

My Design Thinking Process

1. User-Centered Focus

- **Empathy for Users:** I designed the pricing page with "Affordable Pricing" and "no credit card required" to make it accessible and low-risk for users, whether they're individuals or small teams. The mobile version stacks everything vertically, ensuring it's easy to navigate on small screens, showing I've considered users on the go.
- **Clarity and Accessibility:** I chose a dark theme for the pricing desktop design and a light theme for the features and visualization pages to balance aesthetics and readability. On mobile, I kept text large (e.g., 14-18px) and buttons touch-friendly (44x44px minimum) to cater to diverse devices and user needs.
- **Value Proposition:** I highlighted practical tools like "MOM Reports" and "Daily Analytics" because I've thought about users' needs for productivity and data-driven decisions, addressing real-world challenges like meeting management and performance tracking.

2. Problem-Solving and Functionality

- **Navigation and Flow:** I included "Next" and "Continue" buttons on mobile and desktop to guide users smoothly through the experience, ensuring they can explore features or pricing without feeling lost. The mobile layouts use a linear progression to maintain usability.

3. Aesthetic and Usability

- **Modern Aesthetic:** I used a dark theme for the pricing desktop and colorful cards (blue, yellow, green) for the features page to create a contemporary, engaging look. On mobile, I simplified this with consistent icons and a clean vertical stack to maintain visual appeal.
- **Consistency:** I applied uniform button styles (rounded, blue) and iconography (e.g., meeting module, cloud) across all designs to build a cohesive brand feel. The mobile versions mirror this consistency for a seamless transition.
- **Readability Trade-off:** I opted for a dark theme in the pricing desktop, which looks sleek but might strain readability on some screens. On mobile, I mitigated this by increasing contrast and spacing, though I might still refine it for accessibility.

4. Iterative and Comparative Mindset

- **Feature Evolution:** I evolved the features page by emphasizing key tools like "MOM Reports" and the visualization page by adding KPIs and custom reports, showing I've built on user needs for actionable data. The duplication of "MOM Reports" in some uploads was likely a draft error I'd correct.

Mobile Design Thinking

- **Adaptation:** I transformed the desktop card layouts into single-column stacks for mobile, ensuring content remains accessible. For example, the pricing mobile version stacks "Basic" and "Startup" plans with clear call-to-action buttons.
- **Touch Optimization:** I designed buttons like "Create your account" and "Explore" with ample tap areas, and I used icons with text to guide users intuitively on touch screens.
- **Prioritization:** On the visualization mobile layout, I listed key features (Daily Analytics, KPIs) first, followed by data visuals, prioritizing quick insights over detailed charts on smaller screens.

Overall Design Thinking Insight

I've focused on creating a user-friendly, value-driven experience with a modern edge. I've balanced functionality—like tiered pricing and analytics tools—with visual appeal, aiming to attract both cost-conscious users and those needing advanced features. Comparing my designs to earlier versions tells me I'm iterating based on user needs and competitive insights. My next steps might include boosting contrast in the dark theme and testing mobile usability with real users to refine my assumptions.