

# UX – *BookBetter*

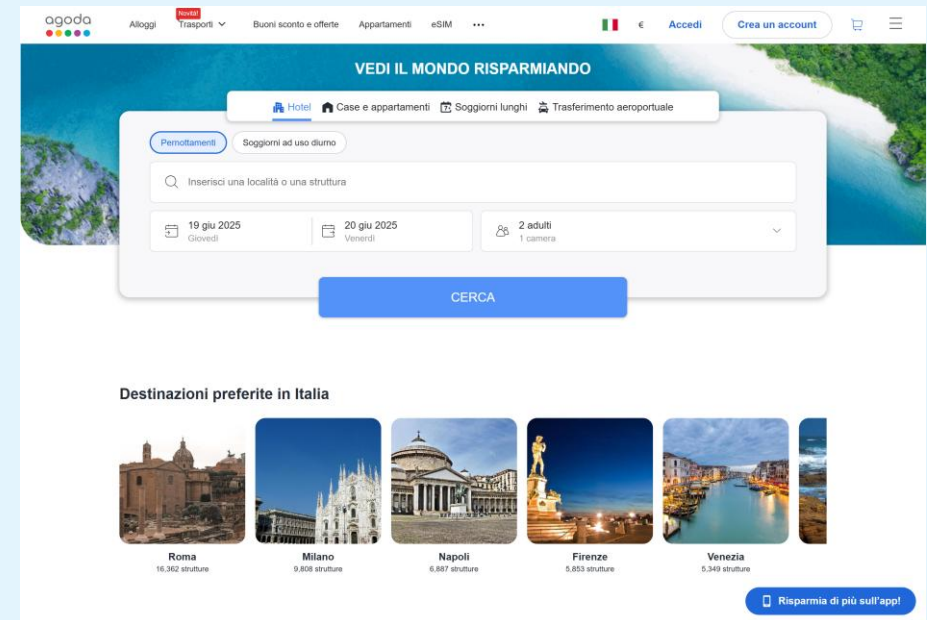
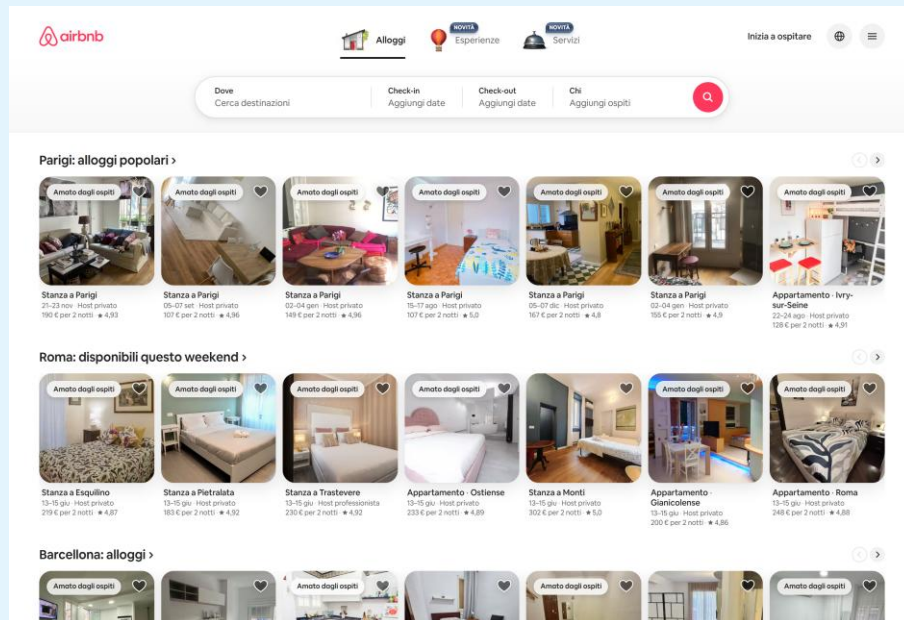
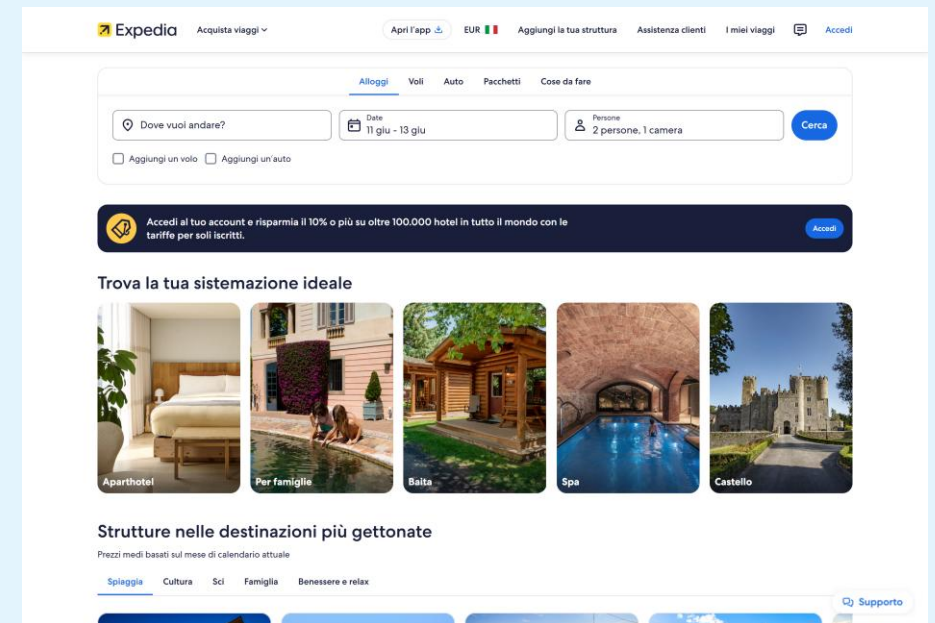
In a world where everything blends in, **dare to stand out.**

**Silviu Valcu**, developer full stack ~ Blazar Group.

# Competitors

We analyzed the key competitors in the industry, highlighting...

- Landing page – same old, nothing fresh.
- The content feels unfocused and fragmented
- There's no strong or recognizable identity that sets it apart.



# Color Psychology

*Shaping Emotion & Engagement*

The right use of color can increase conversions and reinforce visual brand consistency.

Different colors evoke specific reactions.

Inspires trust

Secure Experience

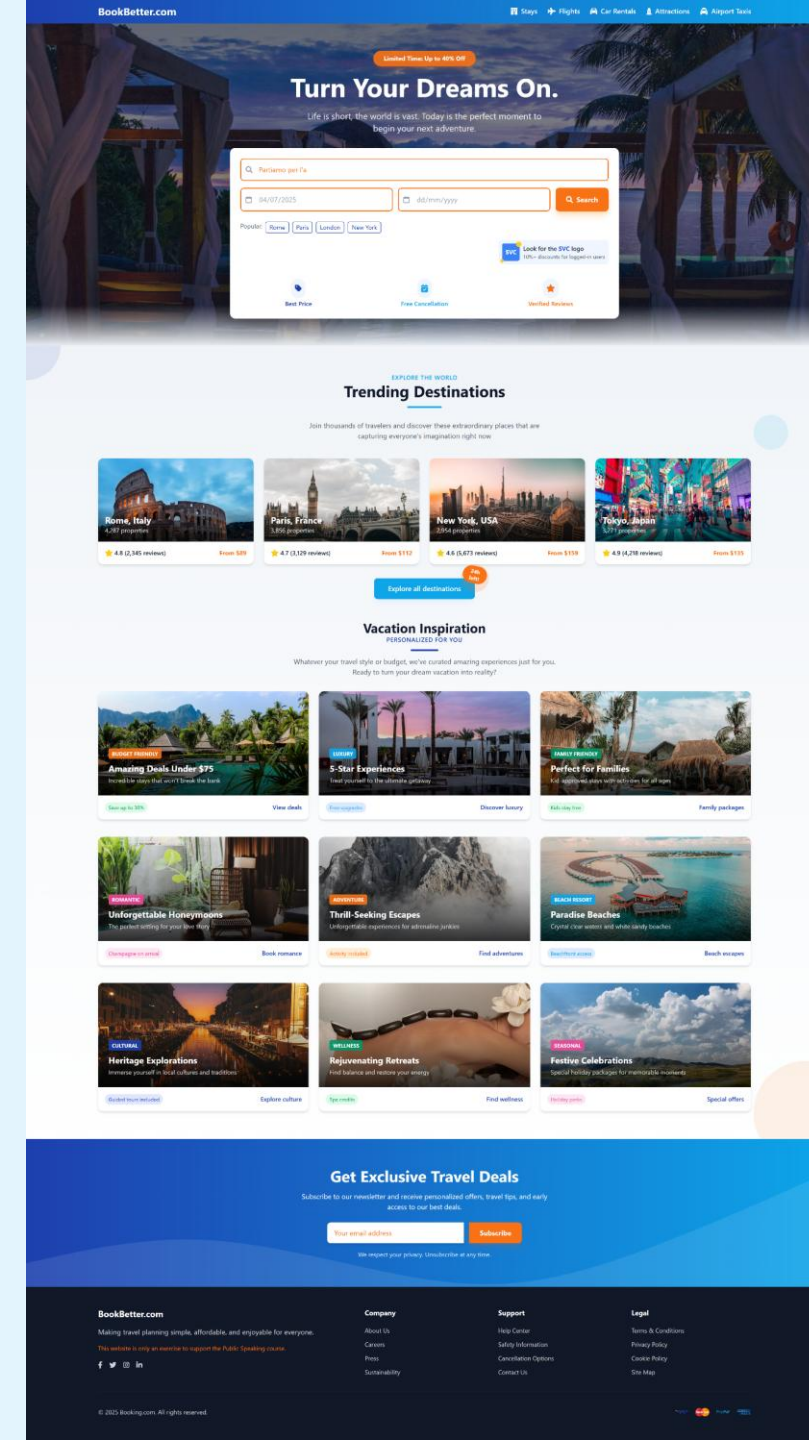
A calm, intuitive  
experience

A Space Where You  
Feel Safe

A strategic lever in UX design and marketing: it guides emotions, behaviors, and brand perception.

# Solution Overview

- **Gradient Header:** the color transition creates depth and movement — evoking **attention** and **trust**.
- **‘Turn Your Dreams On’** evokes positive feelings and a sense of freedom, adventure, and personal aspirations — **emotional, aspirational, and versatile**.
- **Visible CTA buttons** — **stimulate clicks and enhance conversion rates**.
- **Price guarantee, free cancellation, and verified reviews badges** — using different **shades of blue** to reinforce the concept of security.
- **Color-coded category badges:** specific color schemes reflecting the experience offered — a visual **communication of the experience** that **attracts and encourages clicks**.



# Summary

- Competitive Analysis
- New UX leveraging color psychology for a personalized user experience.

## Next Step

Project sign-off, deadline definition, and cross-team alignment.