Ref3R UX

Figma Link

1. Project Description

Project Name: ReF3R

Role: UX/UI Designer

Objective: An all-out brand endorsement platform, comprising Web 2 and Web 3, shall be very comfortable in harnessing the interaction between brands and influences.

Project Schedule: 25-30 Days

Tools: Figma, Spline, Adobe Illustrator, Adobe Photoshop

2. Problem Statement

Therefore, the big question was how to provide a formal and user-friendly platform that would be effective enough to create and manage brands' referral campaigns. Easy navigation to analytics dashboards and frictionless interaction between Web2/Web3 influencers and brands/creators.

3. Project Objectives

Intuitive landing page with whitepapers, logs in, the connection of a wallet.

Dashboards for brands and influencers, respectively, will arm both the subjects with holistic analytics and management tools.

It should scale, as a brand grows to accommodate multiple products and campaigns.

Implement a referral system that takes in unique referral codes an influencer can generate.

Provide Admin interface to manage the site's settings.

4. Research & Analysis

User Personas: Brand managers, influencers, and admins need to better understand the sort of personas that are created.

Competitive Analysis: Researched different referral systems from Web2 to Web3, pointing out some key features and areas of potential friction.

5. Design Process

Wire framing & Prototyping:

I have used the low-fidelity wireframes to storyboard basic composition for landing pages, dashboards, and admin panels.

Designed high-fidelity prototypes by using Figma to maintain visual style coherence and professional look throughout all pages.

User Flow:

Mapped out how the user would navigate: from landing on the site, through their campaign management, creation of referral codes, and performance tracking.

Design system:

I authored a design system applied throughout the platform, which ensured consistency for typography, colors, and UI elements.

6. Key Features & Pages

Home Page:

Clean and minimalist design to house the navigation, wallet connectivity, and highlighting of section access, such as whitepapers and overviews of campaigns.

Brand Board

Sales analytics, active campaign analytics, and influencer interactions; creation and management of campaigns.

Brand Portfolio, Product Listing, and Referral Code Generation Pages.

Influenzial Channel:

Profile management, campaigns and analytics displaying social media reach and referral performance.

Admin Panel:

Platform-wide settings.

7. Problems and Solutions

Problem: Balancing sophistication in Web3 integrations with a friendly interface.

Solution-focused modular design follows the modular approach to novel advanced features, phasing in once the user gets to learn the platform on his own.

Challenge: Ensuring that data visualization within the analytics pages was informative yet easily readable.

Solution: Embedded Graphics and Interactive Media to Evoke User Interaction.

8. Outcome

Client Feedback: Kudos on the intuitive navigation and a professional, formal design aesthetic.

Project Impact: A platform that easily facilitates brand-influencer collaboration for brands, with the ability to enable multiple campaign management and performance tracking on the part of the brand and influencer recipients.

9. Reflection & Learnings Key Takeaways:

There is really a need to develop complex platforms from a user-centered perspective, carry out timely user testing, and follow iterative design processes that are strict.