

Your Personal Virtual Studio

Platforms

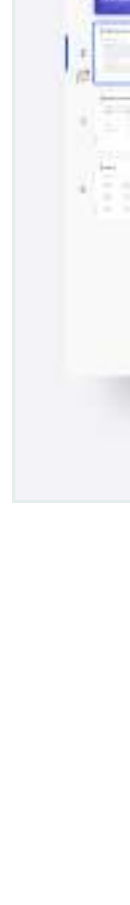
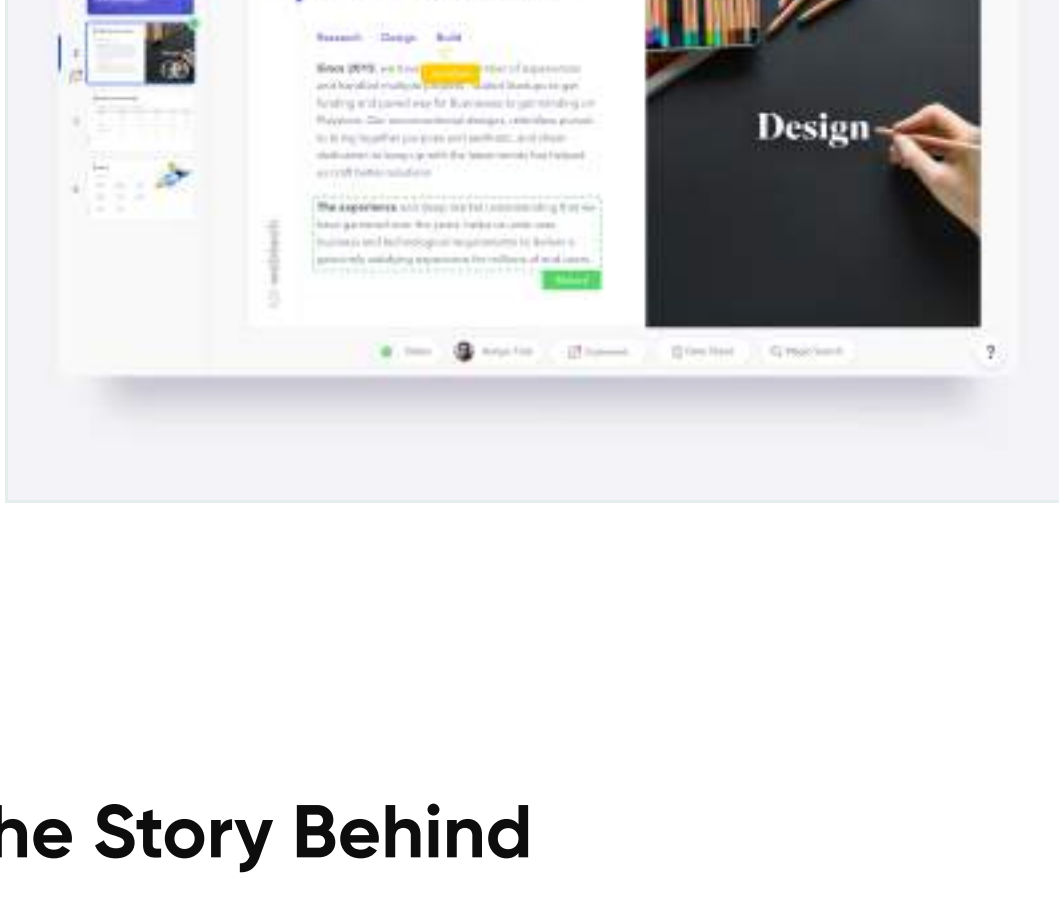
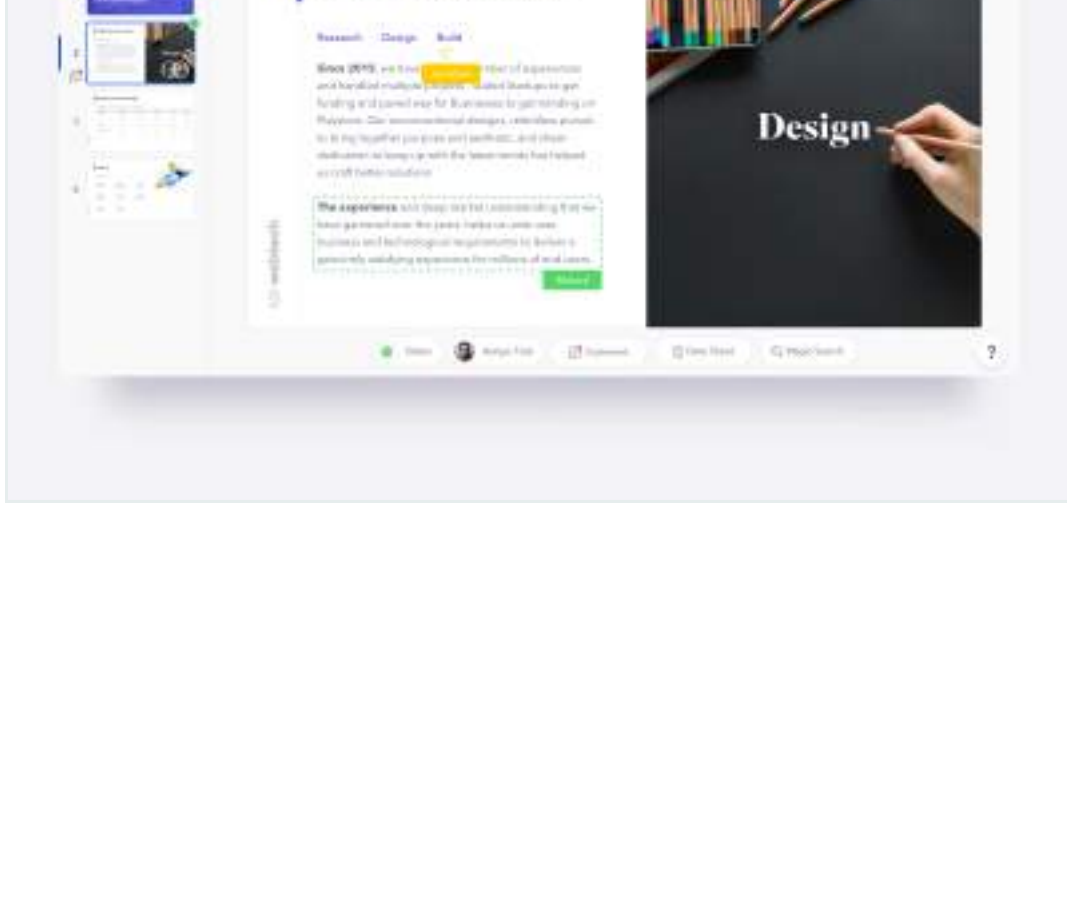
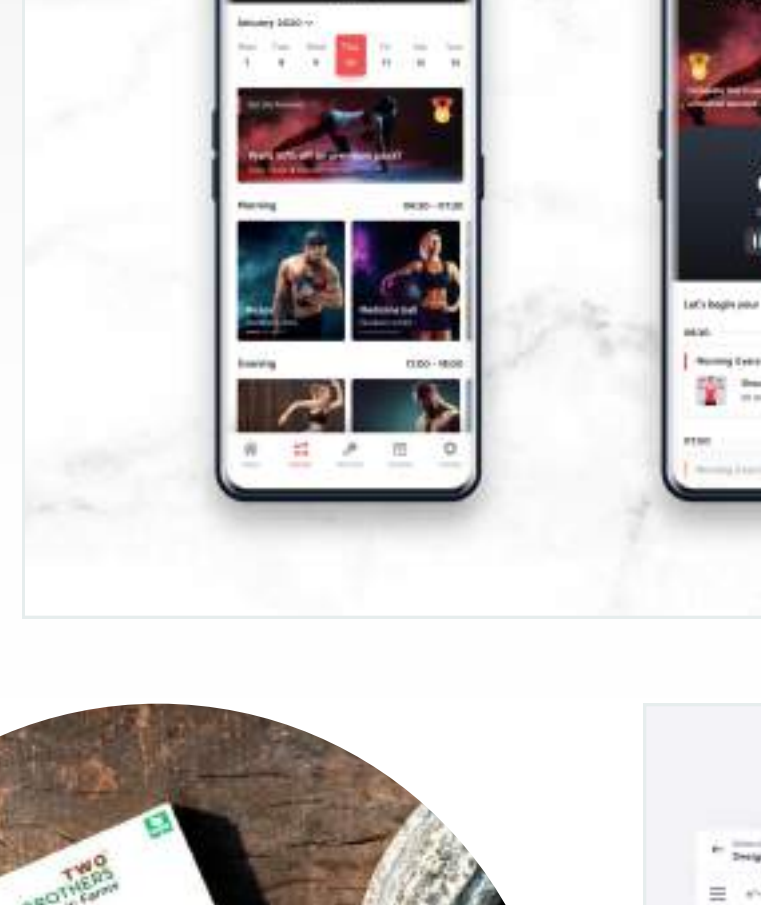
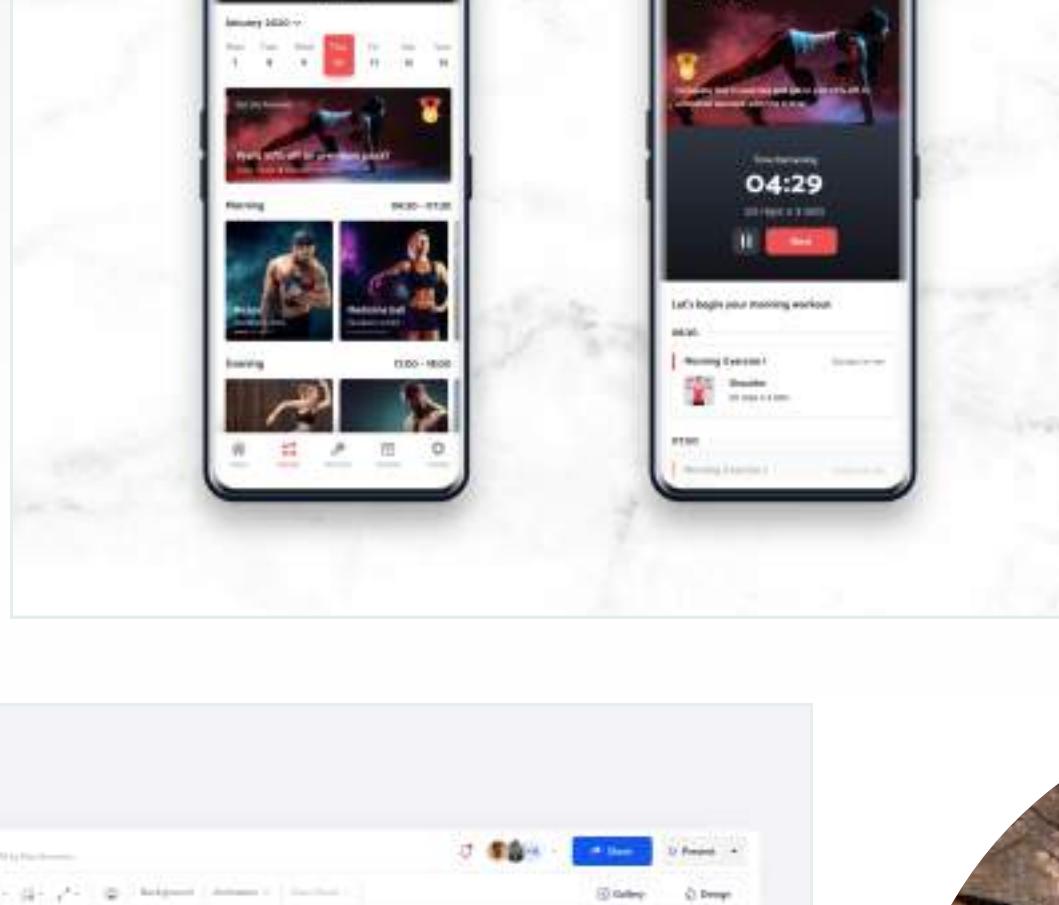
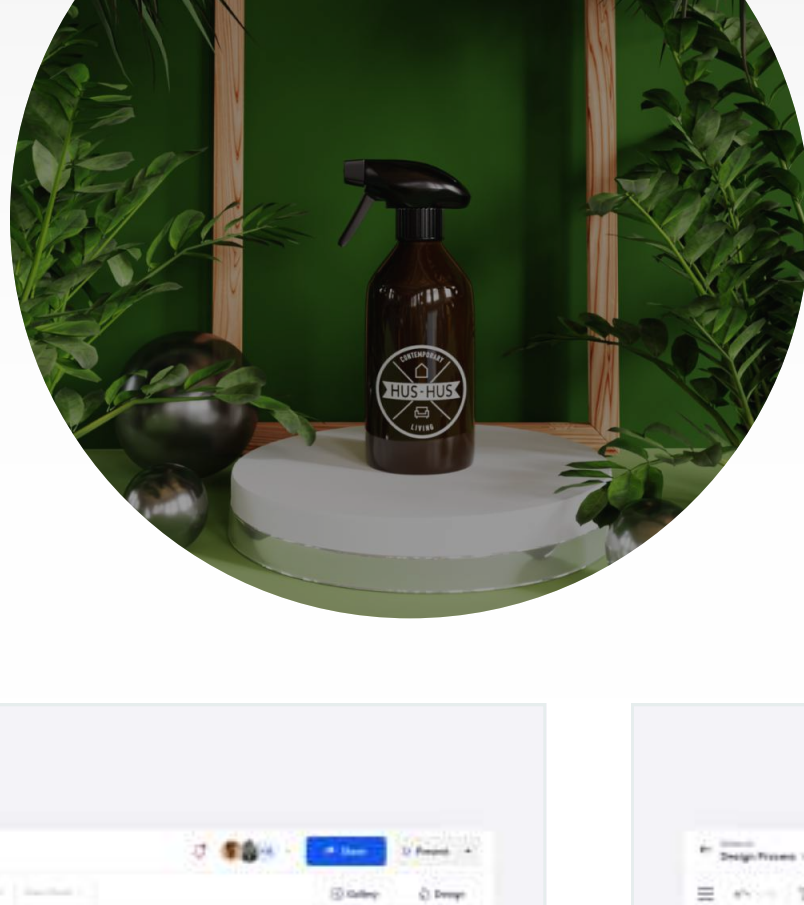
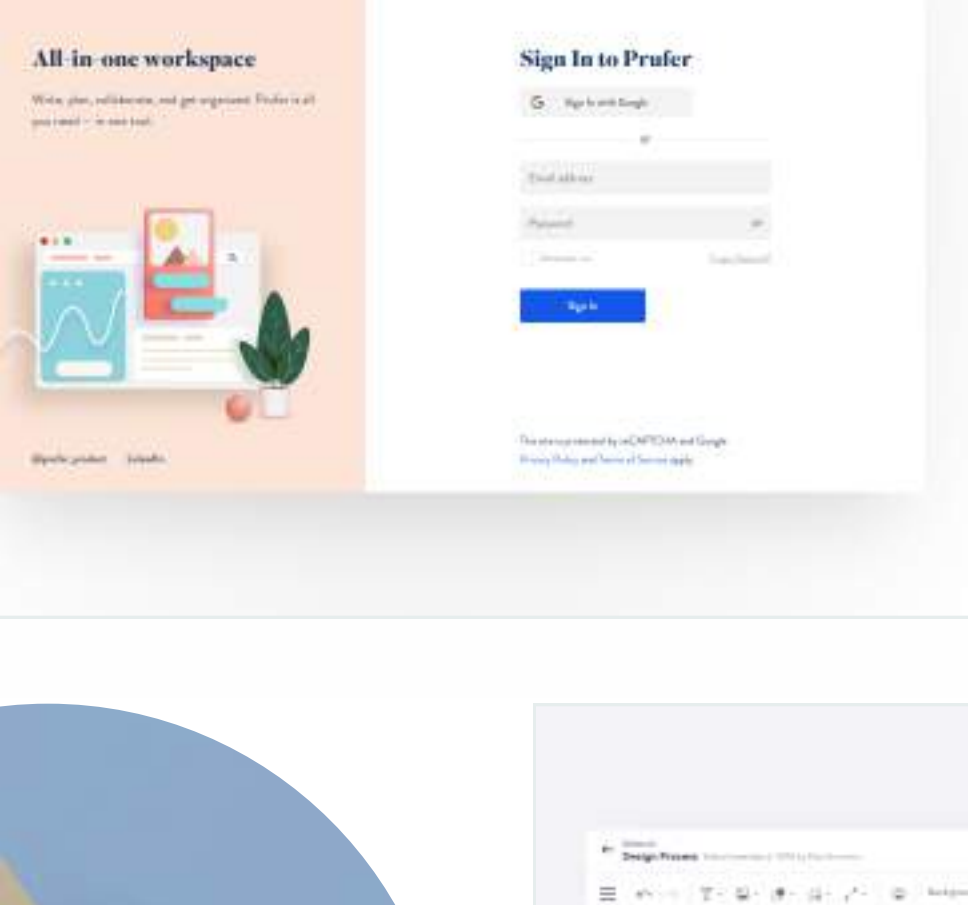
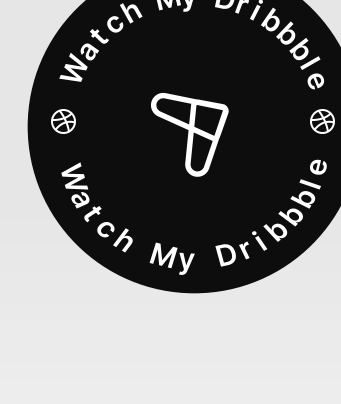
Website, Dashboard

Services

UX/UI, Strategy

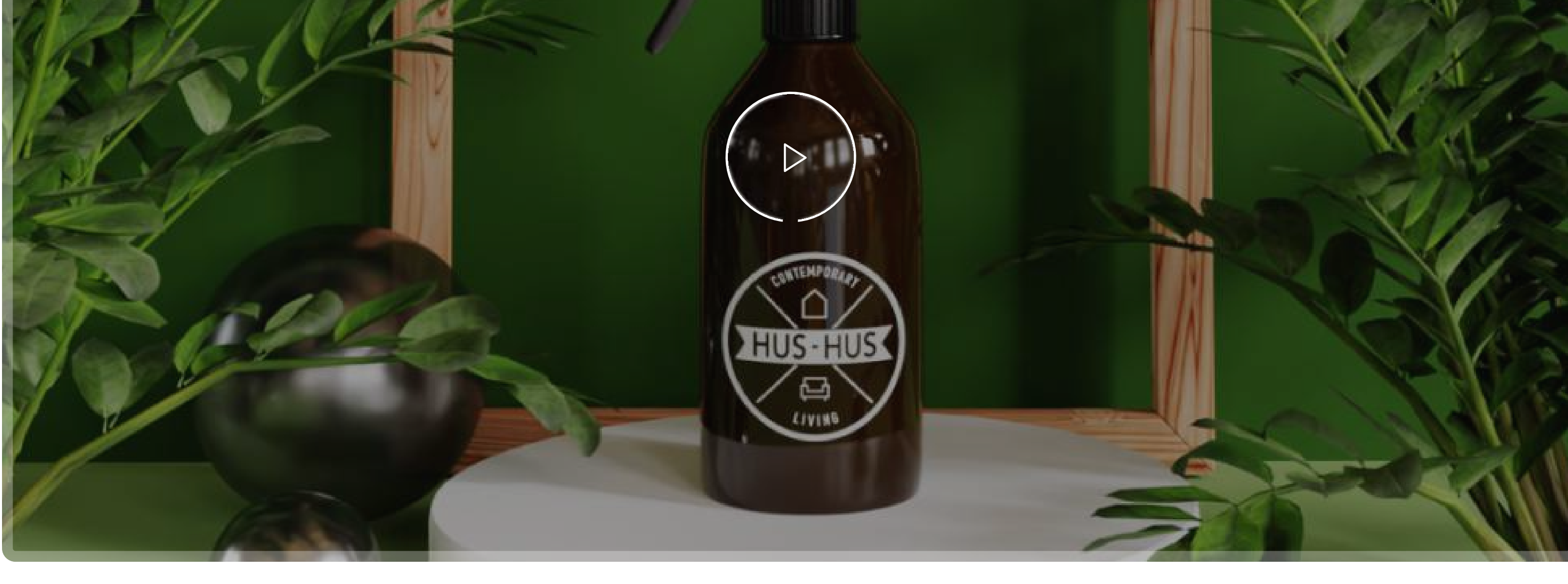
Industry

3d Virtual Studio



The Story Behind

ZEG is a completely virtual studio to help you get stunning imagery without leaving your desktop. In the real world, you need to book a studio, ship product/props, and wait for a week to get a handful of product photos at a very high price.



Project Brief

What Was Asked?

ZEG is a completely virtual studio to help you get stunning imagery without leaving your desktop. In the real world, you need to book a studio, ship product/props, and wait for a week to get a handful of product photos at a very high price.

"ZEG is a completely virtual studio to help you get stunning imagery without leaving your desktop. In the real world, you need to book a studio, ship product/props, and wait"

Challenge

It super easy to get high quality photos within minutes. On the left side, you have the option to create your own scene from scratch - a beach setting, pebbles, products, and lighting. You can choose from 100s of backgrounds and it super easy to get high quality photos within minutes. On the left side, you have the option to create your own scene from scratch - a beach setting, pebbles, products, and lighting. You can choose from 100s of backgrounds and

My Role

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Progress Flow

Strategy 3 Days

Goals, KPI's, Scoping

Discover 5 Days

User Persona

User Journey

Desk Research

Definition 12 Days

UX Design

Copywriting UX Writing

UI Design

Research & Analysis

Competitive Analysis

I created an analysis of various companies in India who had a similar business and came up with various insights and useful summary. I divided them in two sections which were direct competitors and indirect competitors.

Participant No. 1

Personal Details	
Name	Daisy Rogers
Age	26
Location	West Darryl
Profession	Developer
Current App	Fitpass

Wants and Needs	Pain Points
<ul style="list-style-type: none">Want a coach who guides with proper knowledge.Need a proper daily routine time table for the exercise and diet chart.Even when I am in the office, do some exercise while sitting on chair.Remind me when I forget to do exercise.	<ul style="list-style-type: none">I didn't find time for the exercise & don't have a proper diet chart to follow.My schedule is very tight so sometimes I forget to do exercise.The gym is too far from my home when is very time-consuming.The gym instructor is not regular on time.

Participant No. 1

"I am a working mother, So i hardly find time for travelling to the gym. I wish it's in my home."

Participant No. 2

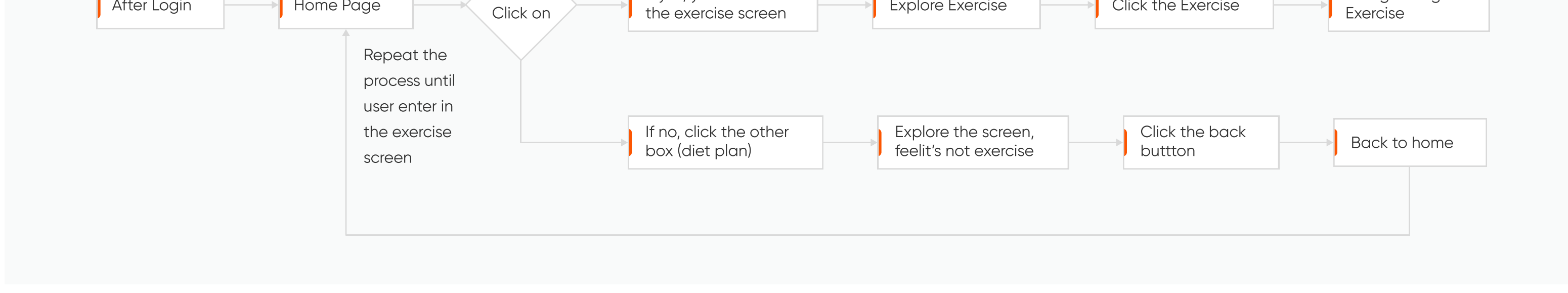
Personal Details	
Name	James Butler
Age	32
Location	Boston
Profession	Visual Designer
Current App	Pro Gym Workout

Wants and Needs
<ul style="list-style-type: none">Need to see the example of "How to exercise".Never experience the gym with the expert trainer, I wish i willIf i will get some good diet plan so it be good for me and not just a chart even if they write me down the time well.

Participant No. 2

"Always busy with my office office chair."

Usability Flow



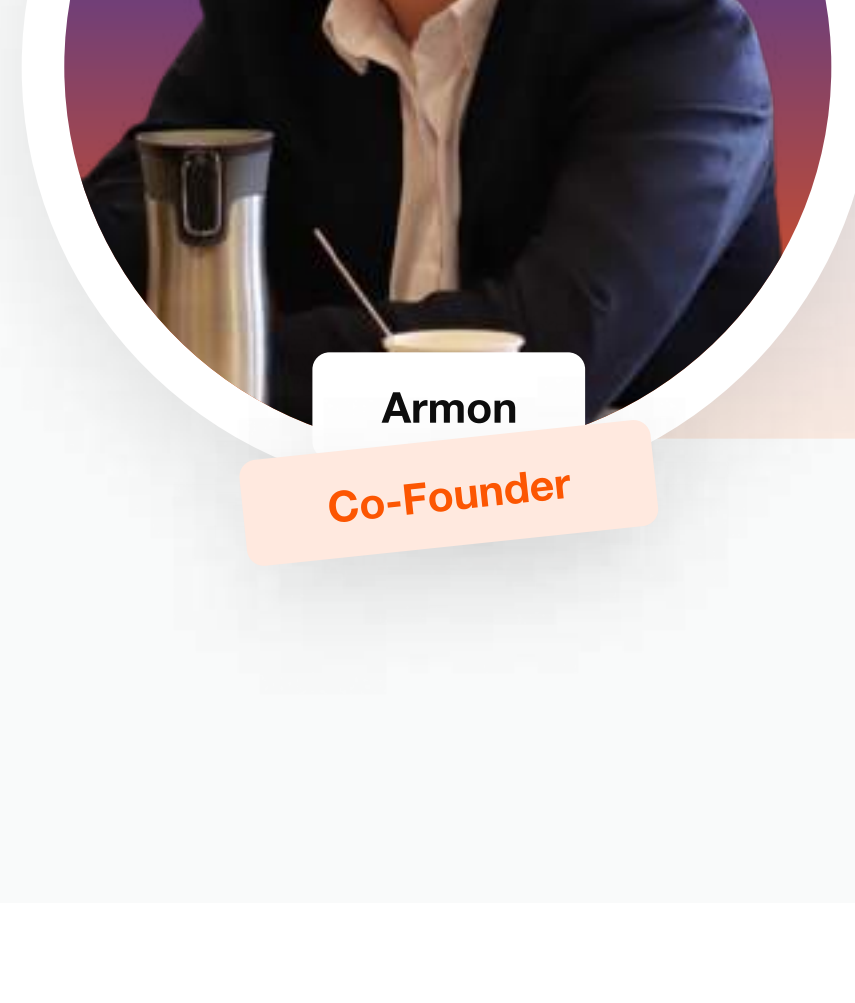
Visual Designer

User Interface

I created an analysis of various companies in India who had a similar business and came up with various insights.



Prateek has helped our team with all of our product design needs. He is committed to providing excellent quality UI/UX design in a **timely efficient manner**. His dedication, creative input, and consistent approach to optimizing the user experience has been **extremely valuable**. I would definitely recommend working with Prateek.



Armon
Co-Founder