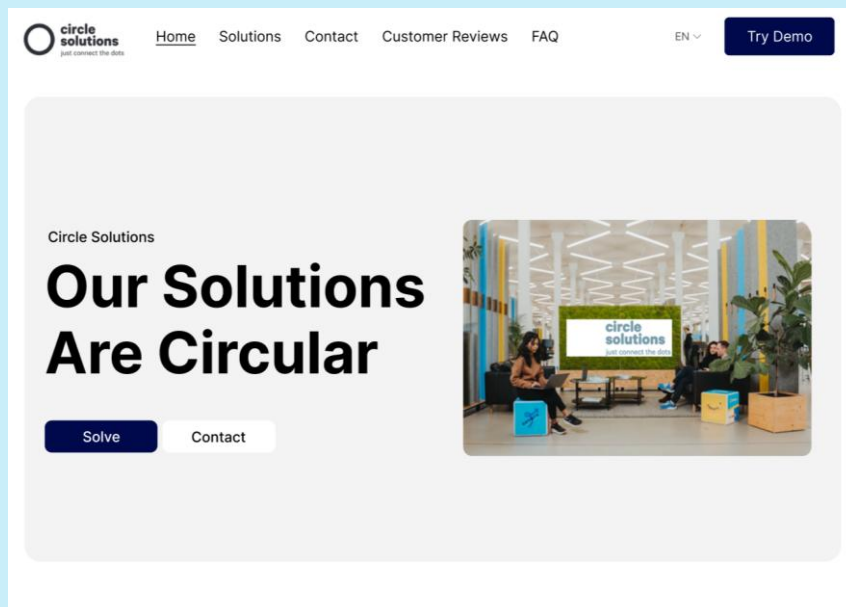
Technologies and Tools

Technology Stack: Core technologies used for development:

- **HTML, CSS, JavaScript**: For building the structure, styling, and interactivity of the website.

- **PHP**: For back-end functionality.

- **Figma**: Used for prototyping, design iterations, and sharing design ideas with the team and client.

Testing and Improvement Process

Testing:

- Testing was done on various devices and browsers to adapt the pages to different screen sizes. However, some devices with very small screens were not supported due to lack of time.
- During the development process, many bugs were found, which were fixed as they came.

Feedback from the client:

- The client was happy with the first version of the site, although not all pages were ready by the time of the presentation.
- At the client's request, images were added to the product page to improve visual perception.
- The idea of adding an interactive map to the site came from the client after the third iteration of the design.

Summary and Prospects

Results:
- The website was successfully completed within the project deadlines.
- All functions and design fully meet the client's requirements and solve their problems.

Improvement plans:
- The project structure allows for the endless addition of new languages to the website, which will ensure further expansion of the international audience.
- In the future, it was also planned to add a function for changing the theme on the website, which was initially considered, but was later excluded from the final version.

Questions?

If you have any questions, please ask them!