**AppDev Co.**

UX DESIGN DOCUMENT

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UX Document

Overview

This document provides the details of UX Design of “App Developers Company” website. This document covers the details of the project, purpose of the website(goals), scope of the website, detail analysis of competitor websites. Document will also cover the details of end user, audience definition, scenarios, tools used for designing, navigation architecture & visual design and finally the evaluation and testing of the website.

Description of the Project

**Name:** ‘*AppDev’ Company web design project*

**About the company:** *AppDev is a tech company, which develop app for mobile and software application in web interface. It’s a start-up company with limited customer base. Company creates a unique & high-quality application for all generation with simple and user-friendly interface. The company has been running for a year, working solely on social media and app stores.*

The project is to develop a website for this company. As a start-up, company very new to this business, and will need a web designer to design their brand website. The company have developed and deployed lots of mobile apps which is available for the user to download and use. They also have web interface software applications which is sold through enquiry and advertisement. This website needs to handle the user enquiry and show the user about the other mobile applications they have developed. With this the company is looking to grow the business. The website should draw in our target audience – client is looking for something fun and contemporary, yet trendy and sleek at the same time.

Goal

Purpose of the website

Based on Bloom’s Taxonomy Action Verbs, purpose of the website can be set as below.

1. Apply UX design and build a website to show case the apps\services
2. Improve company presence in the market and attracts qualified leads for sales
3. Upcoming projects and informative blogs for the users

Scope of the website

1. ***Apply UX design and build a website to show case the apps\services***

The website for the company required to be unique and the user interaction and expectation is to understand the app, and the services provided. There is certain limitation, since I am using WIX.Com to design and develop the website. The WIX will provide the in-build tools to design, customize and set the color patterns. Also, the limitation of adding different types of pages it allows.

To show case the apps and services, can be made available with the limited scope of WIX tool.

1. ***Improve company presence in the market and attracts qualified leads for sales***

Lead generation is linked directly with the presence of brand in the market. The website must look good, should have good navigation and it must cope with multinational companies. The design tool I use have a limitation to have multi-language support, which can be hosted with region restriction

1. ***Upcoming projects and informative blogs for the users***

The website’s primary purpose is to show case the applications developed by the company in different platform, like mobile and web. Even though the mobile application is published in Google Play Store or an Apple Store, and other website applications are purchased by vast advertisement; An app developer company need to present their product, their vision, customer reviews, top customers, new project, the blogs and the highly skilled team to the world. A website which features all these will help the company to be globally recognized app developer company.

This website also aims to attract qualified leads and allow them to submit their information to the business, who will then follow-up with a sales call. Website is also for informing and educating users; and wants to establish an online presence for themselves to manage their reputation and brand. And provide an online source for their apps to purchase, install and use.

Competitor Analysis

Design features

Functionality

Personal opinion

User Experience

Personas

Scenarios

Content Strategy, Navigation Architecture and Visual Design

Content Inventory

Sitemap

Wireframe Sketches

Wire Frames using a UX Tool (Architectural Blueprints)

Mock-Ups using a UX Tool

Screen Capture

Evaluation & Testing

Usability Heuristics