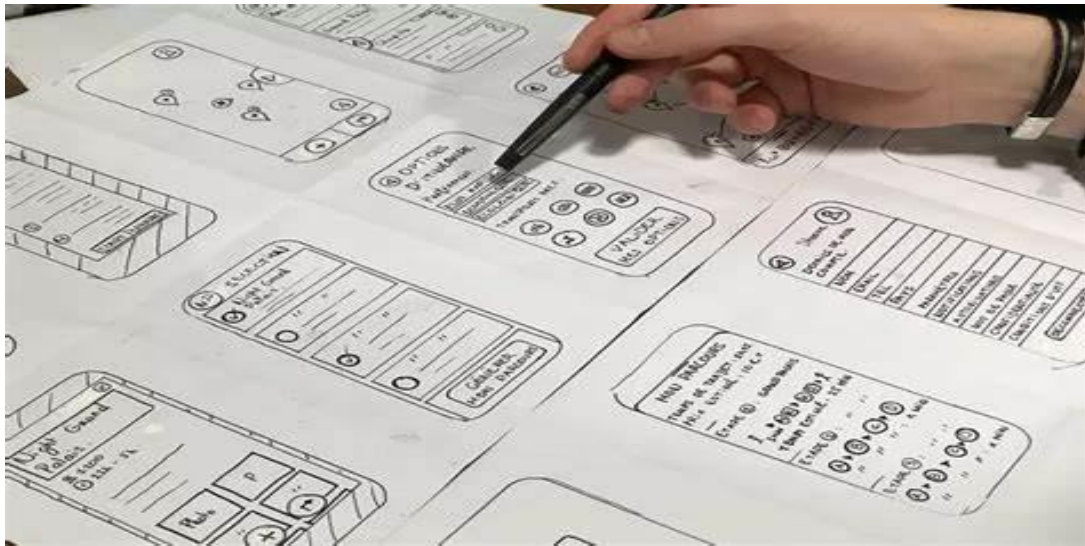# WEB TECHNOLOGIES
ASSIGNMENT 01
Webpage Analysis and Mockup Creation
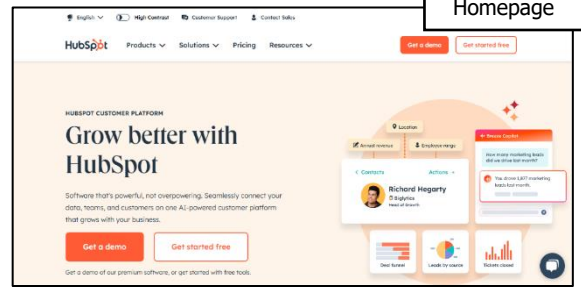
Prepared by

Muhammad Kashan Ashraf
FA22-BCS-064

HubSpot

Description:

HubSpot is an all-in-one inbound marketing, sales, and customer service platform that helps businesses attract, engage, and delight customers. Its comprehensive tools streamline CRM, email marketing, and analytics to drive growth.

Homepage

Product Page

Pricing Page
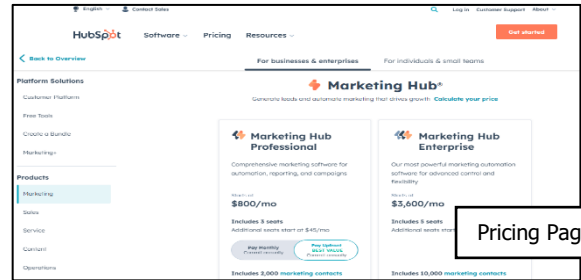
VistaCreate (Crello)

Description:

VistaCreate is an intuitive graphic design tool that allows users to create stunning visuals for social media and marketing. With a vast library of templates and animations, it makes design accessible to everyone.

Homepage
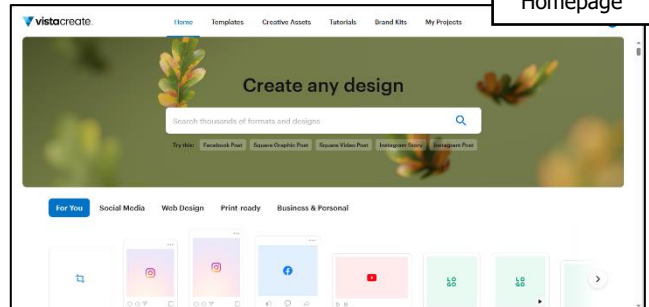
Product Page
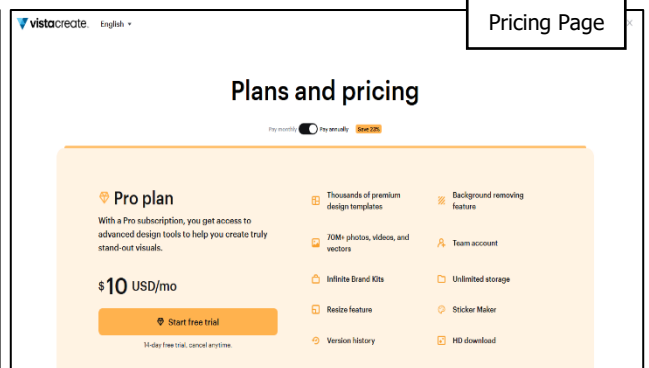
Pricing Page
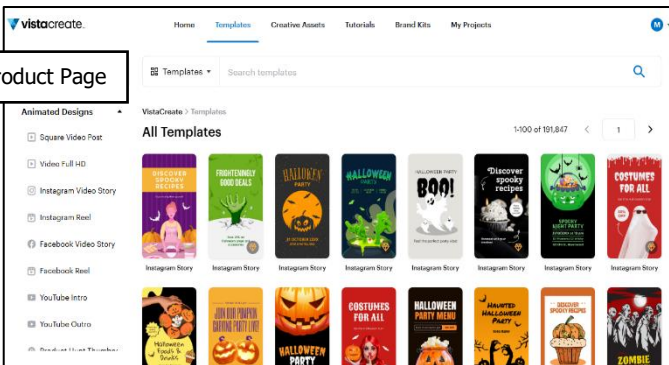
MailChimp

Description:

MailChimp is an email marketing platform that enables businesses to create and automate engaging email campaigns. It offers customizable templates, analytics tools to optimize communication with audiences.

Homepage

COMPARISON OF PAGES FROM 3 WEBSITES

HubSpot

- **Homepage**:
  - **Layout & Design**: Clean, professional with prominent CTAs and a well-structured navigation bar.
  - **Content**: Focus on CRM tools, inbound marketing, and customer testimonials.
  - **Functionality**: Live chat option and easy access to products and services.
  - **Processes**: Clear flow guiding users to explore tools and sign up.
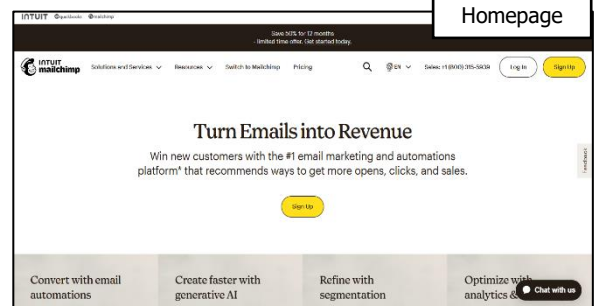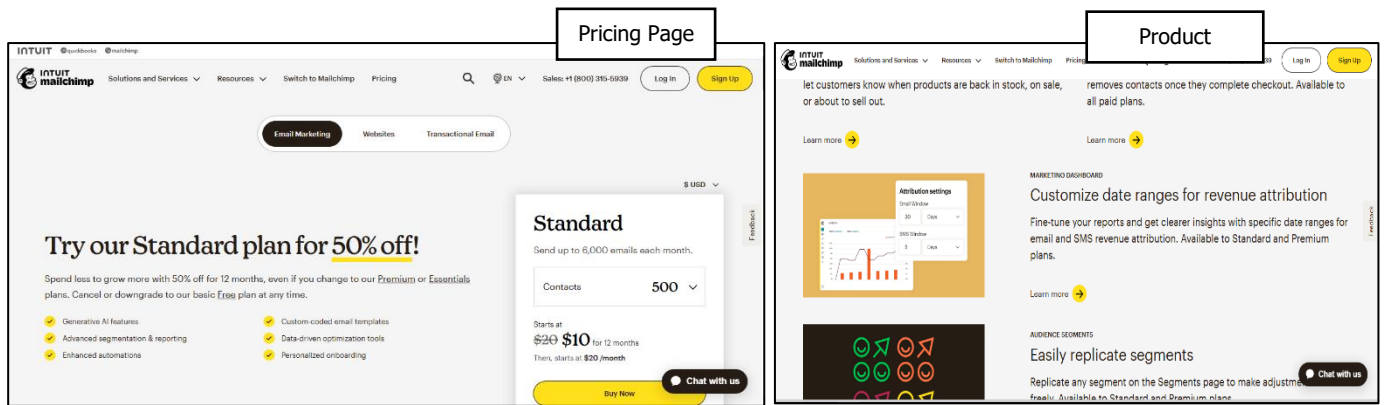 - **Ease of Use**: Simple navigation with large fonts and buttons.
  - **User Experience**: Smooth and well-organized for easy product exploration.
- **Product/Template Page**:
  - **Layout & Design**: Grid layout for products, clear CTAs.
  - **Content**: Detailed descriptions of marketing, CRM, and sales tools.
  - **Functionality**: Interactive elements like demo videos and FAQs.
  - **Processes**: Quick access to demos and trials.
  - **Ease of Use**: Clear structure with easy comparisons.
  - **User Experience**: Engaging with video content and a clear pathway to action.
- **Pricing Page**:
  - **Layout & Design**: Table format comparing pricing tiers.
  - **Content**: Detailed feature breakdown for each plan.
  - **Functionality**: Toggle for monthly/annual billing, FAQs.
  - **Processes**: Easy selection and sign-up for plans.
  - **Ease of Use**: Minimal distractions for quick decision-making.
  - **User Experience**: Transparent and user-friendly plan comparison.

VistaCreate (Crello)

- **Homepage**:
  - **Layout & Design**: Visually driven with vibrant colors and clear navigation.
  - **Content**: Highlights design tools and template options.
  - **Functionality**: Users can start designing directly from the homepage.
  - **Processes**: Quick sign-up and easy project initiation.
  - **Ease of Use**: Intuitive drag-and-drop interface.

- o **User Experience**: Interactive and engaging, allowing instant project start.
- **Templates Page**:
  - o **Layout & Design**: Organized with clear filters for template categories.
  - o **Content**: Offers a wide variety of templates for different needs.
  - o **Functionality**: Real-time customization and preview options.
  - o **Processes**: Easy selection, customization, and download.
  - o **Ease of Use**: Simple filtering and large template thumbnails.
  - o **User Experience**: Smooth navigation with ample template choices.
- **Pricing Page**:
  - o **Layout & Design**: Card-style layout for pricing tiers.
  - o **Content**: Feature highlights for each plan, with focus on collaboration tools.
  - o **Functionality**: Easy to toggle between plan options, free trial available.
  - o **Processes**: Simple sign-up process for paid plans.
  - o **Ease of Use**: Clear and engaging layout.
  - o **User Experience**: Encourages quick decision-making through visual comparisons.

Mailchimp

- **Homepage**:
  - o **Layout & Design**: Minimalistic with focus on email marketing and automation tools.
  - o **Content**: Highlights marketing automation and audience engagement tools.
  - o **Functionality**: Quick access to sign-up and explore services.
  - o **Processes**: Simplified navigation toward product exploration or sign-up.
  - o **Ease of Use**: Straightforward structure but less visually engaging.
  - o **User Experience**: Informative, focusing on key services without distractions.
- **Automation Tools/Product Page**:
  - o **Layout & Design**: Functional but text-heavy, with options for tool exploration.
  - o **Content**: Detailed descriptions of automation workflows.
  - o **Functionality**: Provides quick links to examples and tutorials.
  - o **Processes**: Simple workflow creation and automation setup.
  - o **Ease of Use**: Requires some technical knowledge but clear for marketers.
  - o **User Experience**: Effective for advanced users looking for immediate solutions.
- **Pricing Page**:
  - o **Layout & Design**: Simple and minimal, focused on functionality.
  - o **Content**: Step-by-step account setup with prompts to choose services.
  - o **Functionality**: Straightforward form, with optional newsletter signup.
  - o **Processes**: Easy registration and direct access to setting up the first campaign.
  - o **Ease of Use**: Quick and efficient with no unnecessary steps.
  - o **User Experience**: Smooth onboarding process, getting users ready to create campaigns instantly.

FLAWS FOUND IN FUNCTIONALITY

HubSpot

- **Homepage**:
  - **Flaw**: The homepage can feel overwhelming due to the large number of CTAs and links, making navigation cluttered for new users.
- **Product Page**:
  - **Flaw**: Some product descriptions lack depth, leaving users needing additional resources to fully understand tool capabilities.
- **Pricing Page**:
  - **Flaw**: The toggle between monthly and annual pricing is not very prominent, which can lead to confusion when comparing costs.

VistaCreate (Crello)

- **Homepage**:
  - **Flaw**: With heavy visual content, the page can be slow to load on slower internet connections, affecting user experience.
- **Templates Page**:
  - **Flaw**: The vast number of templates can be overwhelming, with insufficient filtering options to narrow down choices effectively.
- **Pricing Page**:
  - **Flaw**: Limited explanation of the differences between the free and pro plans in terms of actual use cases, which may confuse users.

Mailchimp

- **Homepage**:
  - **Flaw**: The minimalistic design lacks visual cues to guide new users, which may make it less intuitive for first-time visitors.
- **Automation Tools Page**:
  - **Flaw**: The page is text-heavy, which can deter users who prefer visual representations of workflows and automation.
- **Sign-Up Page**:
  - **Flaw**: Lack of third-party login option (e.g., Google, LinkedIn) makes sign-up process longer and potentially frustrating for users who prefer quick access.

My Wireframes

Logo.

⊗ Home
⊗ Projects
⊗ Teams
⊗ Apps
⊗ Create

⊗ ____
⊗ ____

Recent Designs
⊗ ____
⊗ ____
⊗ ____
⊗ ____

⊗ Trash

⊗ Search ____   ⊗ ⊗ ⊗ ___

Design with creativity

⊗ ____   ⊗ ____

⊗ ⊗ ⊗ ⊗ ⊗ ⊗ ⊗ ⊗ ⊠

Recent Designs

Go

⊗ Design
⊗ Template
⊗ Upload
⊗ Draw
⊗ Apps

⊗ A.I

⊗ File   ⊗ Resize   ⊗ Edit | ⊗ ⊗ | ⊗   Logo Design ⊗ PRO   ⊗⊗ ⊠ Share

Templates   Styles
[__] [__]   [__]

Frequently Used

All Results

⊗ ⊗ ⊗

Share Design ____
⊗
Copy Link

⊗ ⊗ ⊗
Down-load ___ ___

⊗ Add Page

⊗ Notes   Page 1/1 ──●── 50% ⊗⊗⊗

Logo.   Design Spotlight ⊠   Business ⊠   Education ⊠   ⊗ ⊗ (Create) ⊗⊗

Design anything with the right plan

[Individuals And Team]   [Education]

Calculate Pro for your Team

Free
____
US $0/yr one person
(Get Started)

Features you'll love:
⊗ ____
⊗ ____
⊗ ____
⊗ ____

Pro
____
US $55/yr one person
(Start Free Trial)

Everything in Free, plus:
⊗ ____
⊗ ____
⊗ ____
⊗ ____
⊗ ____

Save

Teams
____
US $50/yr one person
Min. 3 people ($150/yr)
(Start Free Trial)

Everything in Pro plus:
⊗ ____
⊗ ____
⊗ ____
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⊗ ____