

**IDEEZA**

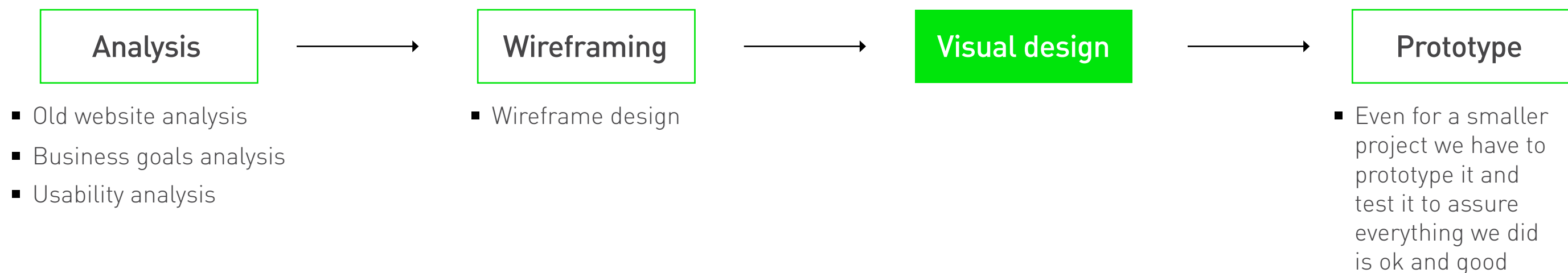
# **LANDING PAGE DESIGN TEST**

Argumentation Document

By Ana Carolina Toledo

I received the challenge to redesign Ideeza's Landing page with the Ux/UI designer's eye. On a regular Ux/UI project, I would do a more complete research with people who could be our customers or people that already are. A persona study, to understand more how they think, where is their pain points etc, so we could design something more compatible with our users, and in consequence generate more conversion/registrations on our software.

As this project/test is about something "simpler" with one page only, I adapted my ux process for what is needed in at this moment in this test/project, so here is the process I followed:



Here are some points on the old website, that I think we can improve and why:



- 1 This pattern does not match with the technological and modern styles that our product offer and is something that makes the website heavy and visually polluted
- 2
  - Ideeza logo is very small, is stuck in the corner with no white space around it, this is an important information that we want people memorize, so we have to add some white spaces around it and increase a little the ideeza logo.
  - Here we have a problem with the navigation bar too, because it is with too much opacity and this is disturbing the reading of the informations on it.
- 3
  - Tipography and information hierarchy have to be improved here, because this is one of the most important "calls" of the landing page, this have to be clear, short and draw attention from who is going through
  - The "start something now" button must to be more vibrant and in a neutral color, this means, a different color that we are using on the layout, because this is the most important thing on this website, we want people click here and go to "get started" their project, so we have to do a beautiful and flashy button to calls people actions, and this can become a default for all similar buttons on this landing page
- 4 We dont follow any grids concept and all informations are misaligned, turning the website into something without concept and visually weak, without a concrete alignment, concept, I can not bring the people's eye to the places where I want them to look

**About IDEEZA**

**5** IDEEZA is an innovative software platform for the design, development and production of smart products. IDEEZA's advanced algorithms and intuitive UX make the end-to-end product development process significantly simpler, faster and cheaper than all other traditional development pathways.

**How IDEEZA works**

- 1 Take your Big Idea**  
Agni ut eaquibu scipsap ernam, sus enimpor sam, tem abore min.
- 2 Start an IDEEZA Project**  
Agni ut eaquibu scipsap ernam, sus enimpor sam, tem abore min.
- 3 Design, Create & Build It**  
Agni ut eaquibu scipsap ernam, sus enimpor sam, tem abore min.

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**Are you ready to Get Started?**

**Sign yourself up today**  
Just create an account, open a new project and get started with the easy to follow steps.

**START NOW**

**Get free support to help you get started**  
Our team of experts will help you get set up, to kick off your first project and offer tips on how to get the most out of IDEEZA.

**7**

- ▶ Chat online now
- ▶ Email us with any questions
- ▶ Speak to us on the phone on: + 972-50-6957209

**5** This information is repeated. We already have this on the “how ideeza works”, and we can improve that session with all these information more clearly.

**6** Here we have a very important information, we have to work better these texts, the layout itself and work with words that translate exactly what are the steps that someone have to give to do a project on the ideeza platform. This words have to be clear and very explanatory. *( On my new layout I have so much doubts here because i never used the software before so I did not know what words put here, then I put texts that should be improved in the future after we understand better how the process works)*

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- We was working with a “round” and liquid visual concept, because of the round/liquid pattern on background, and the top icons, in all layout, and here we have square icons that are breaking this visual concept bringing visual confusion.
- The button is in another color too which is not advisable, since you have already programmed a default color for primary (action) buttons, this is a major usability problem, since working without standards on your material, your website will be weak and confusing. People may give up to use our product if website’s feedback is not easy and fast.

In this phase I have done a small analysis on our goals in this project and I make the follow questions:

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- what are our goals with this landing page?
  - who are my business competitors?
  - what problem I want to solve with this project?
-

I know we dont talked about this but I think this is a very important part on design process, because knowing better about the business and the real company's goals, can help designer to do a better and powerfull layout, to save time on this test, I've worked with assumptions, we can improve this on the future, so Our goals are:

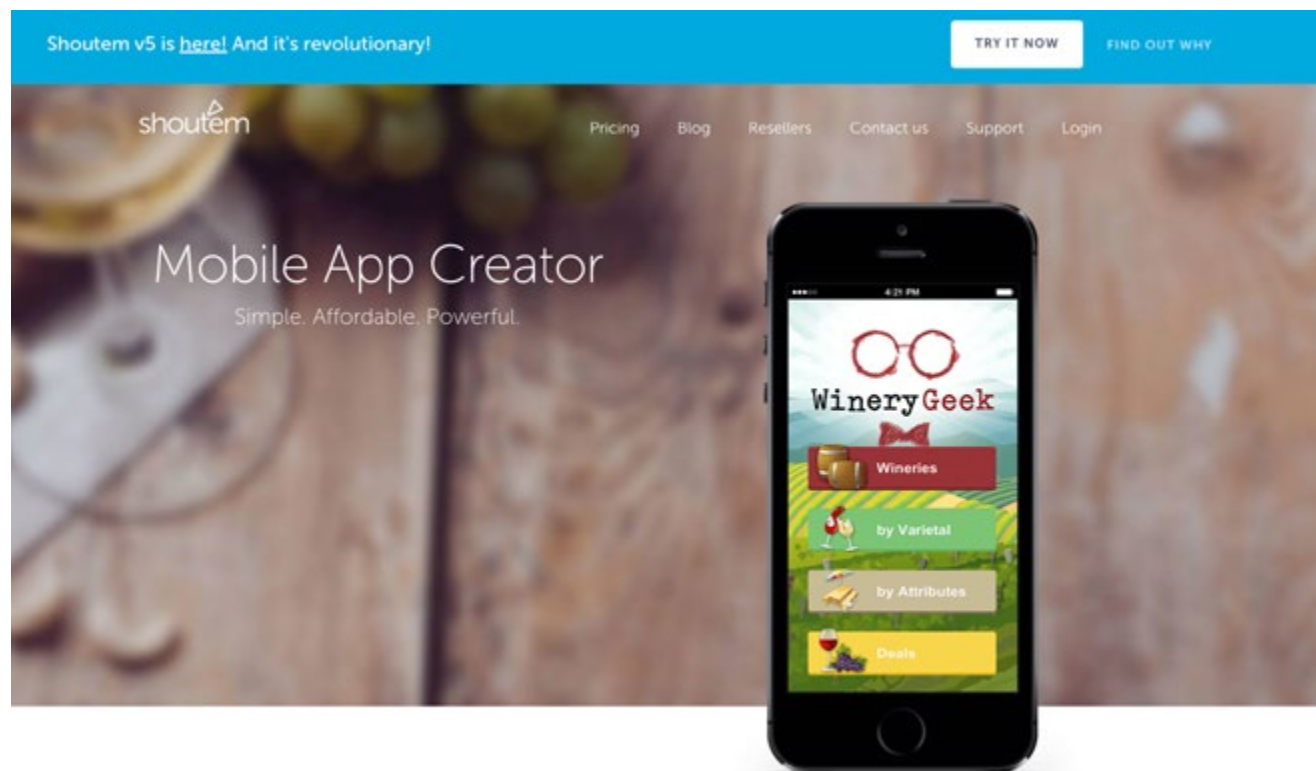
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- **Increase the conversion number ( people registering on the site )**
  - **Increase revenue** *( I dont know pretty sure how do you monetize it all, we can talk about it in the future )*
  - **increase the quality of the digital products of the market with our unique technology**
  - **help people to have their “own business” and be more independents**
-



I was able to see a lot of competitors out there, but I choose 2 of them to give a little analysis:

The Shoutem logo features the word "shoutem" in a white, lowercase, sans-serif font. Above the letter 'e' is a small, white, stylized triangle icon.

<http://www.shoutem.com/>



This product offers not only the layout development without a developer, but also all a communication package with analytics and monetization advices.

The Biznessapps logo consists of the word "Biznessapps" in a white, sans-serif font, set against a solid orange rectangular background.

<https://www.biznessapps.com/>



Biznessapps is a good tool to make a great product for the market. They have a big team outside to help people building their products

**Conclusion:** I don't use their products, but these two business competitors have a strong visual concept, a strong UI design, with colors and typography well defined, organized they have a lot of consistency on what and how they are talking.

The marjority problem I see here is:

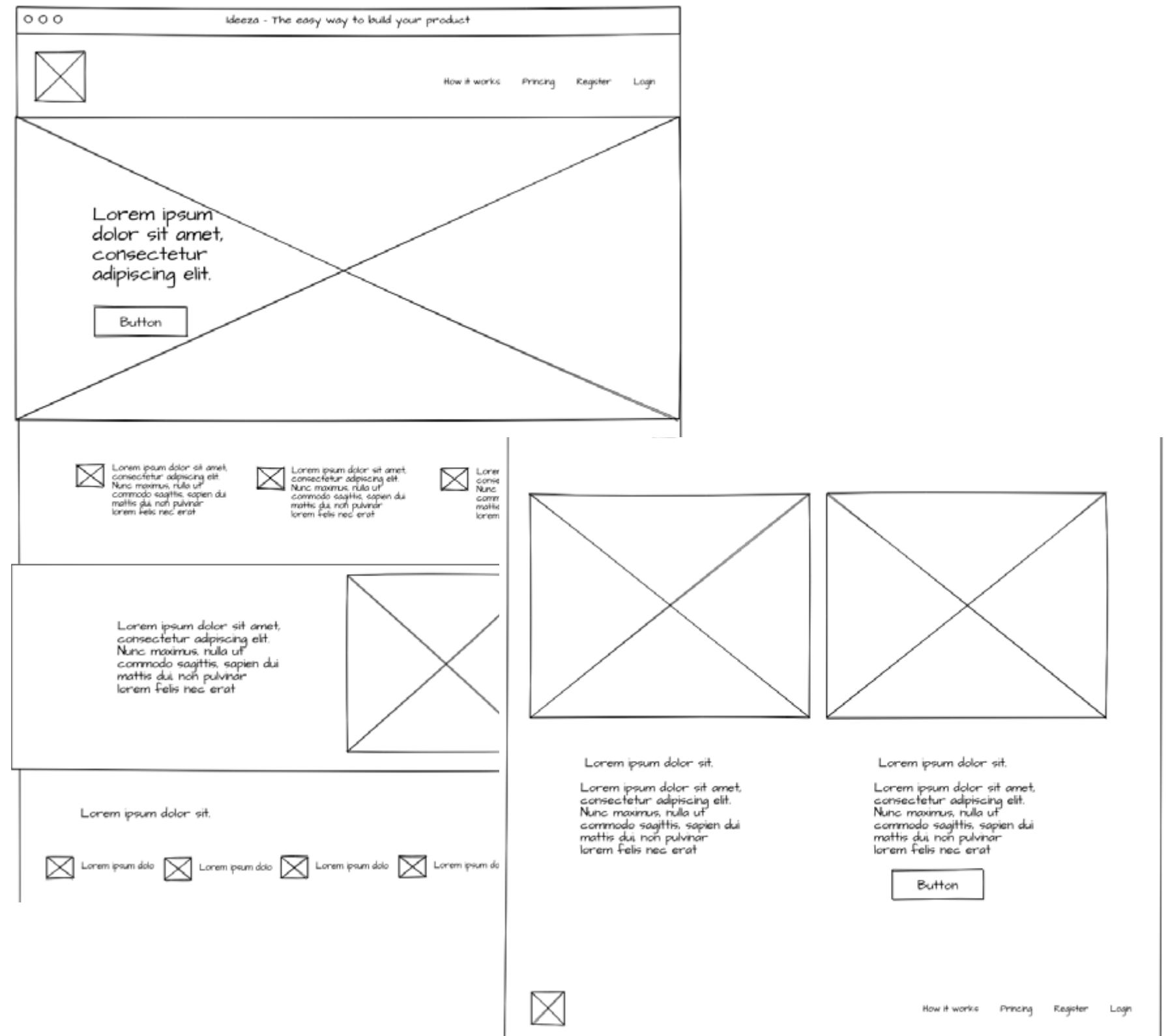
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**People spend a lot of money and time to put their ideia on the market as a product. They have to hire a development team, a design team, a communication team and all this can cost a fortune and demans a lot of time to do it**

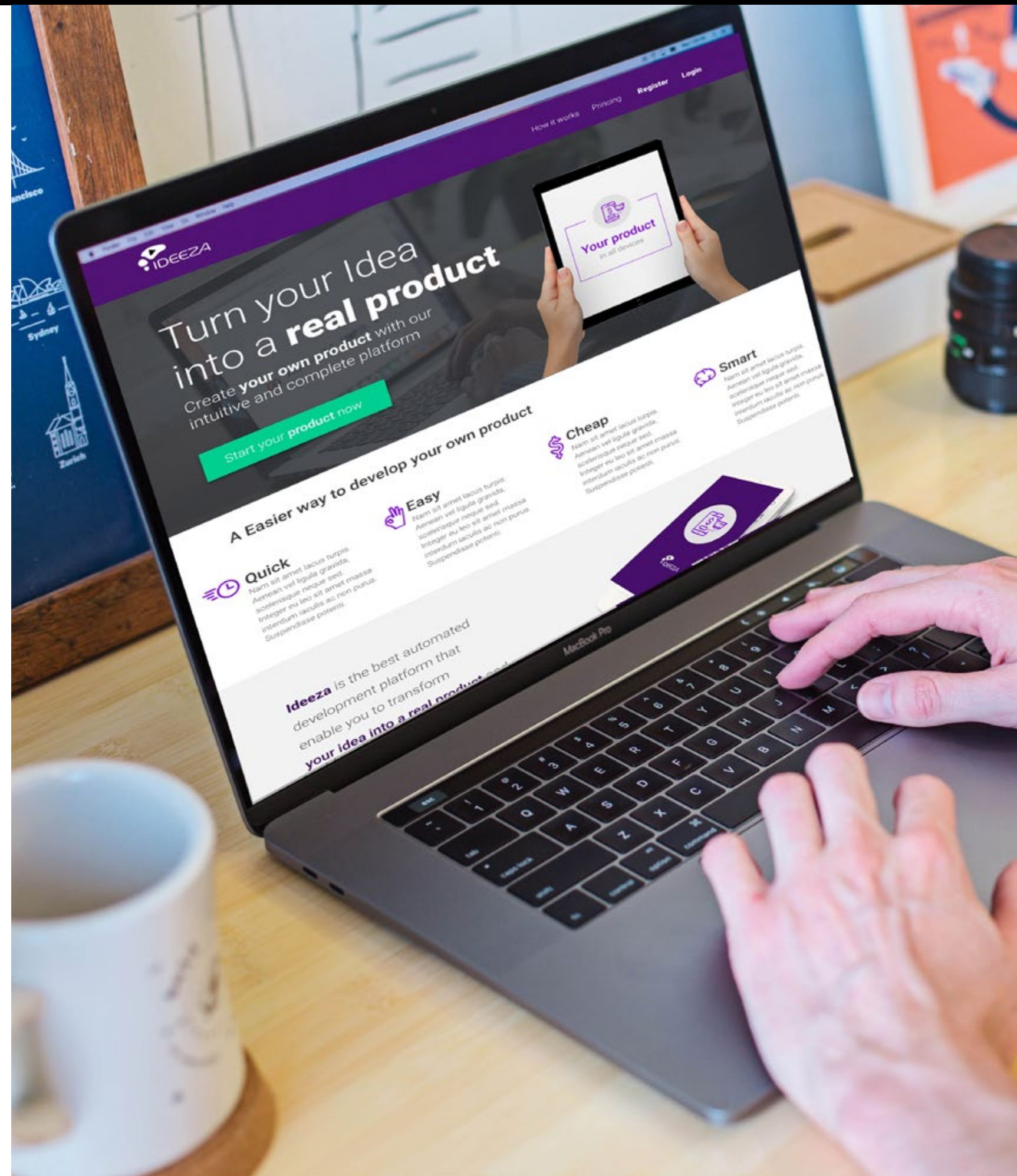
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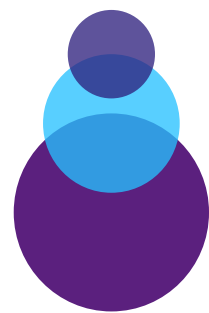
I usually use wireframes on my projects because they could help me in seeing more visually the idea and could show to development team and the clients what is our goal here, then, we can chat and choose the best options before starting the visual process, that is a more longer and harder process, so if we do changes here on wireframe step, we can save time in the future.



Since a User experience design never end, because even if we have finished a project now, a ux design work will never end, because users' needs change with time and you as designer should be always analyzing these new needs, making the necessary adjustments and observing if those that have been made are having results or not. So we have the final visual layout:







## Color palette

#5b207e

Purple Color picked from the current Ideeza logo, the other colors are triade colors. This is a great color for technology and modern devices, because in psychology it means, wisdom, creativity and power, great words to add in Ideeza concept.

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## Typography

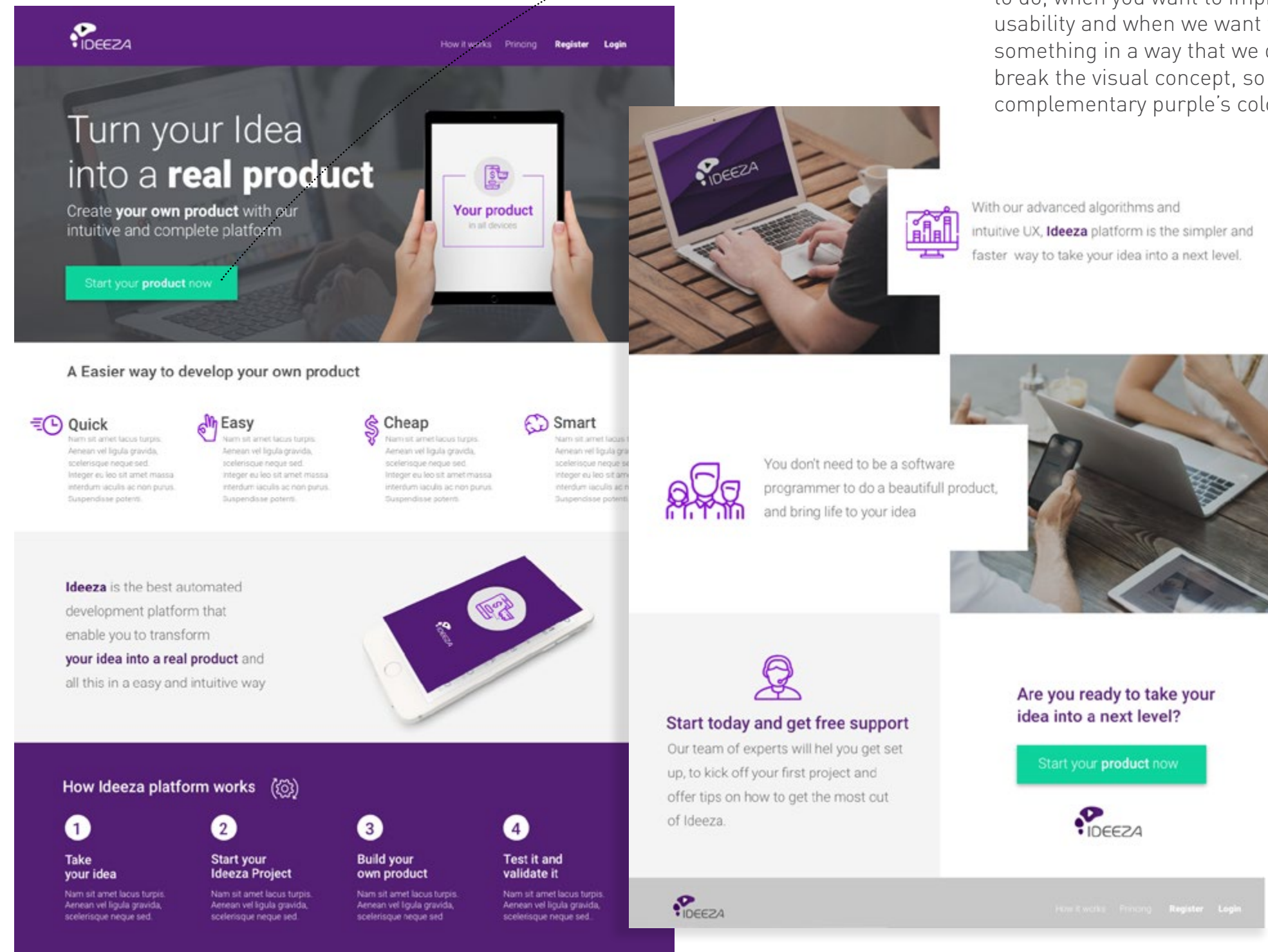
Roboto web font

I choose this typography family because this is a modern and beautiful web font that make reading an easy thing and it's very common used on technology devices.



## Icons

I used almost the same icons, but in a different way without that round splashes, because in this way, ideas are more visible and understandable when you look fast for it

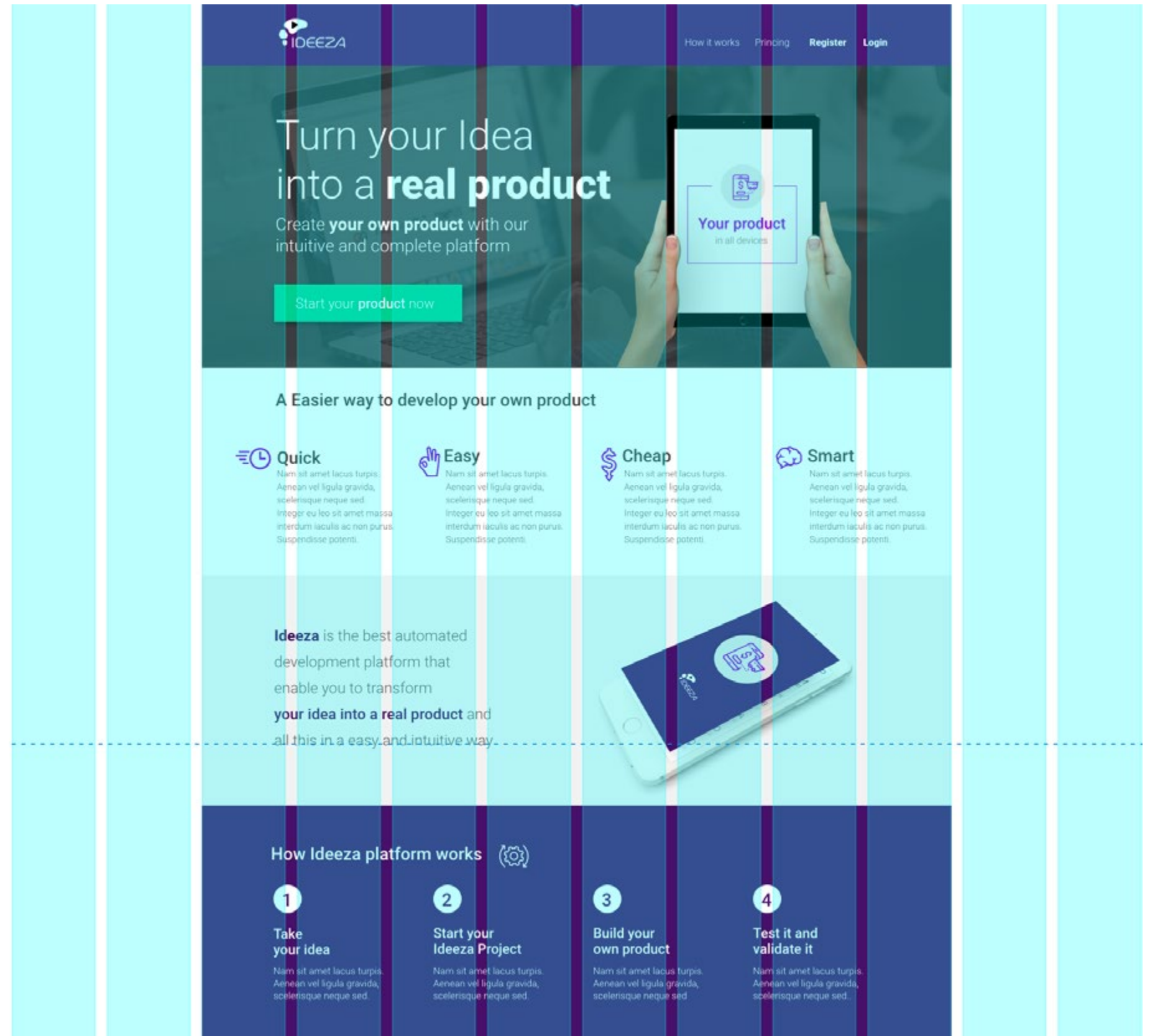


## Action buttons

#0dd39b

This green is different of all layout colors family because this is the right thing to do, when you want to improve the usability and when we want to highlight something in a way that we do not break the visual concept, so I used the complementary purple's color to do that.

to maintain good visibility, organization flow and information importance, working with grids is crucial so that things do not get lost in the way. For this landing page, I did a simple and unique grid that helped me to work with more accuracy and quality



The final layout on marvel app:

<https://marvelapp.com/2ec7ab2>

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I'm looking forward to work with you.  
Thanks in advance for the opportunity :)

Ana