Site 1: https://dashdigital.studio/

DashDigital

Design:

Overall, the site has an almost minimalist feel to it, but is also clean, professional and interesting to navigate.

Usability:

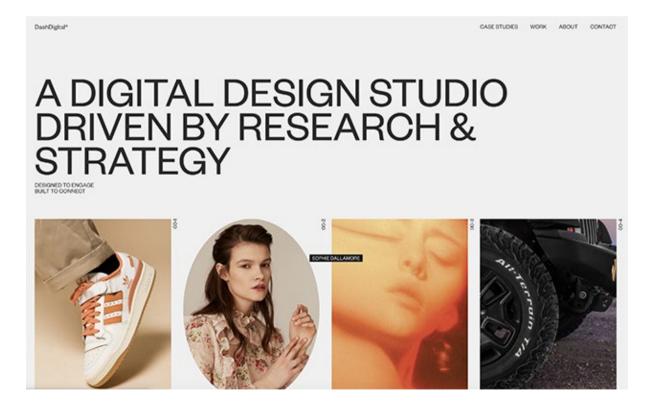
While visually very interesting, the site's navigation lacks any sort of scrollbar meaning that scrolling through the site can only be done using the scroller on a mouse. This makes the site feel like it would be better if it were accessed on a touchscreen device.

Content:

Information on what the studio does is presented clearly and finding further information and details on each item isn't difficult

Creativity:

The animations and transitions on images, links, buttons and the effects used are very nice and give a nice formal-casual feel to the studio's side.



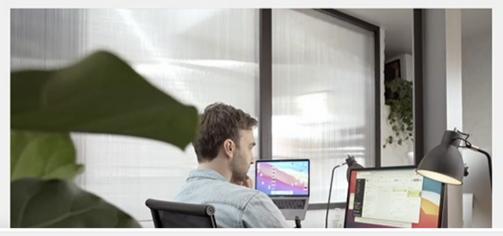
DashDigital*—HOME MENU+

ABOUT

AN INTERNATIONAL DIGITAL DESIGN STUDIO REIMAGINING HOW PEOPLE CONNECT WITH BRANDS,

Whire a small team of our loss humans who create work we're proud of for people and brands as believe in. With collaboration at the heart of every project, we identify what skills are required and then bring the best people together to create something or Jv extraordinary. Ombining strategy, branding, web design and development, we build digital experiences that transform the way people connect and interact with brands.

ADOUTUS



DashDigital*—HOME MENU+

FEATURED CLIENTS

LEMKUS

VEW CASE STUDY

Lemisus reached out to us to create a new design system and conduct an overhaul of the brands digital experience. The objective was to provide outcomers with nearniess purchasing comesy and we did this by combining robust usor experience with strong and engaging concert.



Tiger

We were brought in to refresh their primary digital proportion with a particular focus on building a robust e/Commerce capability that re-imaged the way consumers purchase tyres, wheels and batteries center. We achieved this by crafting an informative and incultive purchasing experience, backled by comprehensive usability research and validation.

● READ ANOUT TREE APPEALS TIME



In collaboration with Kalk development partner «OneX, see oneaced a "best-in-class" «Commoros experience underpinned and validated by an in-depth research sudy that Coursed on incorporating the best possible UX principles and analyses.

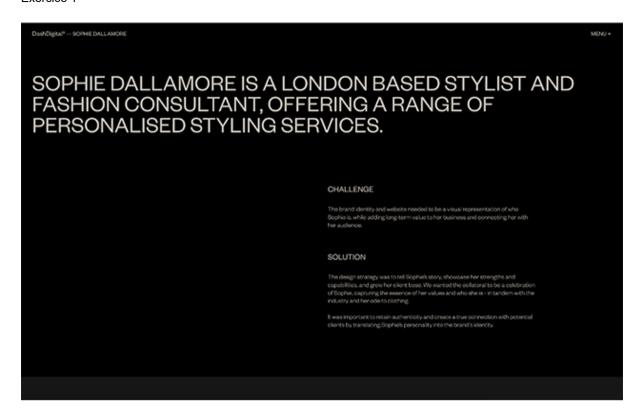
AfriSam

In collaboration with Promise Brand Specialists, we wore tasked to create an elevated digital experience to reflect the innovative and performance oriented nature of the brand. The primary goal of the website was to provide a coaminet digital formion when locking for key information as well as placing and paying for centeret orders online.



BRANDS WE'VE WORKED WITH

WOOLWORTHS	RESEARCH - STRATEGY	MORE+
SNEAKERLAB	DOSON	MORE+
HIGAM	RESEARCH - STRATEGY - DESIGN - DEVELOPMENT	MORE+
DIGITAS LIQUORICE	DESIGN	MORE +



Site 2:

<u>https://www.awwwards.com/inspiration/project-view-fullscreen-grid-and-list</u>
→ https://plasticbionic.com/

Plasticbionic

Design:

The overall theme and layout of the site is very vibrant and interesting to explore while at the same time engaging. The site design's simplicity allows for projects' details and colour to stand out.

Usability:

Pages for each project are linked to one another as well as a set of main navigation links. When browsing each project, users can return to the previous project by clicking a link on the navigation bar (Navigation through a project's page is one-way) Users are also presented with viewing options (Fullscreen, Grid, etc.)

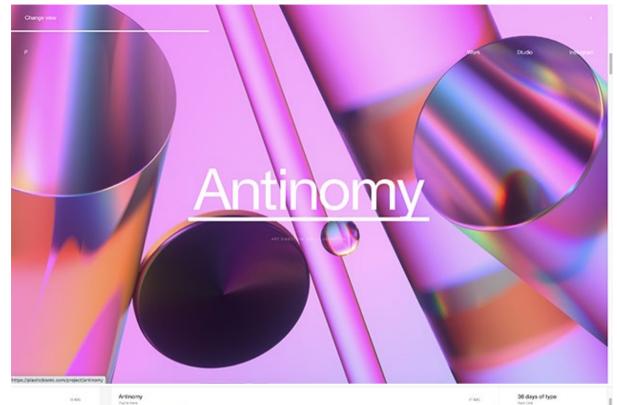
Content:

The layout allows users to easily see the studio's main projects easily and clicking on each one directs you to a page which provides clear and simple presentations of what each of their projects were about.

Creativity:

When scrolling on a project's page, the header turns into a progress bar which progressively changes as you scroll through the project's page. Once users reach the end of one project, the page for the next one will load seamlessly.







3 univers for the new website of Antinomy, creative studio building contemporary brand in the digital realm.

CUENT ANTHON

Site 3:

<u>https://www.awwwards.com/inspiration/water-effect-transition</u>
→ <u>https://yard.agency/en</u>

Yard Agency

Design:

Individual pages feature interesting forms of navigation (a play button in a circle appears when users go to the About page and hover over the logos of their featured clients to allow users to access video campaigns created for these clients). Titles for each of their featured projects are uniform and present the title, the project's number and a transparent button to the project's page.

Usability:

The site's navigation does not have a scrollbar (due its layout style) and instead relies on scrolling but curiously only features a "Next" button but no "Previous" button. In order to scroll "back", users have to scroll up using their mouse scroller.

Content:

When scrolling through, instead of static images, the projects featured are shown through videos with clips of the ad marketing campaign viewed. Video clips of each project demonstrate the studio's capabilities as well as give a "capsule" of how the final project looked. Project pages are significantly more toned down and simpler than the site's index.

Creativity:

Each project featured on the index page transitions between one another through a watery transition effect making navigation really interesting – maybe more interesting than looking at the projects featured in detail, at first.







For the launch of @Instagram's new positioning '\vector sur toi' dedicated to expression, sharing, and connecting people to move culture forward, we brought the platform to life with the event '\vec{v} sur Paris'.

