

# Let's StartUp

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# Project overview



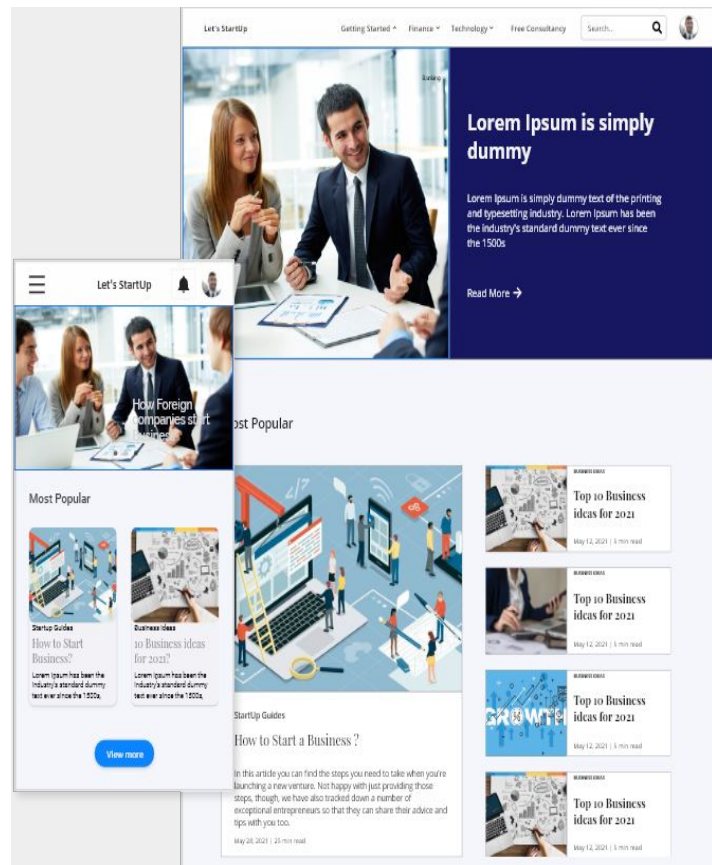
## The product:

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



# 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

# 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

# Understanding the user

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

# User research: summary

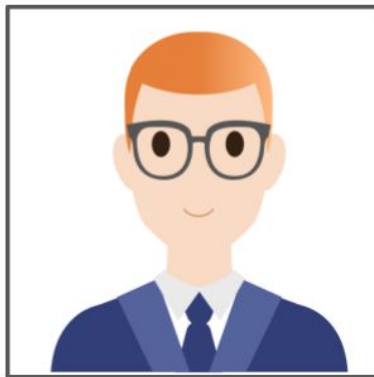


I have investigated on the latest websites that are offering the services which are managing the data of the upcoming entrepreneurs and using to their advantage and making the investors to suffer for their communication with the companies, due this this a special, reliable and sophisticated application 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

# 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

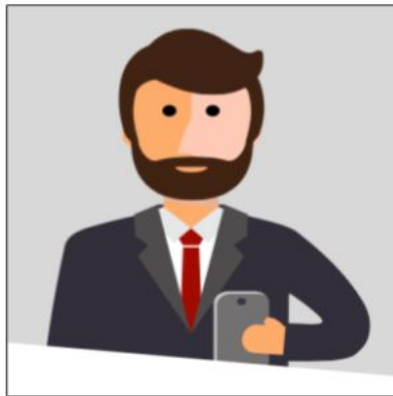
- Do not find a dedicated source in starting a business
- Needs a dedicated website that shows all the category of starting a business

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 that 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

## 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.



**James Anderson**

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

*"Invest in Startups"*

### 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



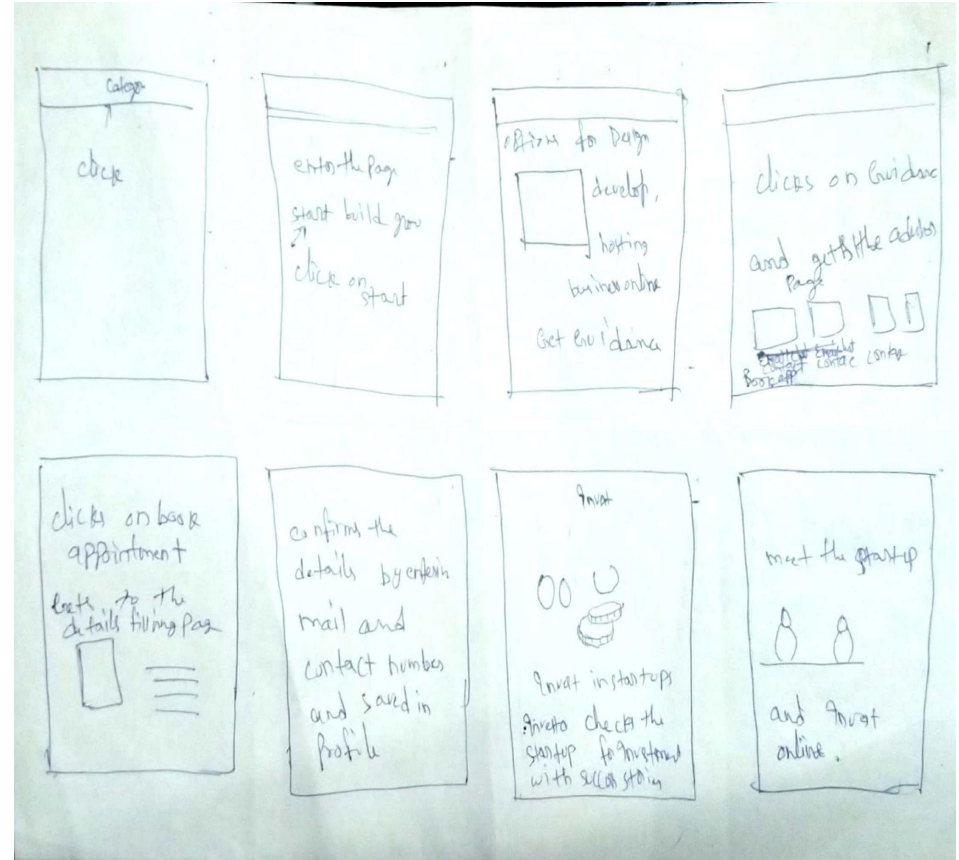
# Competitive audit

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

Competitive audit	Goal: Compare the user experience of each competitor's website							
	General information							
	Competitor type	Location	Product offering	Price	Website	Business size	Target audience	Unique value proposition
Let's startup (our company)	-	NYC, USA	All kinds of Business including Finance	\$\$	<a href="http://www.letstartup.com">www.letstartup.com</a>	Large	New Startups and Investors	Man to man talks online for advice and business, website guidance
Startups	Direct	Kansas City, MO	Finance & Technology	\$\$\$	<a href="https://startups.co.uk/">https://startups.co.uk/</a>	Medium	New Startups	consulting with the Email and the data on the website
Bplans	Direct	California, USA	All kinds of Business	\$\$\$	<a href="http://www.bplans.com">www.bplans.com</a>	Large	New Startups and Investors	Detailed Description of business startup and presentation of videos
Smarta	Indirect	London, UK	All kinds of business with Shop, Trade	\$\$	<a href="https://www.amarta.com/">https://www.amarta.com/</a>	Large	New Startups and business aspirants	Gives training on how to startup and start a business website and shopping the brands
Onevest	Indirect	Canada	Investment and Job opportunities in C.	\$\$\$	<a href="http://www.onevest.com">www.onevest.com</a>	Large	Investors and Startups	Updates with the new Job openings in Canada and news about investing for corporates
UK (not needs work, okay good or outstanding)								
Reasons	Features	Accessibility	Website Interaction	User flow	Navigation	Brand identity	Website visual design	Website content
<b>Good</b> + Easy response + Interaction was not as smooth on mobile	<b>Good</b> + Online ordering feature + "Create account" feature	<b>Good</b> + Website available in two languages + Images of menu items are clear and legible + Menu is compatible with screen reader technologies	<b>Good</b> + Easy to find key info (menu, location, hours) + No clear hierarchy, difficult to scan quickly	<b>Outstanding</b> + Easy to navigate + Clear indication of clickable elements	<b>Good</b> + Clear color scheme, font, and an direction + Inconsistent use of imagery and typography	<b>Good</b> + Service and direct + Friendly in some places	<b>Good</b> + Always info is present + Too descriptive	
<b>Good</b> + Fully responsive + Animations added to enhance the mobile experience + Menu is hard to read	<b>Okay</b> + "Create account" feature + Users have to download PDF of menu to open it	<b>Needs work</b> + Website only available in English + Menu is included as an image and is hard to read	<b>Okay</b> + Easy to find the menu + Headed to search to find hours + Home page is too busy	<b>Okay</b> + Some effort to navigate + Some elements seem clickable but are not	<b>Needs work</b> + No brand identity at all	<b>Needs work</b> + Friendly and indirect	<b>Good</b> + Always info is present + Unnecessary details	
<b>Outstanding</b> + Fully responsive + Engaging animations (same as desktop) + App can be downloaded to collect points	<b>Outstanding</b> + "Create account" feature + Basic location feature + Online ordering feature with pick/delivery options	<b>Needs work</b> + Website only available in English + Menu isn't compatible with screen reader technologies	<b>Okay</b> + For to use + Difficult to find key info (menu, location, hours) due to animation load time	<b>Needs work</b> + Difficult to navigate due to too many elements + Unfriendly way to navigate	<b>Outstanding</b> + Strong brand identity, including colors, font, style, motion, imagery, and typography	<b>Outstanding</b> + Fun and indirect	<b>Outstanding</b> + Short and to the point	
<b>Okay</b> + Key information is present + Not fully responsive	<b>Needs work</b> + Users have to download PDF of menu to open it + Checkout process requires user to input payment info twice	<b>Okay</b> + Website available in two languages + Menu isn't compatible with screen reader technologies + Menu is included as an image and is hard to read	<b>Outstanding</b> + Easy to find key info (menu, location, hours) + Info is kept up to date (e.g., holiday opening)	<b>Outstanding</b> + Very easy to navigate + Further way to navigate (e.g., badge)	<b>Okay</b> + Clear color scheme and an direction + Inconsistent font, typography, and imagery	<b>Outstanding</b> + Friendly and indirect	<b>Outstanding</b> + Easy to follow + Short and to the point	
<b>Outstanding</b> + Fully responsive + Menu is easy to read	<b>Outstanding</b> + Basic location feature + Website features a nutrition calculator + "Trending" menu	<b>Outstanding</b> + Website available in two languages + Menu is compatible with screen reader technologies + Images of menu items are clear and legible	<b>Good</b> + Easy to find key info (menu, location, hours) + Seasonal and holiday times are not clear	<b>Outstanding</b> + Easy to navigate + Easy to switch locations and languages	<b>Outstanding</b> + Strong brand identity, including colors, font, style, motion, imagery, and typography	<b>Outstanding</b> + Service and direct	<b>Outstanding</b> + Short + Focused on info relevant to target audience	

# 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

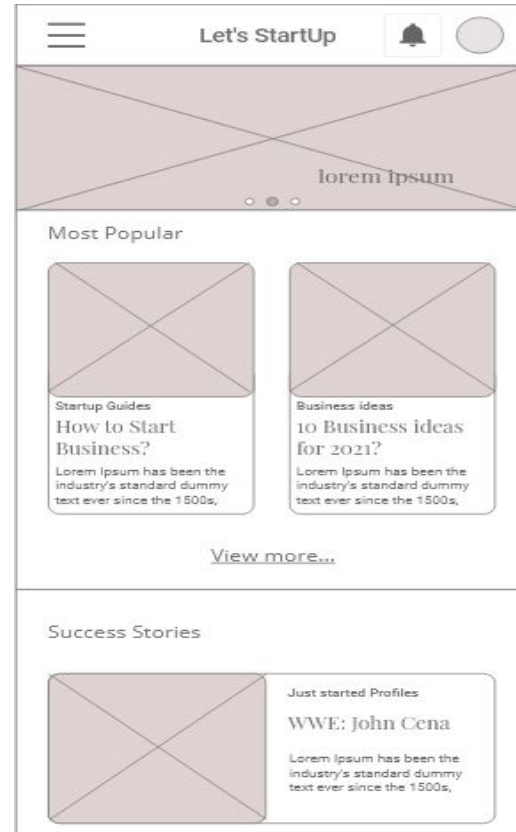




# Digital wireframes

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



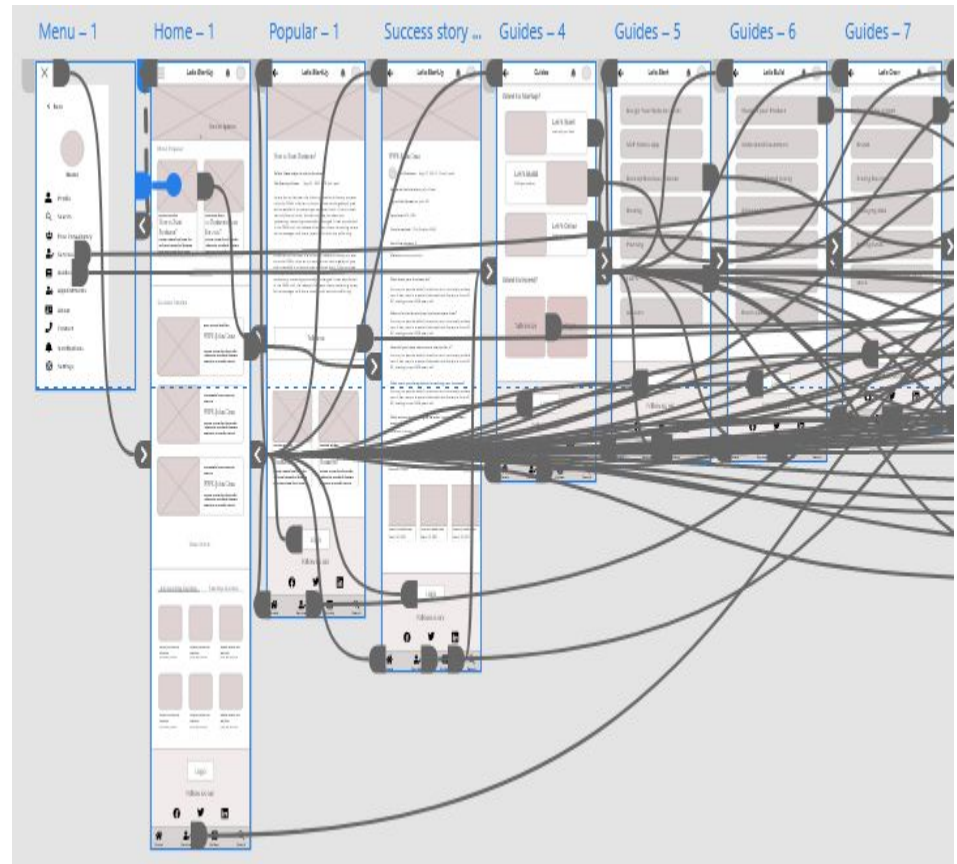
Success stories of the people



# 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](#)



# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

Australia, remote



## Participants:

7 participants



## Length:

30-60 minutes

# 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

## Refining the design

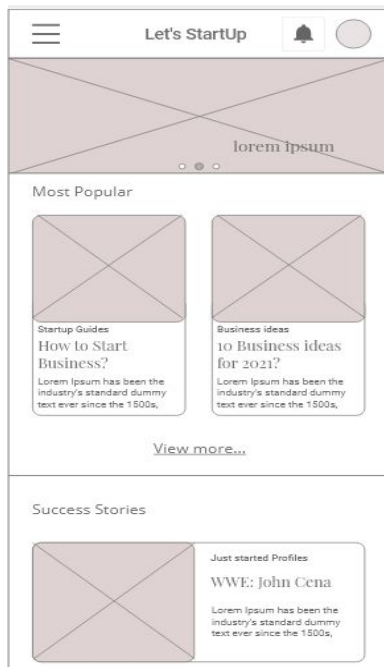
- Mockups
- High-fidelity prototype
- Accessibility



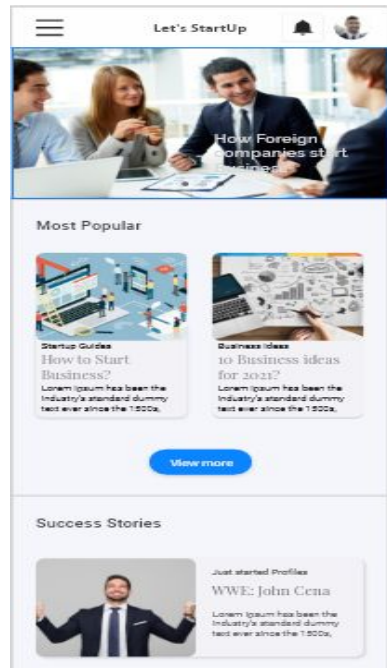
# Mockups

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

Before usability study



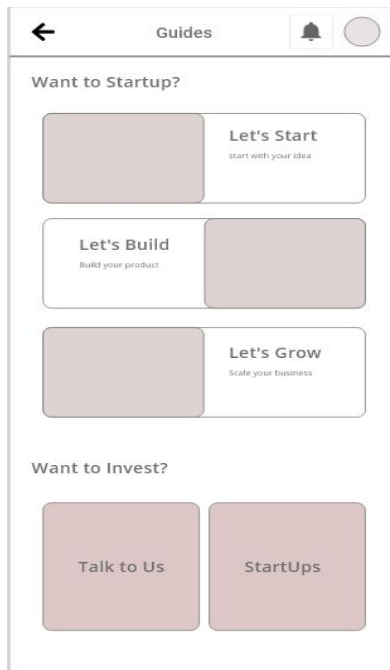
After usability study



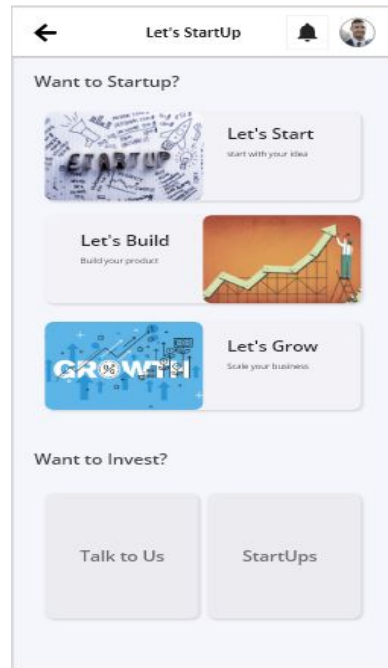
# Mockups

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

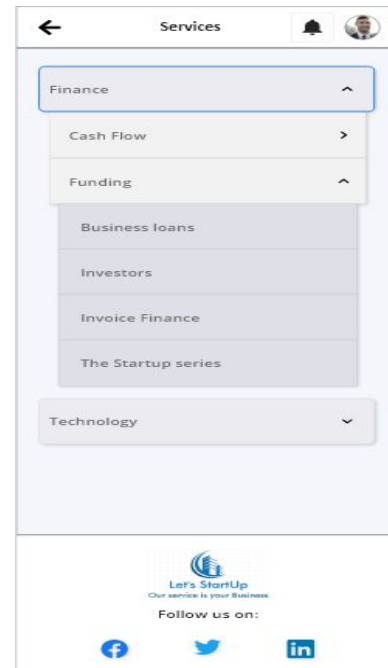
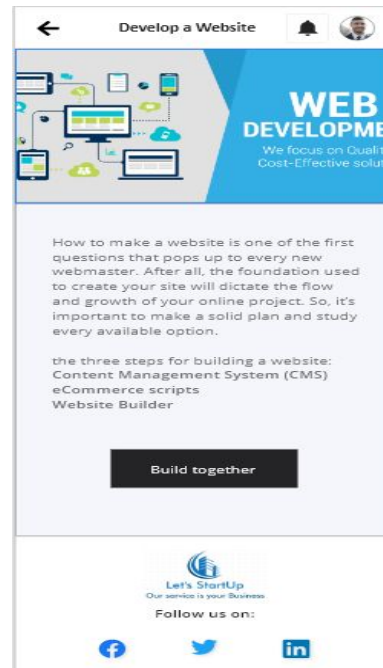
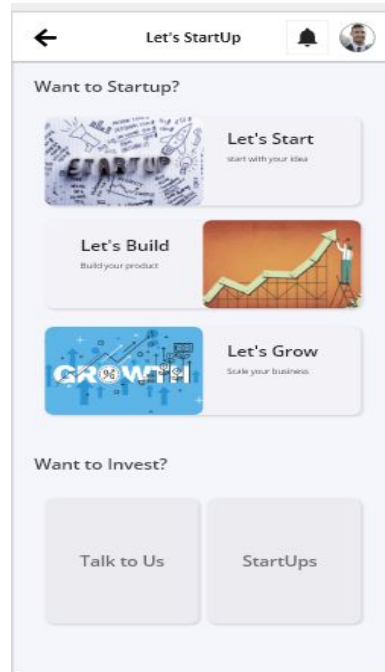
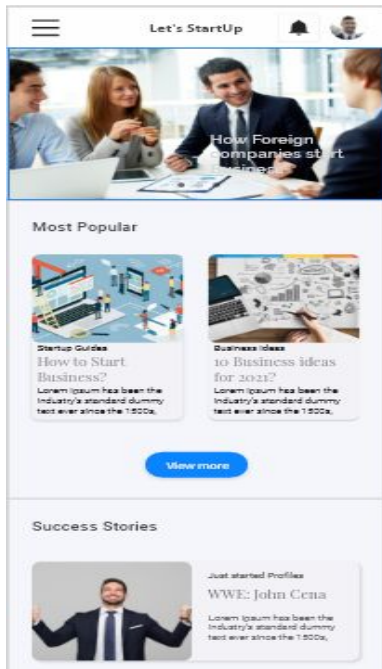
Before usability study



After usability study



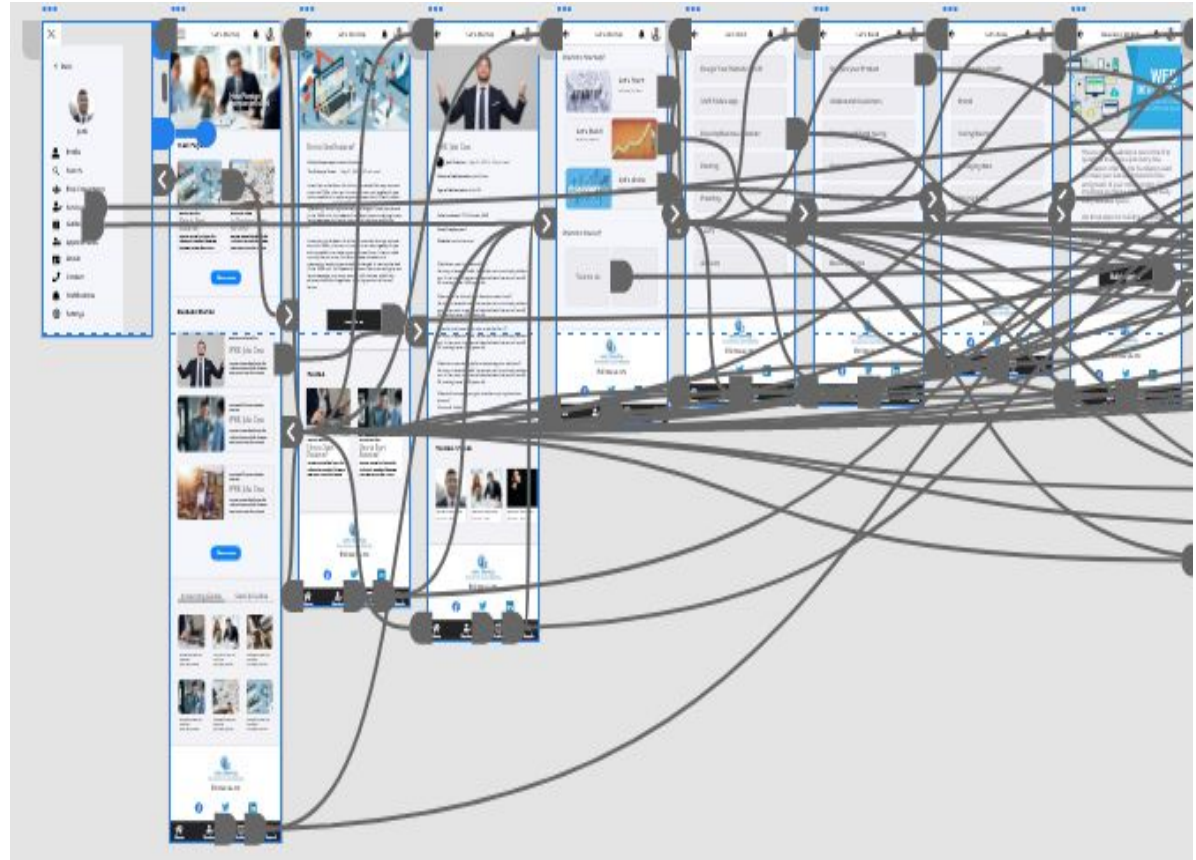
# Mockups



# 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

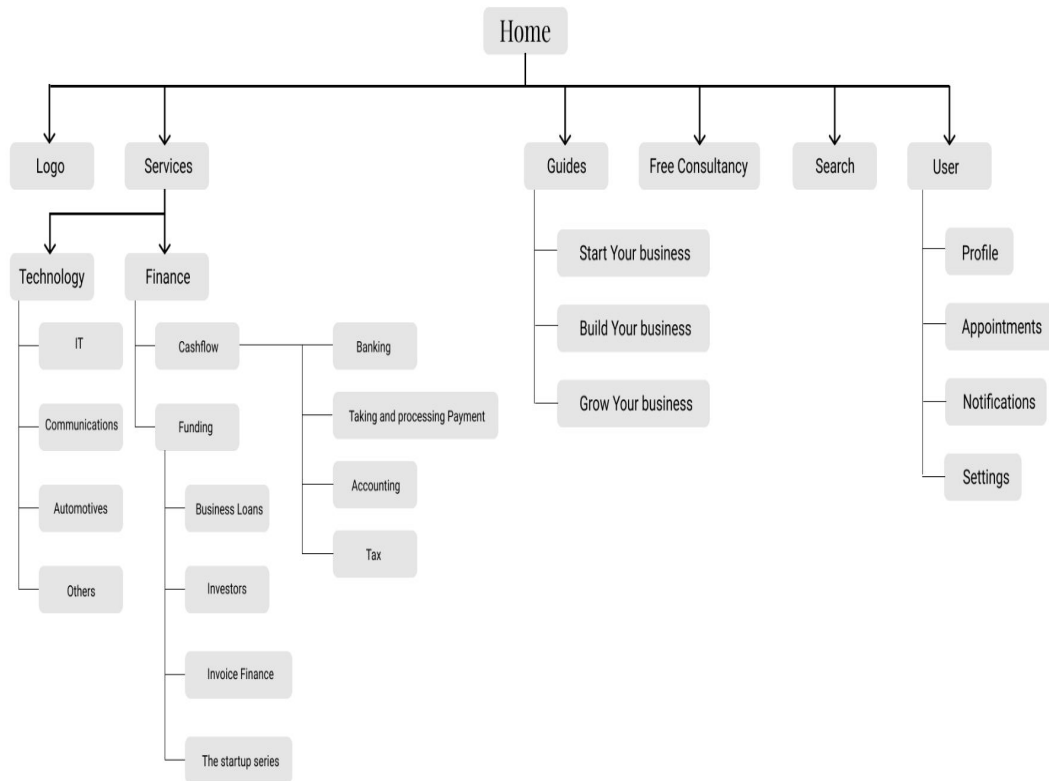
Focus on the Menu options that can easily guide to the user preferred category

# Responsive Design

- Information architecture
- Responsive design

# Sitemap

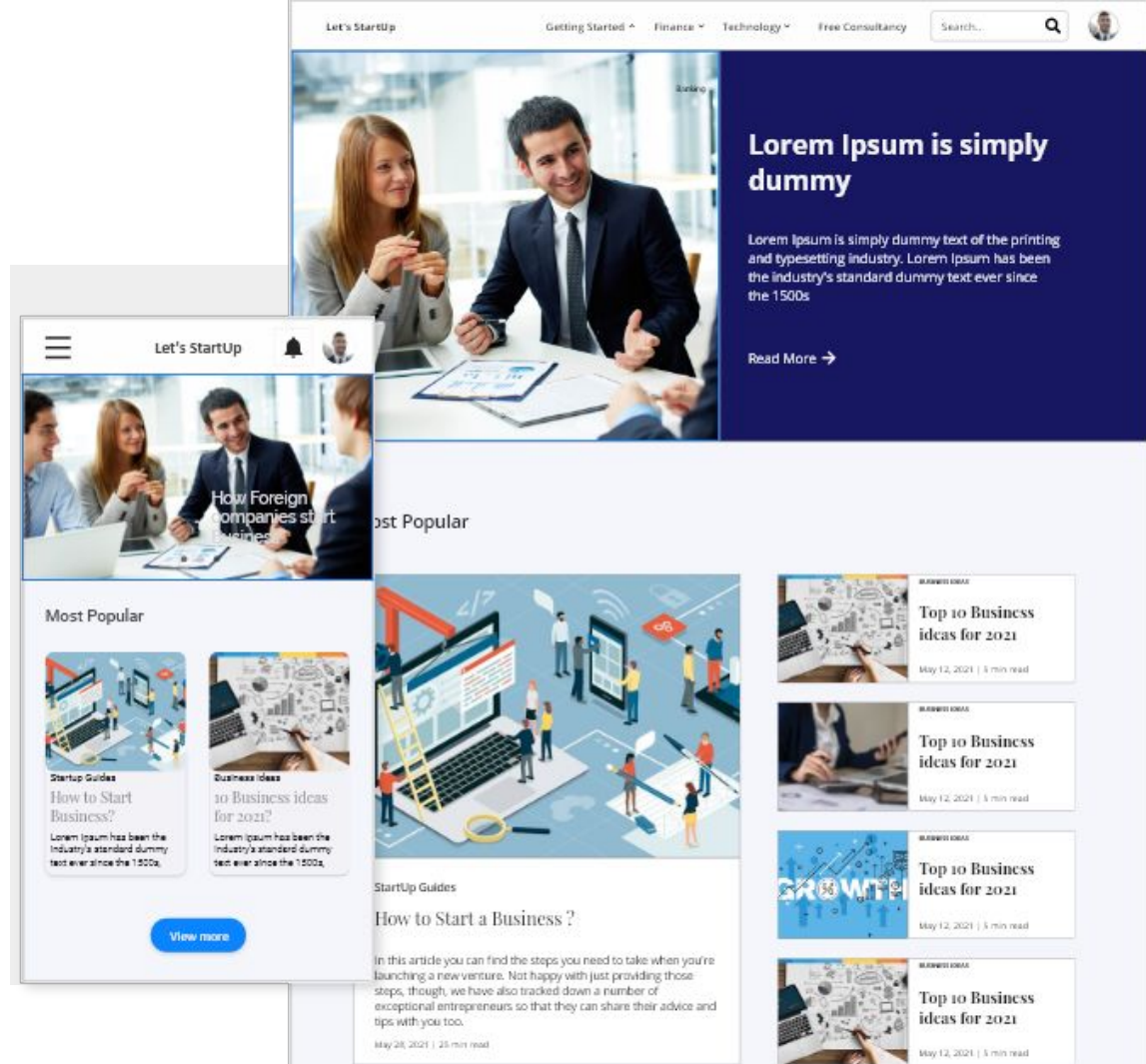
With the app designs completed, I started work on designing the responsive website. I used the Let's StartUp sitemap to guide the organizational structure of each screen's design to ensure a cohesive and consistent experience across devices



# 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

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# Going forward

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- Takeaways
- Next steps

# 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

# 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

Email: [yesh.kare@gmail.com](mailto:yesh.kare@gmail.com)

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