Trademarkia UX Case Study: Webmarkia

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Overview:

With the insights given by Trademarkia, a Landing Page, Employee Dashboard and Workflow have been designed for optimal usage.

Problem Statement:

Users starting a new business generally find it very hard to find a web development service that is right for their business, Webmarkia aims to solve this problem. Research and find out various aspects that go into website development. Empathise and understand client needs. Use this to design the mentioned deliverables.

Users and Audience:

Clients who are interested to purchase web development services.

Roles and Responsibilities:

I worked on this project.

All the frameworks, workflows and designs have been done using Figma.

This is my first professional UI/UX project.

Process:

- The first duty was to prepare an eye-pleasing, smoothly functioning interface design.
- The Light Orange – Gray theme helps to achieve this and has been extensively used.
- Every element was thoughtfully used, which serves well, functionally and aesthetically.
- Minute details have been keenly acknowledged.
- Creating the dashboard was time-consuming (given a tight deadline to meet), yet I managed to polish it until the results satisfied me.
- I used a few elements (Graph and a Stock Image) from templates/the internet.

Scope:

I felt the time given to complete this task was arguably less. With time constraints due to attending classes in university, and having other pending deadlines to meet, it was challenging to complete the given tasks and submit the deliverables.

Outcomes:

This being my first ever professional task/project, I have shown immense interest in satisfying the requirements and have put all my efforts into making this project. I have developed a workflow for the first time. I have learnt quite a few things which I previously have not taken care of while working with certain tools in Figma, but after this project, I have more clarity on how I understand a user's needs, i.e., the functionality that one would expect and, the attention to detail one gives while browsing through a website.

Figma Link (Both Wireframes and to run the Workflow):
https://www.figma.com/file/hQarSXH8Nq9RDPmdxraVz3/Webmarkia?node-id=0%3A1&t=HcUipdjRnNeuPjHc-1

Loom Link: https://www.loom.com/share/2b46e8e5c7fe4b83b51c5104f3b1aec3