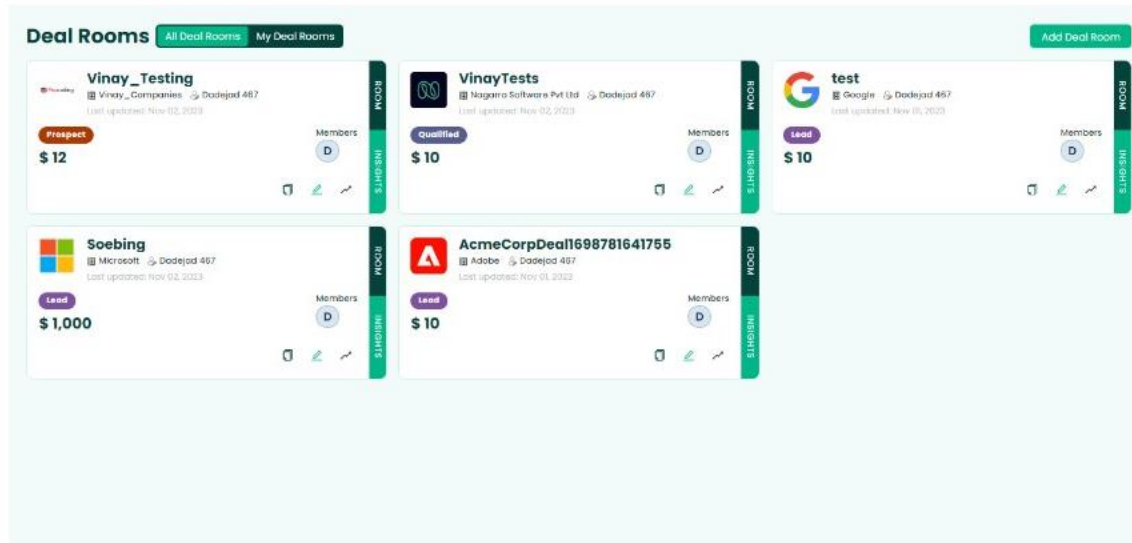# Intro duction

This pitch deck presents our UI/UX analysis and proposed solutions for the Deal Rooms webpage. I have identified several flaws in the current UI and UX, and I believe that our proposed solutions will significantly improve the user experience.
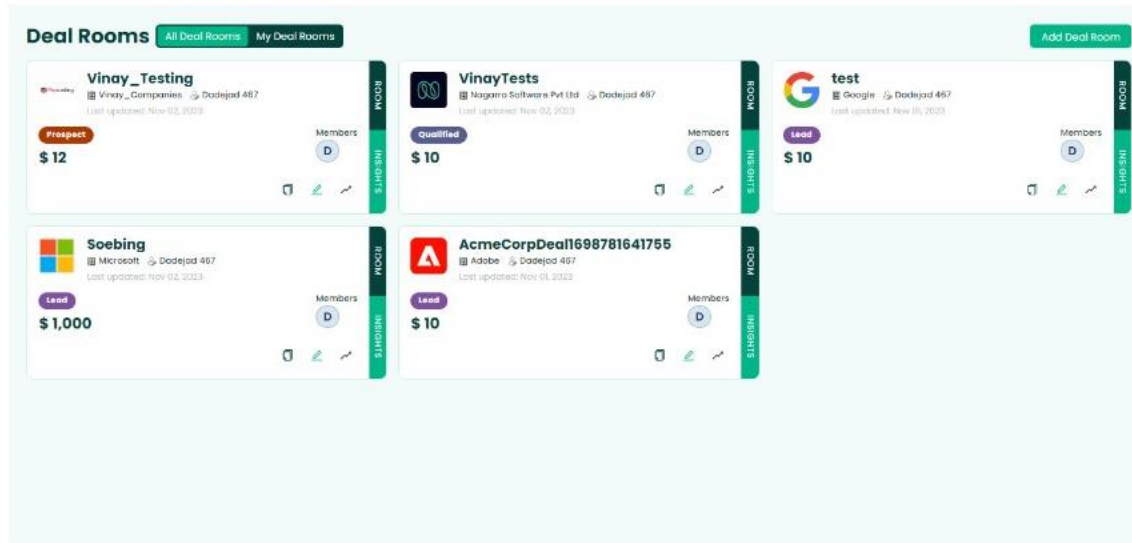
Problem

- The current layout of the webpage is very confusing. Buttons used are not aligned
- lack of distinction between primary and secondary buttons.
- poor touch target on laptop, mobile & Tablet
- big icon used for company. This can be reduced to small scale.

Solution

- webpage layout redesigned with proper:
  - Icon resizing, repositioning and color
- Created cards comfy and sober in design
- Added Menu bar bar to the webpage
- Chosen compact design webpage
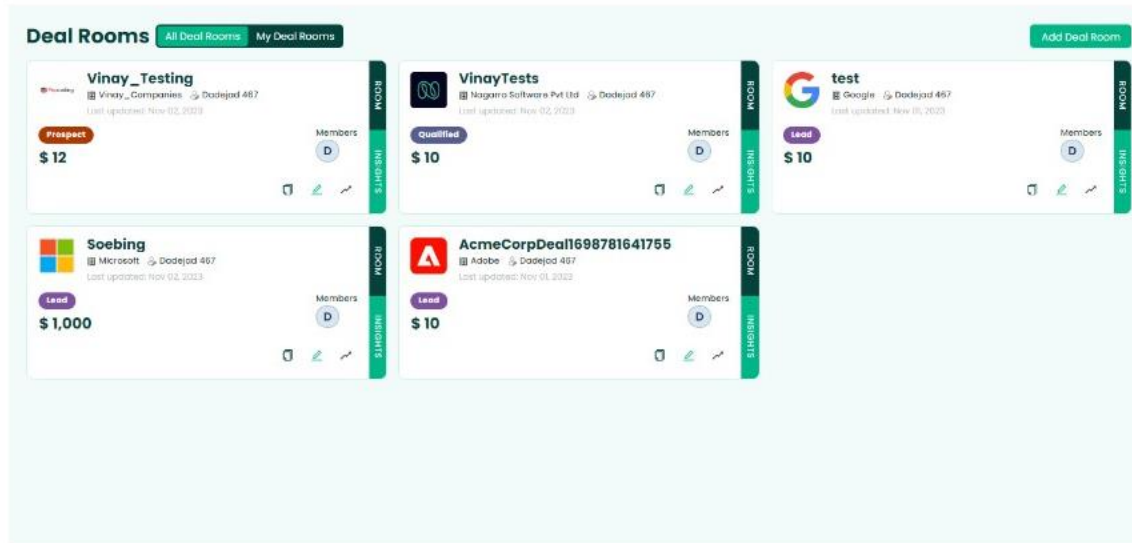- Created stretchable layout for easy editing work.

The Layout

Problem

- the fonts doesn't match webpage
- Font are not stretchable. Will create problem while designing the UI.
- some text are capital letter or small letter. There should be homogeneous text used through the webpage.

The Typography

Solution

- Used stretchable dongle fonts.
- Utilized camel case letter text.
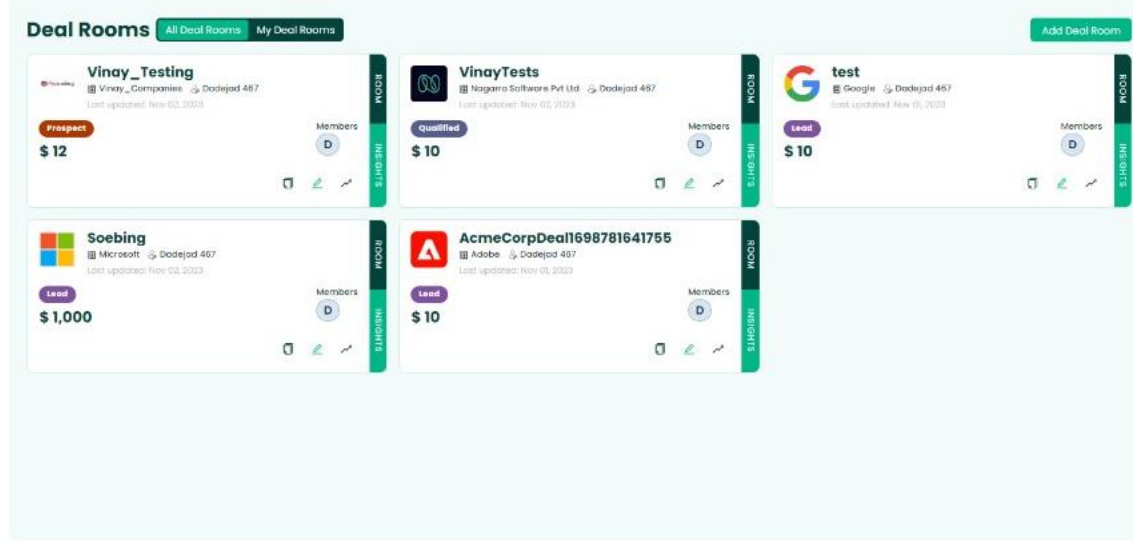- Created fonts inline with the webpage.

Problem

- the color combination are not appealing.
- button color are not good .
- using one color(green)

The Color

Solution

- Different color palates are being used
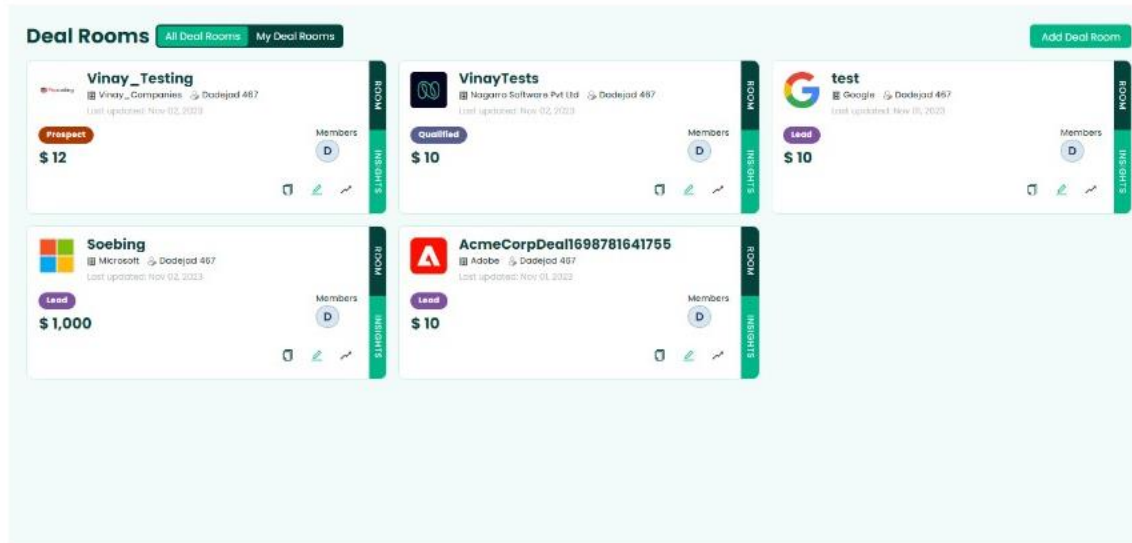- Used attractive colors for buttons and webpage.

Problem

- Positioning of primary and secondary buttons are not up to mark
- Padding could have used in the card.

Solution

- Improvised padding in all places of the webpage i.e. innerline, upperliner, and in mid
- Positioning og primary and secondary buttons improved.
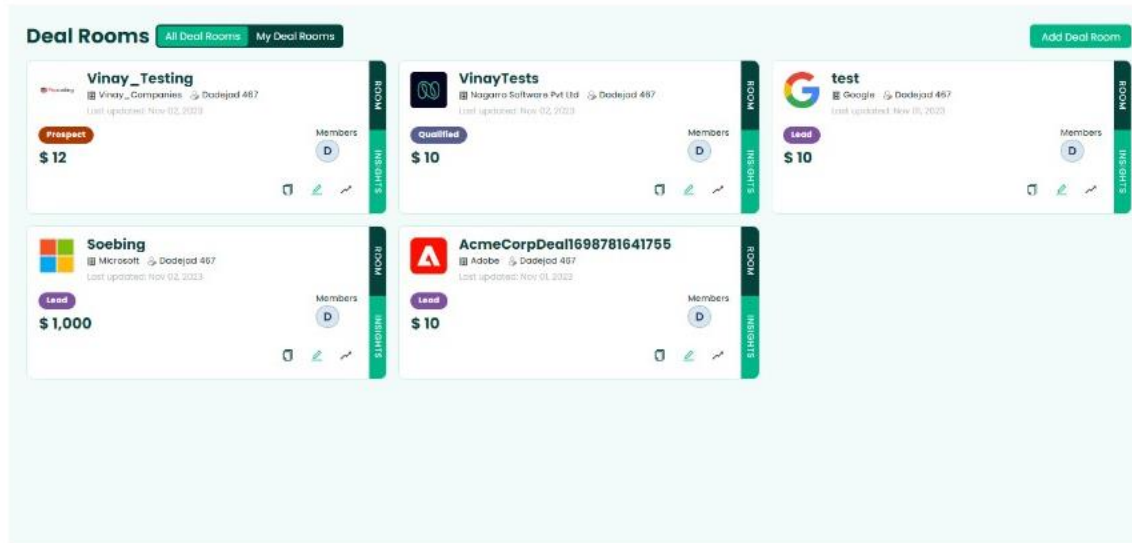
The Visual hierarchy

problem

- The main navigation menu is missing like home, contact, about us, etc.
- Not user friendly "Room" and "Insight" buttons. User may experience difficulty in selection and booking.

Solution

- Added navigation menu i.e. home, contact, about us, etc.
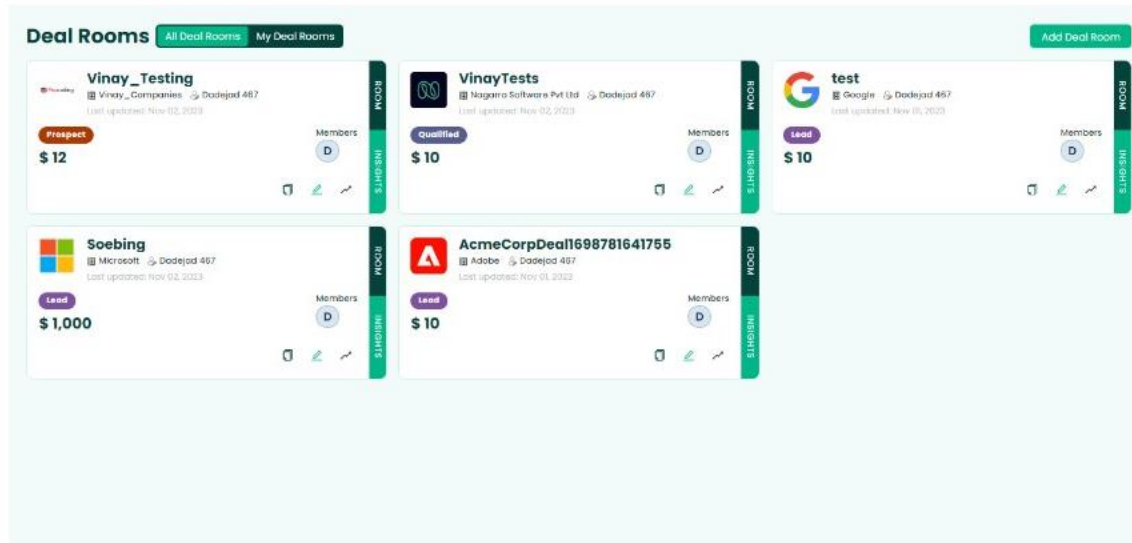- Room and Insight primary buttons are improvised.

The Navigation

Problem

- Positioning of "copy, edit and graph" icons. These could have placed on top.
- Member button icon could have positioned in place of "copy, edit and graph" icons.

The Usability

solution

- Repositioned the "copy, edit and graph" icons, and placed on the top. These could have placed on top.
- Member button moved to top right corner for easy access to the user.

problem

- The navigation is confusing
- the layout is not proper
- this is not a good user ezperience

Solution

- Made compact and easy navigation.
- Rarely used icons like company icons are kept small.
- Dolor sign resized to small scale

The Engagement

Benefit

Improved user satisfaction

The improved UI and UX will make the website more user-friendly and enjoyable to use, which will lead to increased user satisfaction.

Benefit

Achieved goals

The improved UI and UX will help the webpage to achieve its goals, such as increasing traffic, generating leads, and making sales.

Final Design