
NewGz

Leader	: Kou Jian Hern
Member	: Goh Jiang Han
Member	: Chu Qi Zhi



i) Introduction

- Create an attractive, informative, and user-friendly website using Responsive Website Design (RWD) principles to enhance online visibility, ensuring an optimal browsing experience across all devices.
- Provide authoritative information and expert design advice to establish credibility in the multimedia design industry.
- Integrate animation, interactive media, and UI/UX design by featuring case studies, design trend articles, and creative inspiration to help clients understand the importance of visual design.
- Leverage social media tools to enhance user engagement, sharing design projects, creative short videos, and client success stories to connect with customers and potential investors.
- Offer online design tools and resources, such as brand color recommendations, poster design templates, or UI/UX design guides, to inspire and help visitors improve their design skills.

ii) Website Overview

❖ Primary Features

1. Portfolio Showcase – A visually engaging gallery that highlights our latest projects in animation, video editing, UI/UX design, and graphic design.
2. Blog & Insights – A dedicated section offering design trends, industry insights, and case studies to inform and inspire visitors.
3. Client Testimonials – A section featuring feedback from satisfied clients, helping to build trust and credibility.
4. Social Media Integration – Direct links to platforms like Instagram, LinkedIn, and YouTube to connect users with our latest creative work and updates.
5. An FAQ section can address common queries about services, pricing, and collaborations.

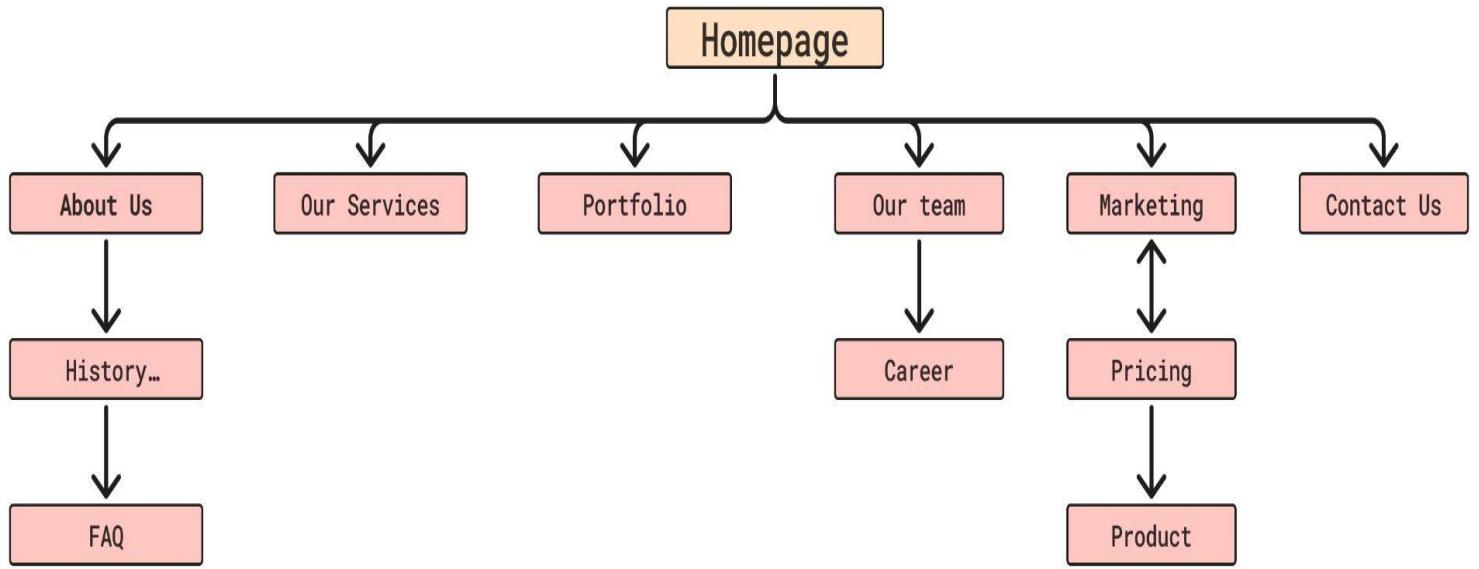
❖ Functionalities

1. Homepage – Showcases NewGz mission, services, and slogan.
2. About Us – Overview of the company's expertise, history and FAQ.
3. Our Services – Details on animation, website design and poster
4. Portfolio – Displays past projects like poster and animation .
5. Our Team – Introduces team members with roles and bios with career .
6. Marketing – Highlights our best services ,pricing and product.
7. Contact Us – business email,phone contact ,social media links and our office
8. Modern Design – Minimalist, elegant color scheme with a user-friendly layout.
9. Responsive & Interactive – Mobile-friendly with smooth animations.

❖ Intended Audience

1. Local businesses in Malaysia looking for animation, video production, UI/UX design, and graphic design services.
2. Industries such as entertainment, fashion, e-commerce, and corporate branding that require high-quality multimedia solutions.
3. Startups and entrepreneurs in need of creative branding and marketing materials.
4. Content creators and social media influencers seeking visually appealing animations, videos, and graphics for their platforms.

iii)Sitemap



iv. User Interface Design and Navigation

Homepage

The screenshot displays the homepage of the NewGz website. At the top left is the NewGz logo, which consists of a stylized 'G' inside a circle with the word 'NEW' above it. The top right features a horizontal navigation menu with links: About Us, Our Services, Portfolio, Our Team, Marketing, and Contact Us. The main content area has a dark, atmospheric background showing a city skyline at night with illuminated skyscrapers, a large blue planet Earth, and a smaller white moon in the distance. On the left side of the main area, there is a large, bold, white text overlay that reads "CREATIVE MINDS, DIGITAL EXCELLENCE." Below this text, a paragraph of white text provides information about the company: "Founded in 2024, NewGz is a dynamic multimedia design company led by young innovators. We blend artistic vision with technology to create immersive digital experiences, offering services in animation, video editing, UI/UX design, and interactive media." To the right of the text, there is a large, rounded rectangular callout box with a dark blue gradient background. Inside this box, the word "UI DESIGN" is written in large, bold, white capital letters. Within the callout box is a smartphone icon showing a user interface (UI) design for a mobile application. The phone screen displays a dashboard with various metrics and graphs, including a large circular progress bar at the top right.

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iv. User Interface Design and Navigation

ABOUT US

We founded in 2024, and we called NewGz in K.L.

NewGz is a forward-thinking multimedia design company specializing in cutting-edge visual solutions that captivate audiences and elevate brand identities. We are innovators shaping the future of digital creativity.

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iv. User Interface Design and Navigation

ABOUT US -> HISTORY

IN THE MIDST OF HISTORY

2023 **Conception & Initiation**

The Founding Team Of NewGz Consists Of Three Creative Young Individuals. Driven By Our Passion For Multimedia Design And A Visionary Spirit, We Began Conceptualizing An Innovative Company That Seamlessly Integrates Technology And Art.

2024 **Official Establishment**

NewGz Was Officially Established, Dedicated To Providing Multimedia Services Such As Animation, Video Editing, UI/UX Design, And Interactive Media.

2025 **Towards the Future**

NewGz Continues To Innovate By Adopting The Latest Technologies And Design Concepts, Creating More Immersive Digital Content For Our Clients.

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↑

iv. User Interface Design and Navigation

ABOUT US -> HISTORY-> FAQ

The screenshot shows the NewGz website's FAQ section. At the top, there is a navigation bar with links: About Us (underlined), Our Services, Portfolio, Our Team, Marketing, and Contact Us. Below the navigation bar is a large button labeled "History" and "FAQ". The background features a scenic view of Earth from space with a satellite in the foreground. A search bar at the top says "Search for a question" with a magnifying glass icon. Below the search bar are three large, rounded rectangular boxes containing frequently asked questions:

- 1. What services does NewGz provide?**
NewGz specializes in multimedia services, including animation, video editing, UI/UX design, and interactive media solutions.
- 2. How can I collaborate with NewGz on a project?**
You can contact us through our website or email. After understanding your needs, we will provide a proposal and timeline for the project.
- 3. What industries does NewGz work with?**
We collaborate with various industries, including technology, entertainment, marketing, and education, delivering creative digital solutions tailored to their needs.

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iv. User Interface Design and Navigation

OUR SERVICES

The image displays three distinct digital design projects against a dark background featuring a green aurora borealis effect.

- Animation:** A circular frame showing a stylized illustration of a person with a bun hairstyle sitting at a table with a black cat, looking out over a city skyline under a purple sunset.
- Website:** A white mobile phone screen showing a landing page for "LOGO DESIGN". The page includes fields for "Name" and "Email", a "Our Newsletter" sign-up form, social media links for LinkedIn, Facebook, and Instagram, and a map at the bottom.
- Poster:** A large, vibrant poster for "THE PLASTICS NOMADIC ORCHESTRA". The poster features a whale breaching through waves, with text including "THE ASSEMBLY 7TH FEB", "EARLY HOURS", and "THE PLASTICS NOMADIC ORCHESTRA".

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iv. User Interface Design and Navigation

Portfolio

The image shows a website's portfolio page with a dark background featuring a green aurora-like effect at the top. At the top left is a circular logo with 'NEWGZ' in white. To its right is a navigation bar with links: About Us, Our Services, Portfolios (underlined), Our Team, Marketing, and Contact Us. A large green button labeled 'OUR PORTFOLIO' is centered above four project cards.

- SAVOR SOUND**
22 MARCH 2025 SATURDAY
MUSIC AND FOOD
A poster for a music and food event. It features a blue character wearing headphones, speakers, and balloons. Text includes: 22 MARCH 2025 SATURDAY, SAVOR MUSIC AND FOOD SOUND, 1st prize : RM5000, 2nd prize: RM1000, 3rd prize: RM300, Location: TARUMT Max Creative Hub.
- SPRAY TO WIN**
A poster for a competition. It features a speech bubble with the text 'SPRAY TO WIN' in colorful, bubbly letters. Below it, text reads: SUNDAY SEP 12 9 PM.
- A digital illustration of a futuristic city at night, featuring tall buildings with glowing windows and a large, stylized dragon-like creature emerging from behind them.
- A collage of various images related to Malaysia, including the Malaysian flag, the Petronas Twin Towers, a tiger, and traditional Malaysian food.

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iv. User Interface Design and Navigation

Our Team

The screenshot shows a website's "Our Team" page. At the top, there is a navigation bar with links: About Us, Our Services, Portfolios, Our Team, Marketing, and Contact Us. Below the navigation bar, a sub-menu item "Career" is visible. The main content area has a dark blue background with a vibrant green aurora borealis effect. In the center, a green rounded rectangle contains the text "OUR TEAM". Below this, there are four circular avatars of team members, each with a green name tag below it. From left to right, the team members are: JONES (a boy with glasses), LEON (a boy with brown hair), Jeremy (a boy with glasses), and Darrien (a boy with glasses). The bottom of the page features a dark footer with the text "© NewGz 2025. All rights reserved." and social media icons for Instagram and LinkedIn. On the far right, there is a large white upward-pointing arrow.

iv. User Interface Design and Navigation

Our Team -> Career

Join Us

About Us Our Services Portfolios Our Team Marketing Contact Us

Career

More About Us

Animation Designer

Animation Designer

Website Designer

View more Details

View more Details

View more Details

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iv. User Interface Design and Navigation

Marketing

The screenshot displays a marketing website for "NewGz". The header features a logo with "NEWGZ" and a circular icon. The navigation menu includes "About Us", "Our Services", "Portfolios", "Our Team", Marketing, and "Contact Us". A dropdown menu for "Marketing" shows "Pricing" and "Product". The main content area has a dark background with a green aurora borealis effect. It includes a banner stating "Best-Selling Theme Since Launch" and a call-to-action "More Design here". On the left, there are four circular icons representing different themes: "W" (WordPress), "D" (Dynamic), "V" (Vtex), and "1." (One). Below these are two teal circles: one containing "10 UNIQUE DEMO" and another containing "100 + Premium Widgets". A large central circle highlights an "INTRO PRICE" of ~~RM 188~~ **RM 98**. The footer contains copyright information "© NewGz 2025. All rights reserved." and social media icons. A large white upward arrow is positioned in the bottom right corner.

About Us Our Services Portfolios Our Team Marketing Contact Us

Pricing

Product

Best-Selling Theme Since Launch

More Design here

INTRO PRICE
~~RM 188~~
RM 98

10 UNIQUE DEMO

100 + Premium Widgets

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↑

iv. User Interface Design and Navigation

Marketing ->Pricing

The screenshot shows a website's pricing section with a dark background featuring a faint globe and clouds. At the top, there's a navigation bar with links: About Us, Our Services, Portfolios, Our Team, Marketing (which is underlined), and Contact Us. To the right of the navigation is a white callout box containing 'Pricing' and 'Product' buttons. The main heading 'A Plan For Every Price' is centered above the three plan cards.

LITE RM 98

- Suitable for the Individual Project.
- Animation (Simple 2D animation (5 sec))
- Poster Design (1 static poster)
- RM 4.84/Month

Basic RM 498

- Standard features, suitable for small and medium-sized businesses.
- Animation (Standard 2D animation (15 sec))
- Poster Design (3 posters with different styles)
- Website (5-page basic website)
- Basic revision (1 time)
- RM 4.84/Month

PRO RM 698

- Ideal for large brands or clients requiring customization.
- Animation (Advanced 2D/3D animation (30 sec))
- Poster Design (5 custom posters+social media formats)
- Website (Custom website + SEO optimization)
- Basic revision (Advanced revision (3 times) + Source files included)
- RM 4.84/Month

Start Free Trial

Start Free Trial

Start Free Trial

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iv. User Interface Design and Navigation

Marketing -> Pricing -> **Product**

The image shows a website layout with a dark background featuring a planet and city lights. At the top left is a logo with 'NEWGZ'. At the top right are navigation links: About Us, Our Services, Portfolios, Our Team, Marketing, and Contact Us. A white callout bubble in the top right corner contains 'Pricing' and 'Product' buttons, with 'Product' being highlighted.

OUR PRODUCT

Poster Design
Highlight Creativity & Branding Impact

Website Design
Responsive • Fast • Stylish

Animation
Engaging & Dynamic Visuals

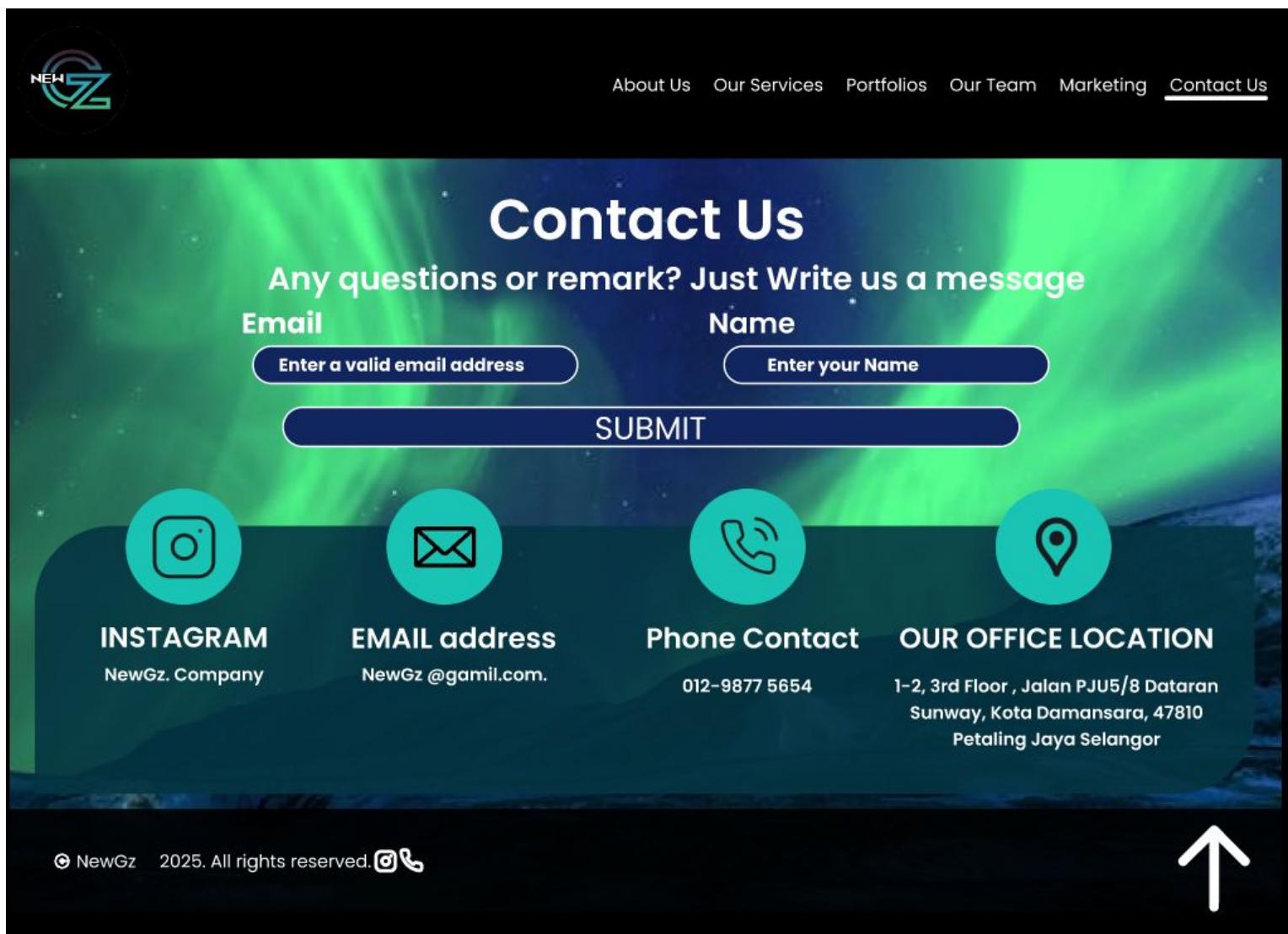
Minecraft Texture Pack
Textures That Transform

ADD TO BAG **ADD TO BAG** **ADD TO BAG** **ADD TO BAG**

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iv. User Interface Design and Navigation

Contact us



The image shows a contact form page with a dark blue background featuring a green aurora borealis pattern. At the top left is a circular logo with 'NEW' above 'GZ'. To its right are navigation links: About Us, Our Services, Portfolios, Our Team, Marketing, and Contact Us (which is underlined). The main title 'Contact Us' is centered in large white font. Below it is a sub-instruction 'Any questions or remark? Just Write us a message'.

Email **Name**

SUBMIT

INSTAGRAM  NewGz. Company

EMAIL address  NewGz @gamil.com.

Phone Contact 012-9877 5654

OUR OFFICE LOCATION 1-2, 3rd Floor , Jalan PJU5/8 Dataran Sunway, Kota Damansara, 47810 Petaling Jaya Selangor

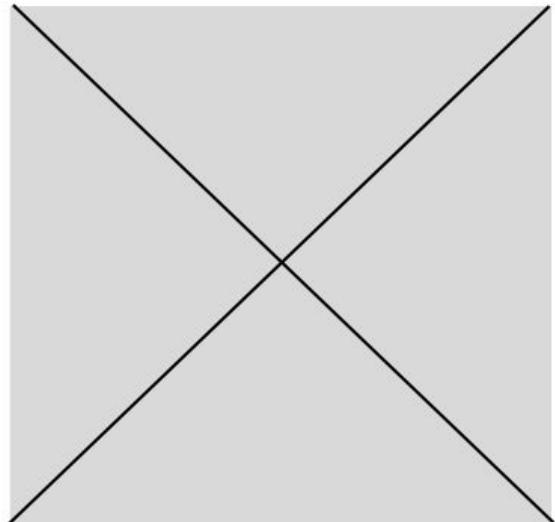
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A large white upward-pointing arrow is located in the bottom right corner of the page.

v.wireframes

LOGO

About Us Our Services Portfolio Our Team Marketing Contact Us

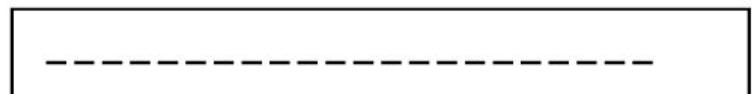
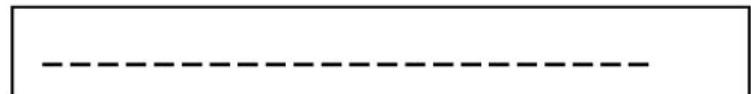
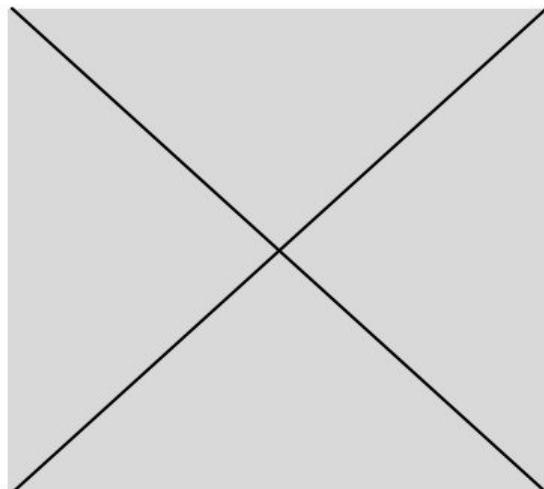


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LOGO

About Us Our Services Portfolio Our Team Marketing Contact Us

ABOUT US



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V. wireframes

LOGO

About Us Our Services Portfolio Our Team Marketing Contact Us

History

FAQ

TITLE

2023

TITLE

INFOR

2024

TITLE

INFOR

2025

TITLE

INFOR

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LOGO

About Us Our Services Portfolio Our Team Marketing Contact Us

History

FAQ

GET THE QUESTIONS ANSWERED

Find the answer most commonly find question below, search for topics you're interested in .

≡ Search for a question



TITLE

INFORMATION

TITLE

INFORMATION

TITLE

INFORMATION

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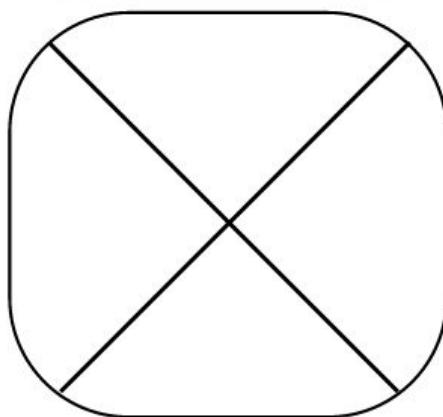


v. wireframes

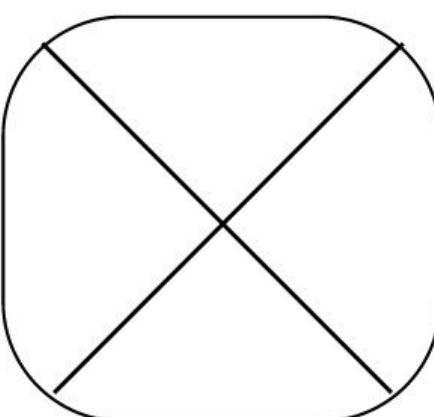
LOGO

About Us Our Services Portfolio Our Team Marketing Contact Us

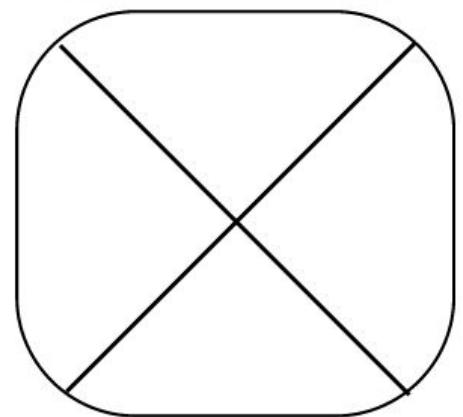
TITLE



TITLE



TITLE



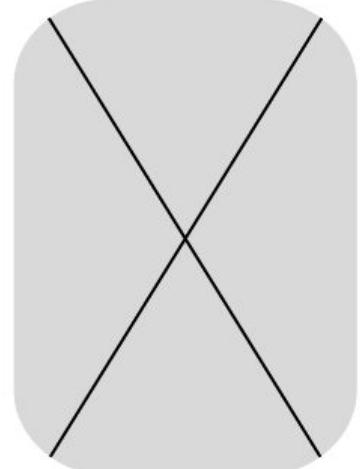
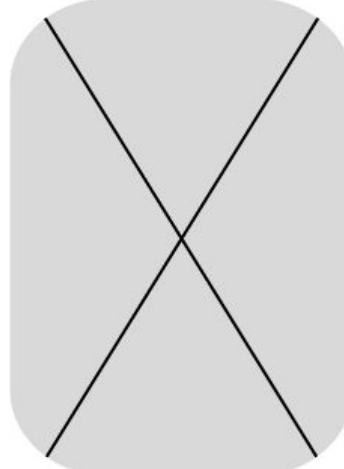
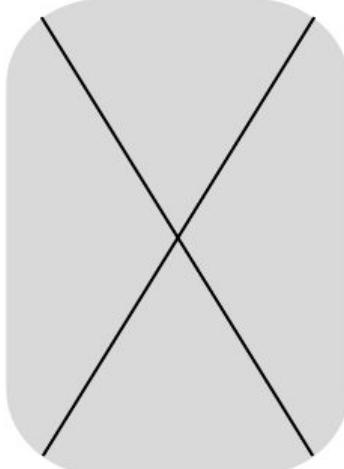
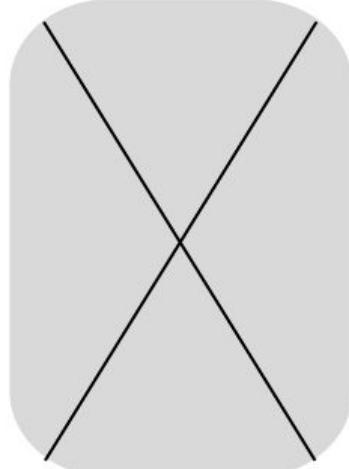
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LOGO

About Us Our Services Portfolio Our Team Marketing Contact Us

OUR PORTFOLIO



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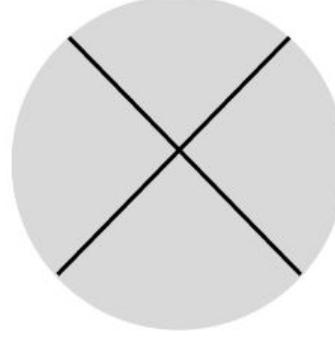
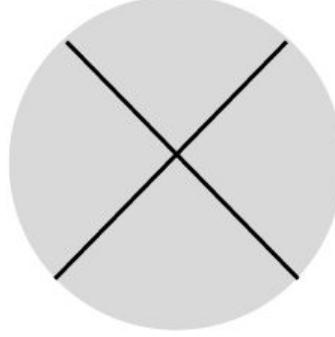
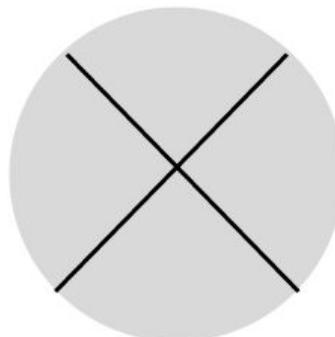
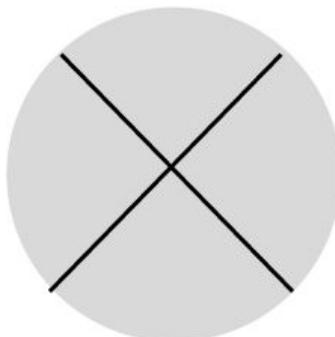
v. wireframes

LOGO

About Us Our Services Portfolio Our Team Marketing Contact Us

Career

OUR TEAM



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LOGO

About Us Our Services Portfolio Our Team Marketing Contact Us

Career

Join Us

More About Us



View more Details



View more Details



View more Details

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v. wireframes

This wireframe illustrates a landing page layout. At the top, a dark header bar contains the word "LOGO" on the left and a navigation menu with links: "About Us", "Our Services", "Portfolio", "Our Team", "Marketing" (which is underlined), and "Contact Us". Below the header is a white content area. In the center, there are four circular cards arranged in two rows of two. Each card contains placeholder text: "Title" and "Information". Above these cards are four smaller circles, each with a large "X" through it. To the right of the cards is a vertical line. At the bottom of the page is a dark footer bar with the text "■ NewGz 2025. All rights reserved." and a small navigation icon.

LOGO

About Us Our Services Portfolio Our Team Marketing Contact Us

Pricing

Product

TITLE

Title Information

Title Information

Title Information

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This wireframe shows a landing page with a dark header bar containing "LOGO" and a navigation menu with links: "About Us", "Our Services", "Portfolio", "Our Team", "Marketing" (underlined), and "Contact Us". Below the header is a white content area featuring three rounded rectangular cards. Each card has a title and a subtitle, both in bold black text, and a grey horizontal bar at the bottom. Small grey flags with the text "RM --" are positioned above each title. At the bottom of the page is a dark footer bar with the text "■ NewGz 2025. All rights reserved." and a small navigation icon.

LOGO

About Us Our Services Portfolio Our Team Marketing Contact Us

Pricing

Product

LITE

information

Basic

information

PRO

information

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v. wireframes

LOGO

About Us Our Services Portfolio Our Team Marketing Contact Us

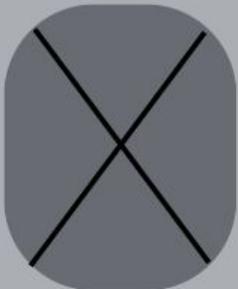
Pricing

Product

OUR PRODUCT



Information



Information



Information

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LOGO

About Us Our Services Portfolio Our Team Marketing Contact Us

CONTACT US

Any questions or remark? Just Write us a message

Email

Enter a valid email address

Name

Enter your Name

SUBMIT



INSTAGRAM

NewGz. Company



Phone Contact

012-9877 5654



OUR OFFICE LOCATION

1-2, 3rd Floor , Jalan PJU5/8 Dataran
Sunway, Kota Damansara, 47810
Petaling Jaya Selangor

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Vi. Members Roles and Responsibilities

Leader:

1. KOU JIAN HERN (24 WKD 03693)

- In Assignment 1, I consolidated all the information from group members and independently completed all the slides. Besides I also used Figma to independently design the **entire second version** of the layout and structure.
- In Assignment 2, I was mainly responsible for and independently completed the Introduction, website overview (including primary features, functionalities, and intended audience), all UI designs , and the **budget & resource allocation**.
- In addition, I collaborated with a teammate on the Implementation Plan.

Member 1

2. GOH JIANG HAN (24 WKD 03719)

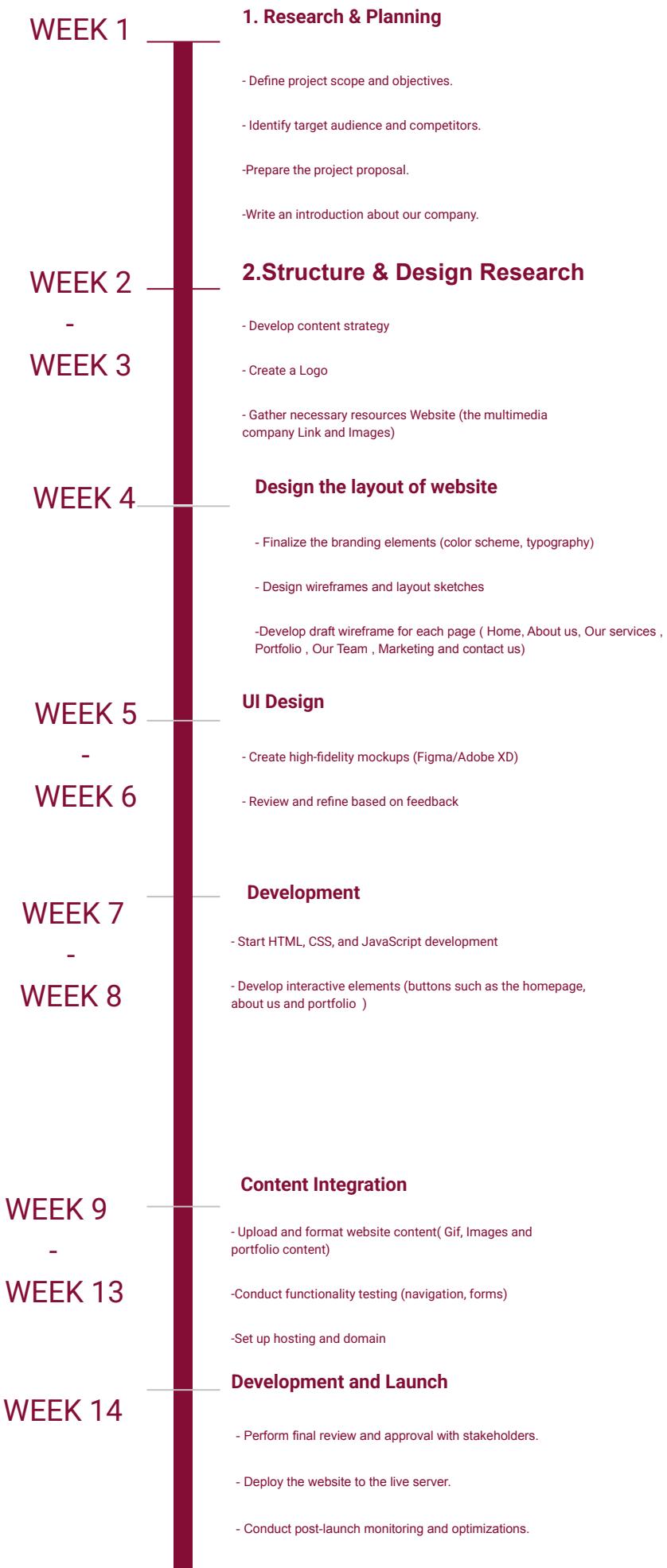
- In Assignment 1 research the example website to use inside the layout & structure and collected the design elements for our website design. Besides, provided themes and collected information, conducted picture research.
- In Assignment 2, he assisted the leader in using Figma, created the sitemap, and completed the wireframe designs. Additionally, he helped with writing a few sentences for the website content and contributed some reference images and website links. He also worked with the leader on the Implementation Plan.

Member 2

3. CHU QI ZHI (24 WKD 03781)

- In Assignment 1, give the idea for group name and decided the final group name.
- In Assignment 1, design the logo independently . Besides, collected the colour palettes and design concepts and first version layout and structure .
- In Assignment 2, he researched a few images for inclusion in the UI design. He also assisted the leader in designing two parts of the UI. Furthermore, he collaborated with the leader on the Implementation Plan. Worked on the implementation plan with leader.

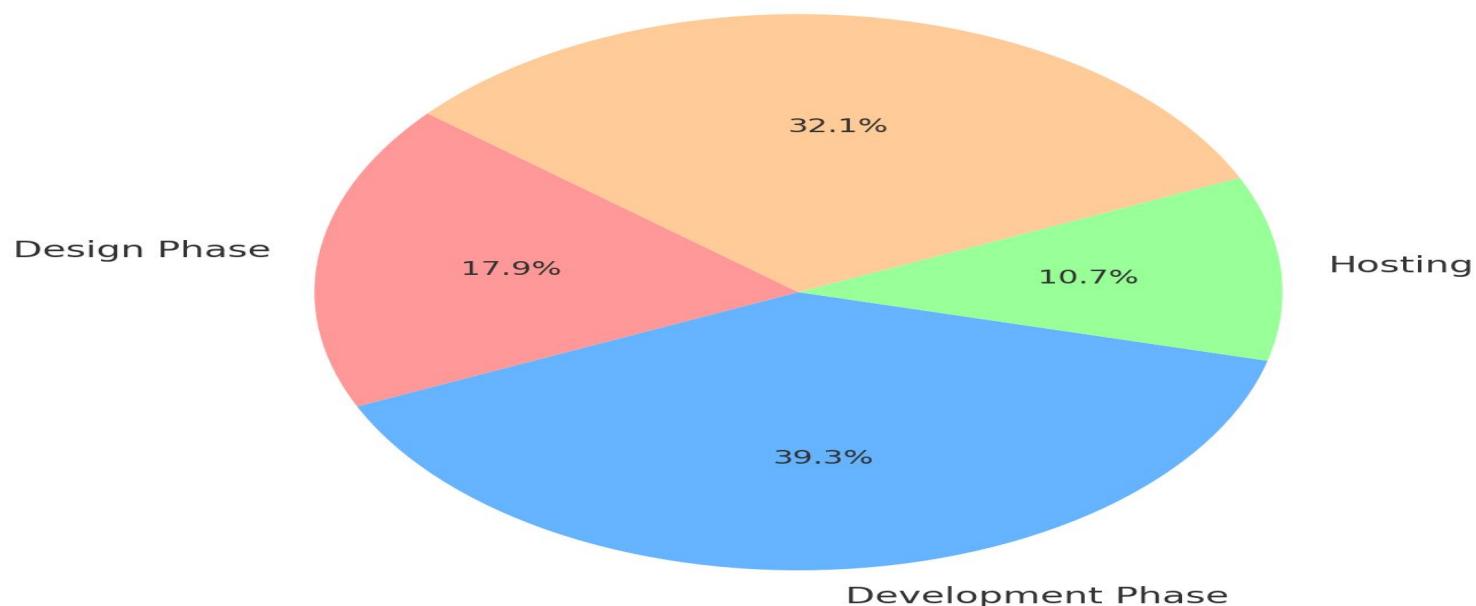
VII. IMPLEMENTATION PLAN



viii. Budget and Resource Allocation

Category	Estimated Cost (RM)	Description	Percentage
Design Phase	2500	Custom design for website wireframe, user interface, and user experience (Figma, Adobe XD)	17.9%
Development Phase	5500	HTML, CSS, JavaScript, and React for interactive elements	39.3%
Hosting	1500	Shared hosting (cheaper) or VPS hosting (more performance)	10.7%
Maintenance	4500	Regular content changes, new pages, or additional graphics	32.1%
TOTAL	14000		100%

Project Cost Breakdown (Total RM14,000)



Research LINK

Background Research

PICTURE RESEARCH

Marketing website research

Contact us research

Marketing research

Pricing research

Career research

Career research

History research