Besides understanding the needs of our clients and the problems that we are solving with our platform and business model we’re also taking in consideration that in today’s world, websites and mobile applications are more important than ever and users expect an impeccable online experience from beginning to end.

The starting point of our successful software technology begins with a product strategy and development process in which an essential component of our strategy is the color scheme. Colors were considered with care to match our brand as well as to function as a marketing tool but most importantly because it's the second most important element in consumer interaction, it drives user engagement,it increases brand recognition and it includes aspects of design, usability and function. **Our goal is to catch the user’s attention at first sight and keep our style fresh, modern, and simple with dominant colors.**

**Besides its unique features we’ve created a product strategy to develop a professional and unique software application that has a strong, efficient, visually appealing, and engaging User Experience (UX) and User Interface (UI) design that provides meaningful and relevant experience to users.** It will also help to increase customer satisfaction.

The popularity and success of our product relies on many factors but the most important ones are the UX, UI, usability and user-friendliness. **The style of our company’s branding and its visual appearance also play an important role. Our product is designed with simplicity** ensuring that the majority of the features we provide are based more on touch screen versus keyboard interaction. It will also **provide a clean background to form a professional and elegant look to be able to create recognition, emotions and preferences during and after using an application**.

The value in engaging and retaining our users are based on core functionality which highlights focal elements that will help us with user retention such as:

* Incorporating user feedback
* Efficiency and speed
* Provide offline functionality
* Easy to use and navigate
* Must be shareable
* Faster loading time
* Simplified navigation with minimum steps
* [**Custom graphics and illustrations**](https://www.crowdspring.com/blog/web-design-trends-2019/#customgraphics)
* [**Mobile design integration**](https://www.crowdspring.com/blog/web-design-trends-2019/#mobiledesign)
* [**Dynamic scrolling design**](https://www.crowdspring.com/blog/web-design-trends-2019/#dynamicscrolling)
* **Simple registration**
* Encourage two-way communication
* Push notifications
* Elements of personalization
* Ask user for feedback

**Web pages Samples**

<https://www.hubspot.com/>

<https://www.scribd.com/>

<https://www.creditkarma.com/>

<https://merlinone.com/about-us/>

**Pages to include on the initial Web Page**

* Home page
* About us
* Contact us
* Terms and conditions template
* Email template