Let's StartUp
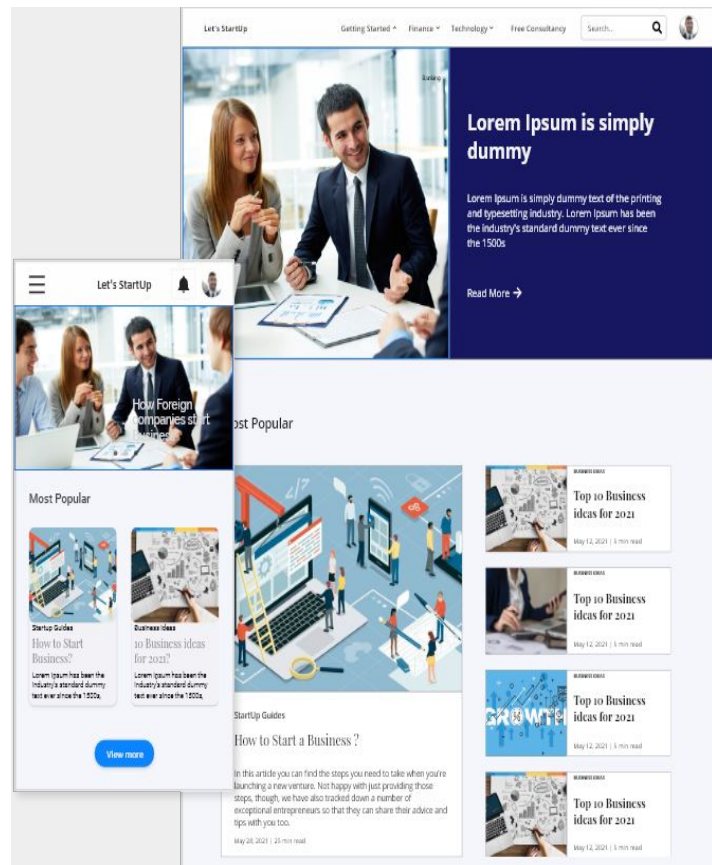
Jaya Bhavan Yeswant Nadh Kare

Project overview

The product:

Let's StartUp is an online platform for upcoming entrepreneurs and Investors to organize their plans for starting up a new business and also improve gradually in the modern competition

Project duration:

July 2021, 2 Weeks

Google

Project overview

The problem:

It's been becoming quite fascinating for modern era that starting a business or a startup makes more jobs in the present day scenario and need a special and reliable guidance for establishment of a Business

The goal:

The Entrepreneurs will have the right guidance and the investors will find the right place to meet the new startup for their business

Google

Project overview

My role:

UX Designer leading the App and responsive website design from concept to delivery

Responsibilities:

Conducting Interviews, paper and digital wireframing, low and high fidelity prototyping, conducting usability study, accounting for accessibility, iterating in designs, determining information architecture, and responsive design

Google

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

Google

User research: summary

I have investigated on the latest websites that are offering the services which are managing the data of the upcoming entrepreneurs and using to their advantage and making the investors to suffer for their communication with the companies, due this this a special, reliable and sophisticated application need to be built to eradicate and minimize the frauds in the present day market and to analyse the users interest and enhance their capability to make them reach to their desired heights with rigorous work for starting up their business that can withstand the present day market

Google

Persona 1: **John**

Problem statement:

John is a CS Graduate who needs a reliable source for learning to startup because he wants to establish his own company in software field.
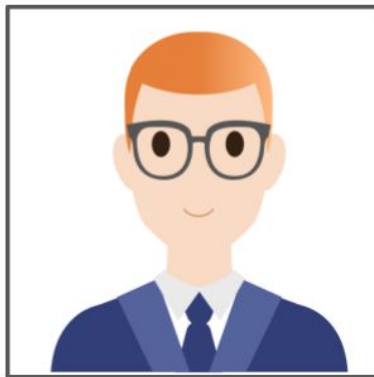
John

Age: 21
Education: CS Engineering
Hometown: NYC
Family: Parents in NYC
Occupation: Part-time worker

"CS Graduate willing to start a business"

Goals
- To start a business in software marketing
- To update with the trends in changing world

Frustrations
- Do not find a dedicated source in starting a business
- Needs a dedicated website that shows all the category of starting a business

John is a computer science graduate lives in NYC working as a part-time worker in a restaurant willing to start a business in software field needs a dedicated website thats shows all the categories of startups guiding to start a business but frustrated about that he did not find a dedicated source of starting a business

Google

Persona 2: **James Anderson**

Problem statement:

James Anderson is a Successful Entrepreneur who needs a reliable source for meeting with startups because he wants to Invest in their Startups.
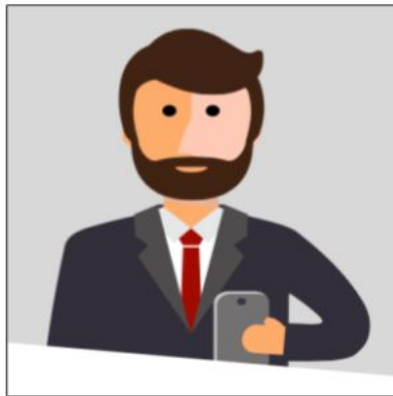
"Invest in Startups"

James Anderson

Age: 39
Education: Phd
Hometown: London
Family: Family in London
Occupation: CEO of a RHC

Goals
- To invest in dedicated startups with innovative ideas
- To find startups with trending products

Frustrations
- Not able to find a platform with certain standard of startup companies
- Frustrated with the fake websites

James Anderson is a CEO of RHC a marketing firm willing to invest in dedicated startups that can come up with innovative ideas based on follow up trends in the day to day market was not able to find the right platform to meet up with those standard startups and was frustrated with the spamming sites in the Internet

Google

Competitive audit

An audit of few competitor's products provided direction on gaps and opportunities to address with the Let's StartUp App

Google

Ideation

I did a quick ideation
exercise to come up with
ideas for how to address
gaps identified in the
competitive audit. My focus
was specially on making the
upcoming entrepreneurs
learn to business and grow
in their field and Investment

Google

Starting the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies

Google
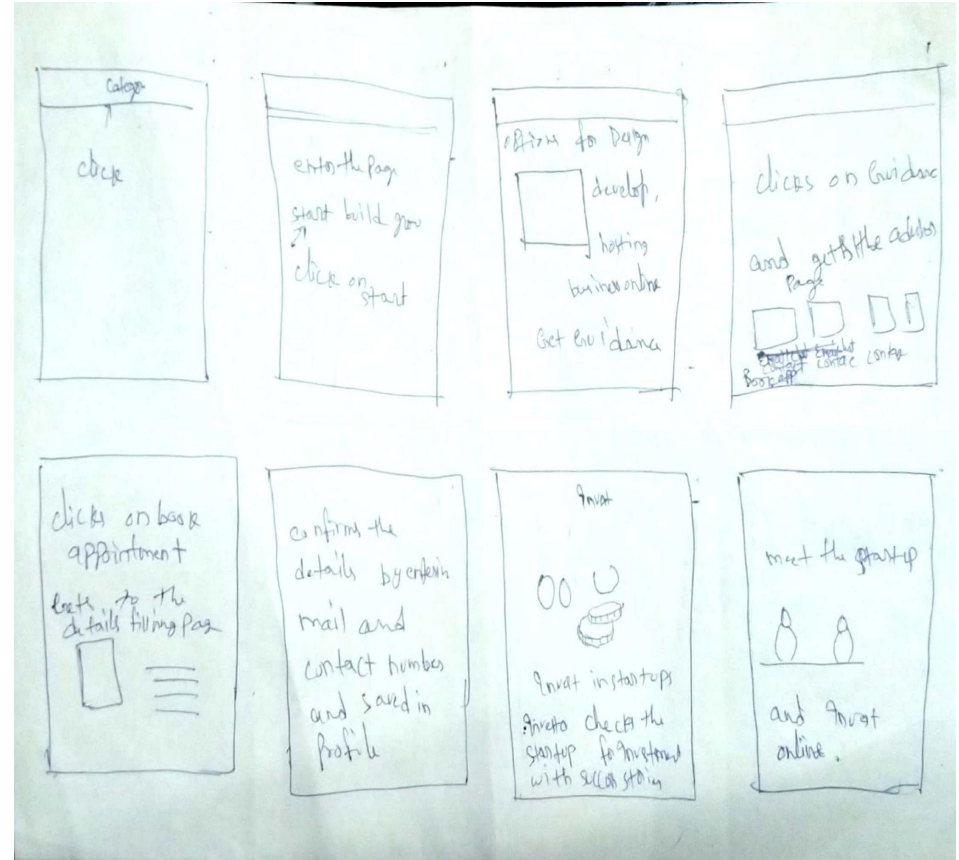
Digital wireframes

After Ideating and drafting some paper wireframes, I created the initial designs for the Let's StartUp App, This design focus on starting, building and Growing business and also financing by the advices of the Mentors

Cards illustrating some of the latest and important articles
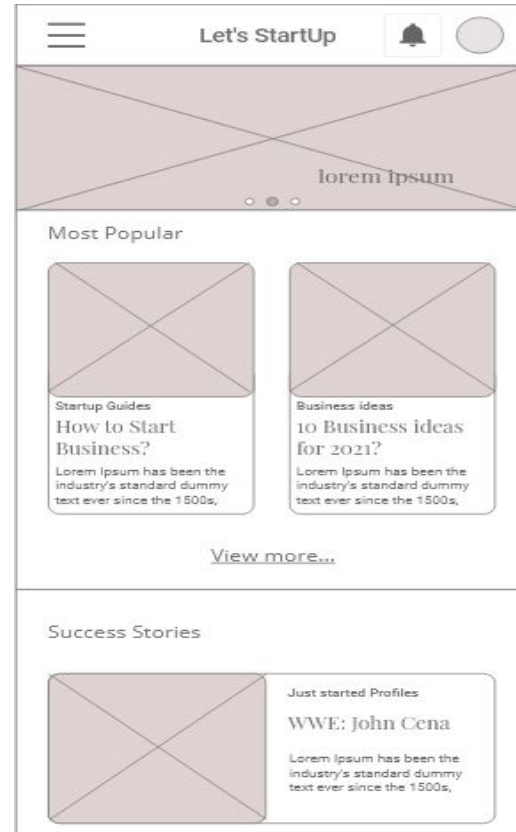
Success stories of the people

Low-fidelity prototype

To prepare for usability testing, I created a low fidelity prototype that connected the user flow of the Let's StartUp app functionality

View Let's StartUp

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Usability study: parameters

Study type:

Unmoderated usability study

Location:

Australia, remote

Participants:

7 participants

Length:

30-60 minutes

Google

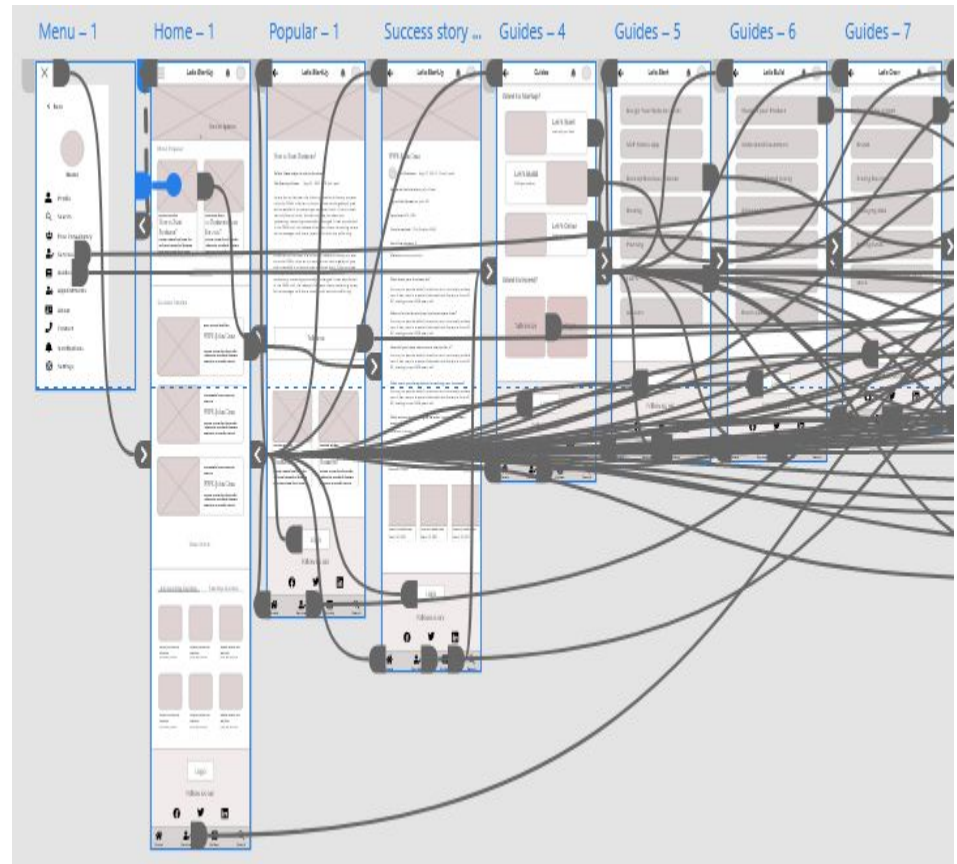# Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Category

User should be able to find their preferred category easily

2

Learn

User should be able to identify their preferred item to learn

3

Query

User be able to submit a query so that an appointment can be given for meet
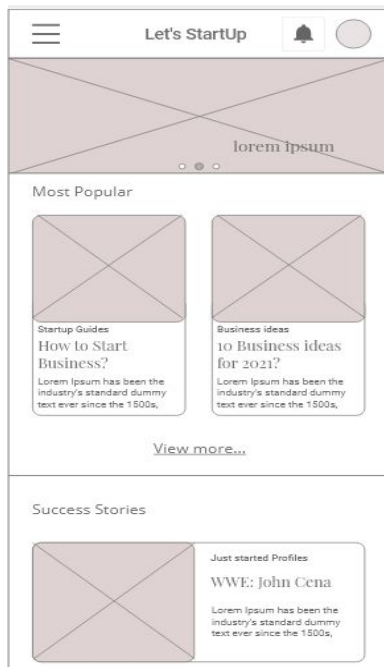
Google

Refining the design

- Mockups

- High-fidelity prototype
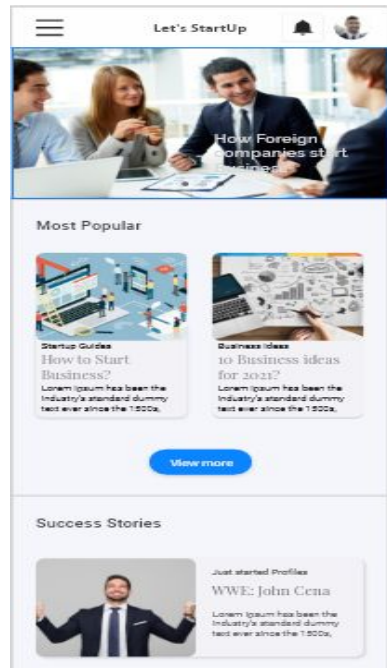
- Accessibility

Mockups

Based on the Insights from the usability studies, i applied design changes like providing a clear section from the home screen to browse recipes that specifically can show what are the services provided within the app
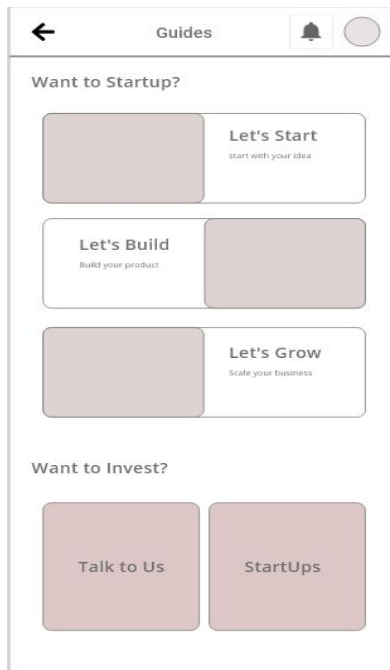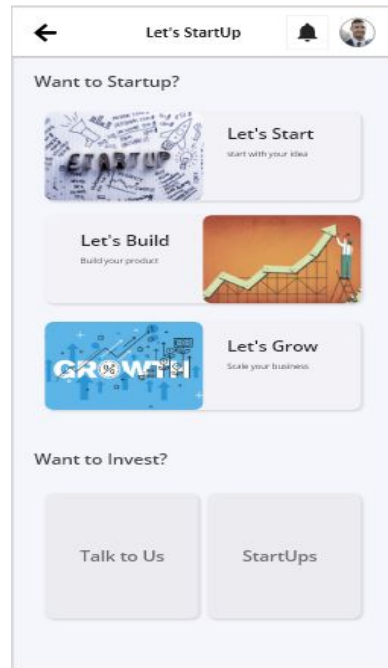
Google

Mockups

The other design for the
guide section where users
can easily browse their
preferred section for access

Google

Mockups

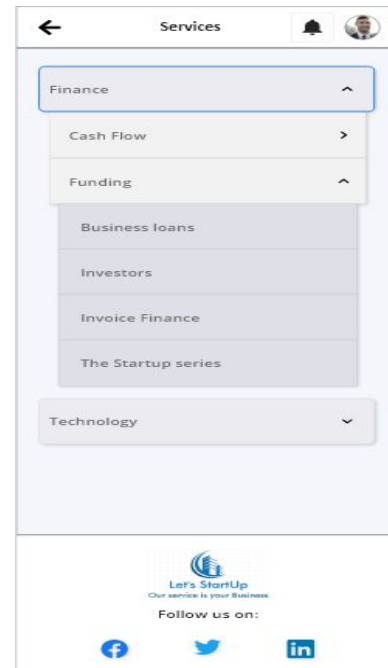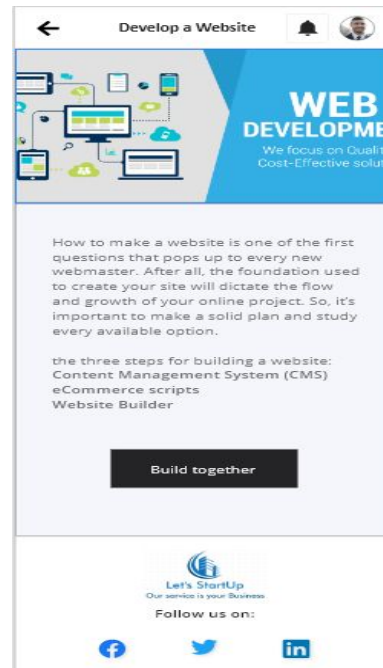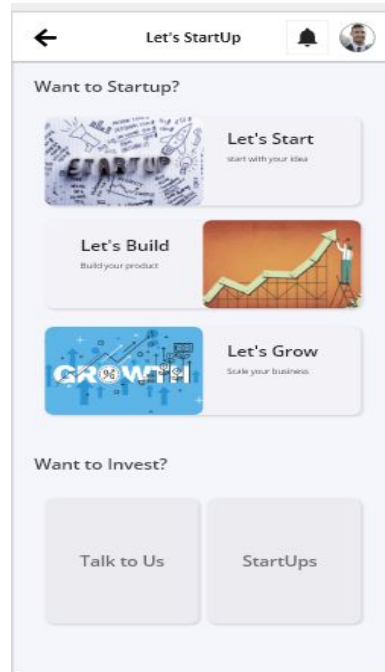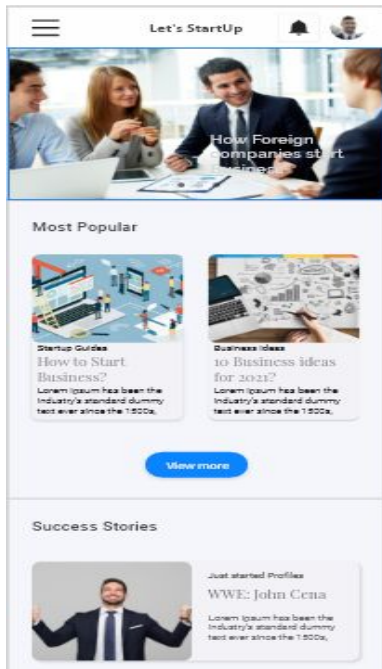# High-fidelity prototype

The High Fidelity prototype is same as the low fidelity prototype, including design changes made after the usability study.

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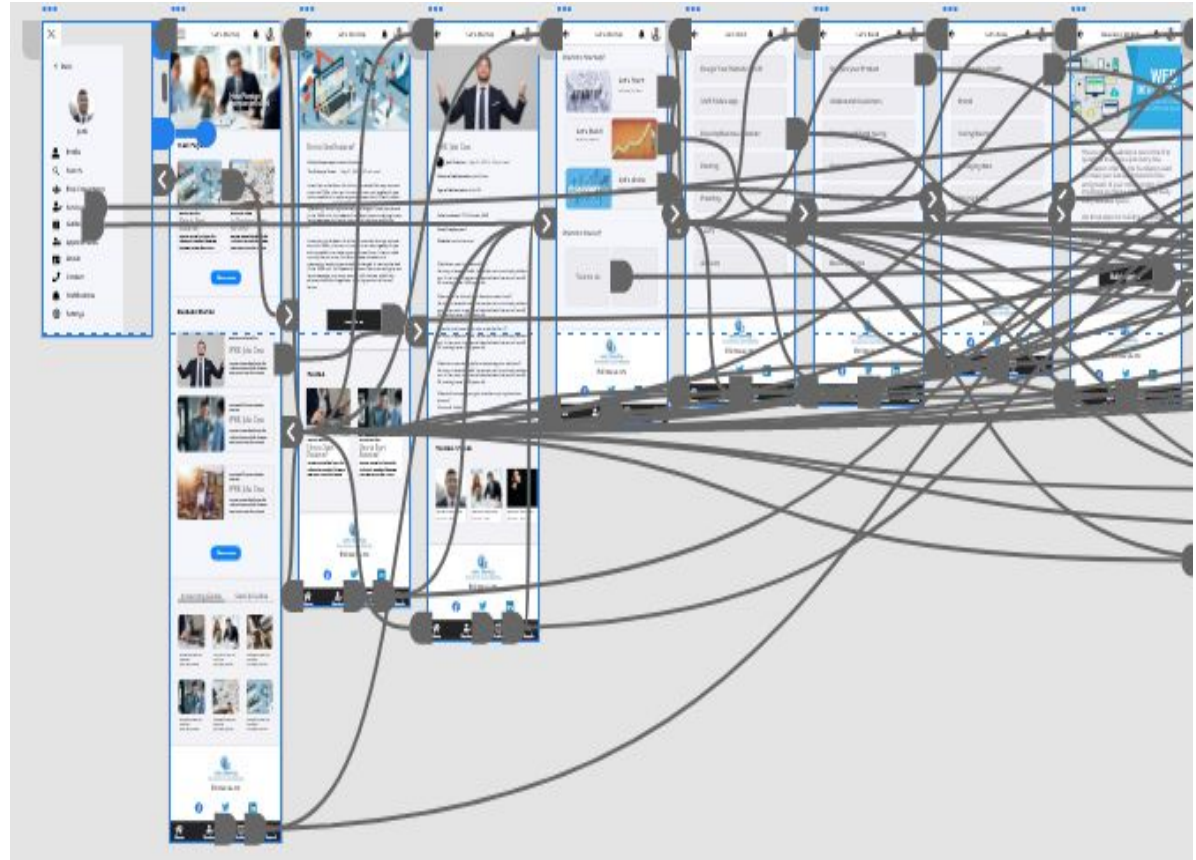
Accessibility considerations

1

Clear labels for interactive elements that can be read by screen readers

2

Initial focus on the home screen on personalized recommendations help define primary task or action for user

3

Focus on the Menu options that can easily guide to the user preferred category

Google

Responsive Design

- Information architecture
- Responsive design

Google

Sitemap

With the app designs completed, I started work on designing the responsive website. I used the Let's StartUp sitemap to guide the organizational structure of each screen's design to ensure a cohesive and consistent experience across devices
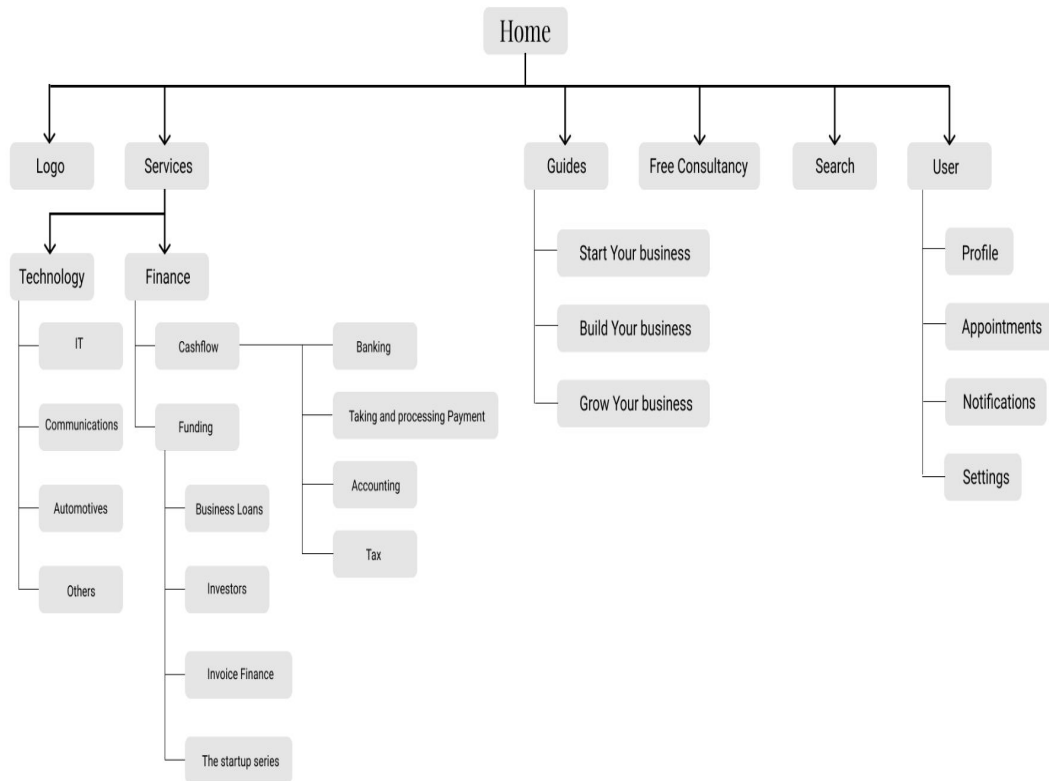
Responsive designs

The design for screen size
variation included mobile
and Desktop. I optimized
the designs to fit specific
user needs of each device
and screen size

View Let's StartUp
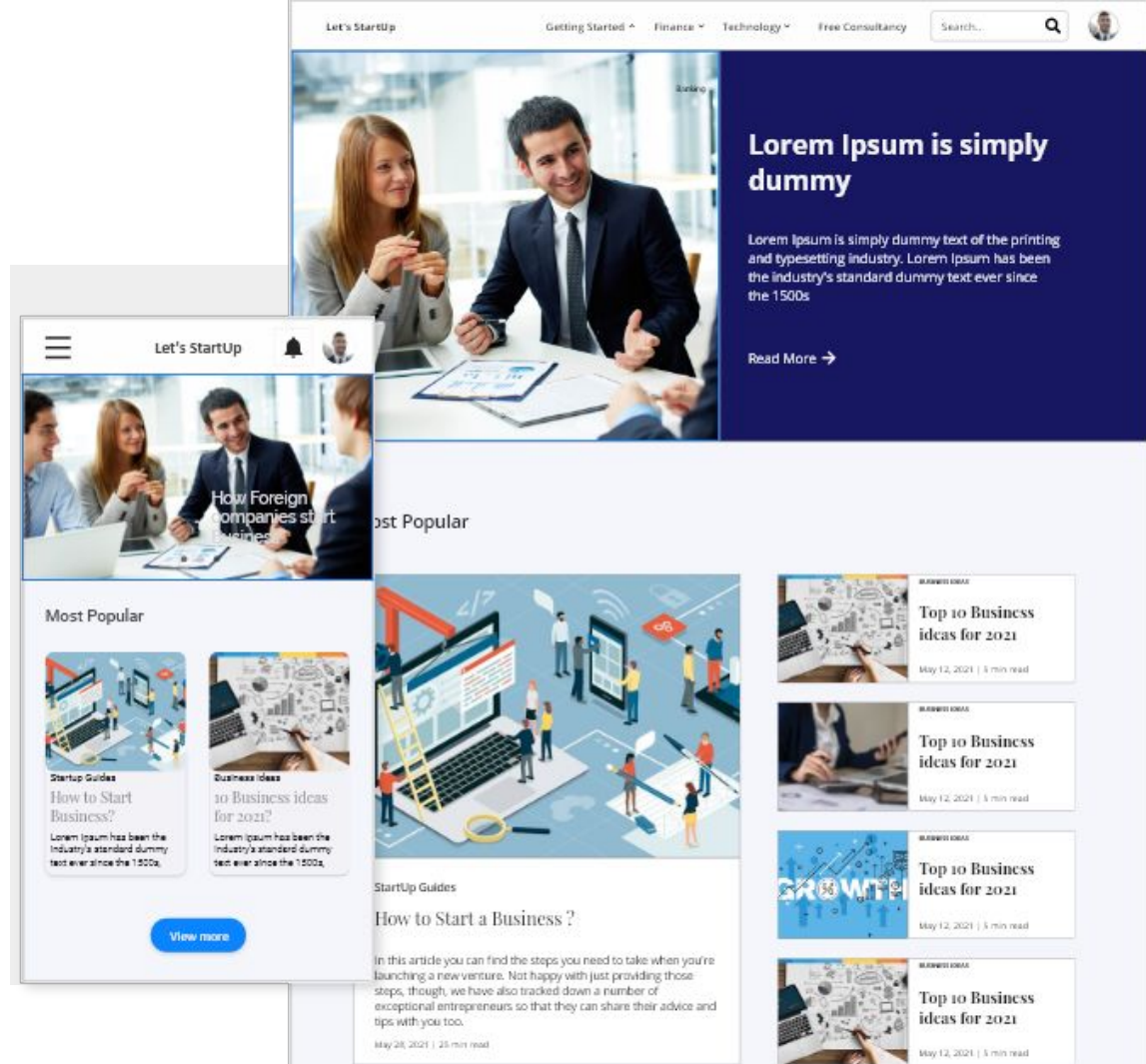
Going forward

- Takeaways
- Next steps

Google

Takeaways

Impact:

Users came across the app and many upcoming entrepreneurs are on training and many are on the step of starting up a business. Some of the Investors have met with the new StartUps that eventually forming bondings within the companies for the betterment and growth, Many commented that this app "takes them from noways to Many ways"

What I learned:

I learned that even though the problem I was trying to solve was a big one, diligently going through each step of the design process and aligning with specific users needs helped me come up with solutions that were both feasible and useful

Next steps

1

Conduct research on how successful the app is in reaching the goal to make the user learn to StartUp

2

Add more educational resources for learning how to StartUp

3

Making a way for interacting the Business officials with the new StartUp teams

Google

Let's connect!

Thank You for your time reviewing my Let's StartUp App! If you'd like to see more or would like to get in touch, my contact information is provided below

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Website: https://design-portfolio-af396.web.app