

UX Case Study:

The following is a brief UX case study documenting the design process:

Project:

1. Design a Landing page for Webmarkia to sell their web development services with the various aspects both as a package and stand-alones.
<https://www.figma.com/file/72BTiWFIg2ox6GN0S9CKMJ/Untitled?node-id=0%3A1&t=a9OCxA9mtOHV1ixA-1>
2. Design a workflow for clients to buy the web-development service. The aim of this workflow is to reduce manual and back and forth communication involved in discussing requirements.
<https://www.figma.com/file/72BTiWFIg2ox6GN0S9CKMJ/Untitled?node-id=2%3A2&t=a9OCxA9mtOHV1ixA-1>
3. Design a dashboard for the employees of Webmarkia to manage orders on the admin side.
<https://www.figma.com/file/72BTiWFIg2ox6GN0S9CKMJ/Untitled?node-id=4%3A108&t=a9OCxA9mtOHV1ixA-1>

Empathize: This stage, conducting interviews and surveys to understand the pain points and challenges faced by users when buying services online is done. Then analysing the competitors in the market to identify opportunities for differentiation is a must.

Define: Based on the insights gathered from the empathize stage, defining the problem as the need for a user-friendly website that simplifies the process of buying web-services and provides a seamless user experience.

Ideate: Generating a wide range of potential solutions, such as incorporating a chatbot for personalized recommendations, using a simple and intuitive interface for the website, and adding features like real-time website builder.

Prototype: Creating low-fidelity wireframes to test the viability of the ideas generated in the ideate stage. Then create a high-fidelity prototype of the website, which will be used for user testing.

Test: Testing the prototype with users to gather feedback and insights. Based on the feedback made revisions and improvements to the website design, including simplifying the buying process, improving the search function, and adding a feature to allow users to customize their build website and also better schemes for the services.