Automate Solutions Website Redesign

By: Somya Babar

Tools: Figma, Google Docs and Zoom / LinkedIn (stakeholder feedback sessions)

Project Duration: 1 month

Overview

Automate Solutions is a freelancing company founded in **2020**. It offers a range of services including:

- Website development

- Mobile app creation

- Desktop hardware configuration

- Security system setup and management

Problem & Project Goals

The founder recognized the need for a refreshed design due to increased traffic and customer demand. The goal was to redesign the website to:

- Clearly communicate what the company does

- Improve visual appeal and engagement

- Make it easier for users to navigate and find information

My Role: UI/UX Designer

- Conducting an audit of the existing website

- Analyzing existing branding (photos, colors, tone)

- Designing wireframes and high-fidelity mockups

- Creating a user-friendly and informative structure

- Collaborating with stakeholders for feedback and refinement

Existing Website Analysis

Lacked structure: No clear breakdown of services or company background

Visual design: Outdated, dull color palette, poor imagery

Content: Sparse, with no storytelling or brand identity

Design Strategy

Home Page
- Landing page designed to engage users immediately
- Hero section with attention-grabbing headline and subtext
- Call-to-Action (CTA) encouraging users to explore or contact

About Page:
- Overview of the company
- Mission, values, and founding story
- Builds trust and context

Services Page:
- Clear breakdown of offerings
- Icons and short descriptions for each service
- Improves understanding

Contact Page:
- Contact form
- Phone number and email
- Clear call to action to get in touch

High-Fidelity Prototype

Automate Solutions   Home   About   Services   Contact

Engineering Reliable Digital & Security Solutions for the Modern Business

We design and develop mobile apps, websites, desktop software, and custom security systems for businesses across industries.

Get a Quote

Automate Solutions   Home   About   Services   Contact

ABOUT US

At Automate Solutions, we design and develop intelligent software and integrated systems that empower businesses across industries. We deliver tailored solutions using the latest technologies across web, desktop, and mobile platforms ensuring you stay connected to every valuable client.

Our mission is simple: Bridge the gap between innovation and execution by building technology that works for you.

View our Services

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OUR SERVICES

Mobile
- Native Games and Apps
- HTML5 Apps (PhoneGap, Sencha Touch)
- Android, IOS, Blackberry & Windows
- Web Services

Desktop
- High performance Applications
- Engineering Algorithms
- Financial Solutions
- Health Care Applications

Website
- Database Management & Optimization
- CMS (Drupal, Joomla & Wordpress)
- E-Commerce (Magento, ZenCart)
- Search Engine Optimization
- Javascript, Jquery, Mootools

Security
- Tracking Application with Swipe Card Reader
- Door Access Controls for Limited Access
- Monitoring thorough Webcam & I.P Camera
- Voice Over IP System

Automate Solutions   Home   About   Services   Contact

Let's work together on your next project.

Contact

info@automatesolutions.ca

+1 647-800-8994

Name
John Smith

Email
john.smith@gmail.com

Write a Message...

Questions/Queries/Comments

Terms and Conditions Overlay
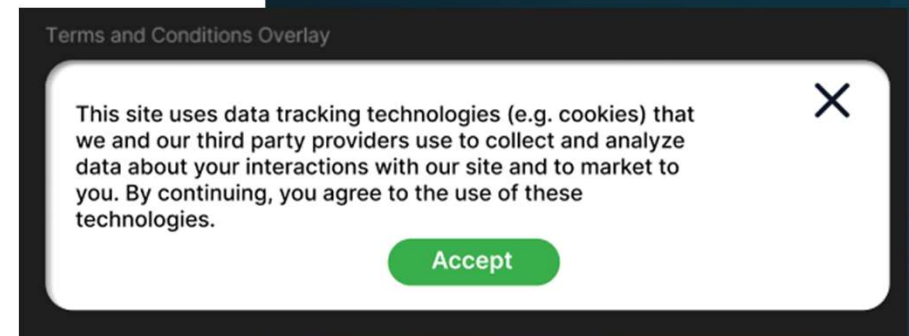
Terms & Conditions Overlay

- As part of the website experience, I designed an overlay in Figma that appears when the website is first launched.
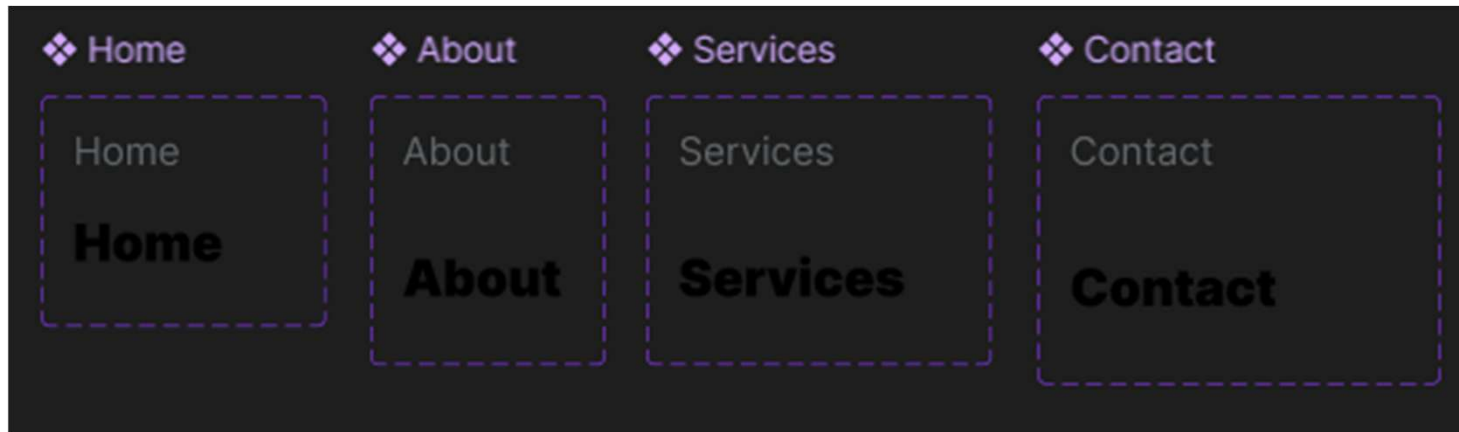
Purpose:

- To inform users of the Terms & Conditions before they interact with the site ensuring legal compliance and building trust.

UX Details:

- Overlay design appears automatically on first visit

- Clear and concise wording with a link to the full Terms & Conditions

- Includes Agree and optionally exit buttons

- Follows modal best practices: easy to dismiss (after accepting)

Terms and Conditions Overlay

This site uses data tracking technologies (e.g. cookies) that we and our third party providers use to collect and analyze data about your interactions with our site and to market to you. By continuing, you agree to the use of these technologies.

Accept

Hover Animation Effect

- **Purpose**

To give users visual feedback when they hover over menu items, reinforcing where they are about to click and improving overall navigational clarity

- **How it Works**

Created two variants of each menu item:

- *Default:* Light gray text

- *Hover:* Darker text with bold styling

Applied an "On Hover" interaction in Figma to switch from the default to the hover variant

This micro-interaction makes the navigation feel more responsive and dynamic.

Final Design

Modern Hero Section on homepage with tagline and CTA

About Page with company story and goals

Services Page with grid layout showcasing each core offering

Contact Page with clean form and direct contact info

Improved navigation, visual hierarchy, and overall usability

First-time visitors to understand the business quickly

Existing clients to find contact info and service offerings easily

The brand to appear more trustworthy and professional

Figma Link

- **Figma Wireframe Link:**
  https://www.figma.com/design/ma5XI4PdwXdiHZ6up8nOwW/Automate-Solutions?node-id=0-1&t=DAxdOcrvee1gQLOc-1

- **Figma Prototype Link:**

- https://www.figma.com/proto/ma5XI4PdwXdiHZ6up8nOwW/Automate-Solutions?node-id=5-5&p=f&t=dpRYD29MWt4WcMzC-1&scaling=scale-down&content-scaling=fixed&page-id=0%3A1&starting-point-node-id=5%3A5