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.

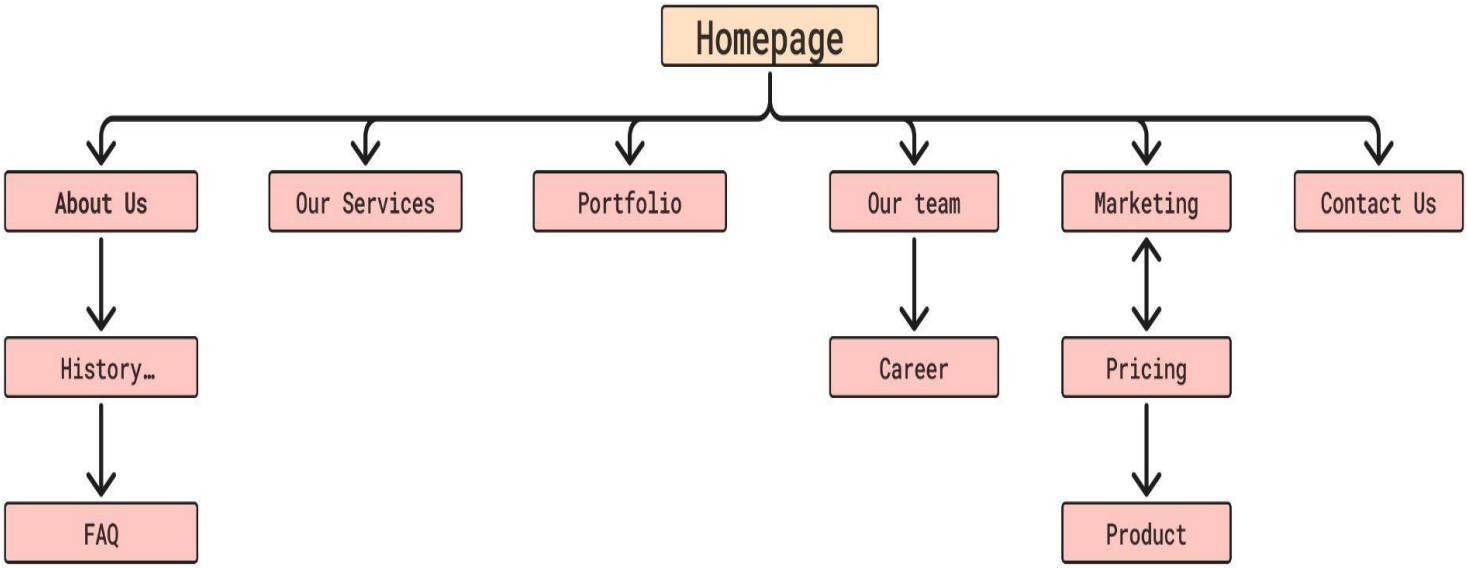
❖ Functionalities

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

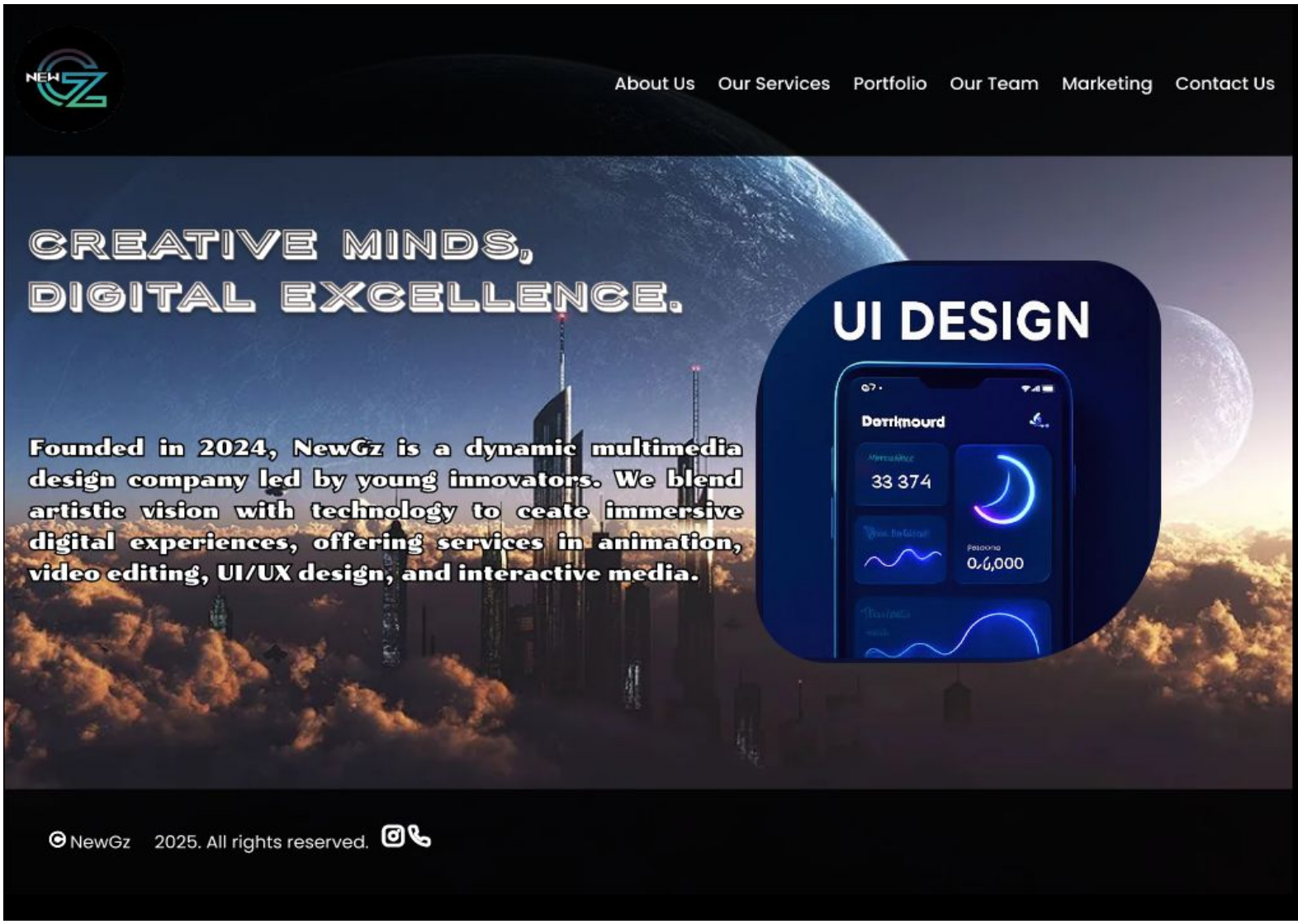
1. Local businesses in Malaysia looking for animation, video production, UI/UX design, and graphic design services.
2. Industries such as entertainment, fashion, e-commerce, and corporate branding that require high-quality multimedia solutions.
3. Startups and entrepreneurs in need of creative branding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

iii)Sitemap


Homepage
About Us
Our Services
Portfolio
Our team
Marketing
Contact Us
History…
Career
Pricing
FAQ
Product

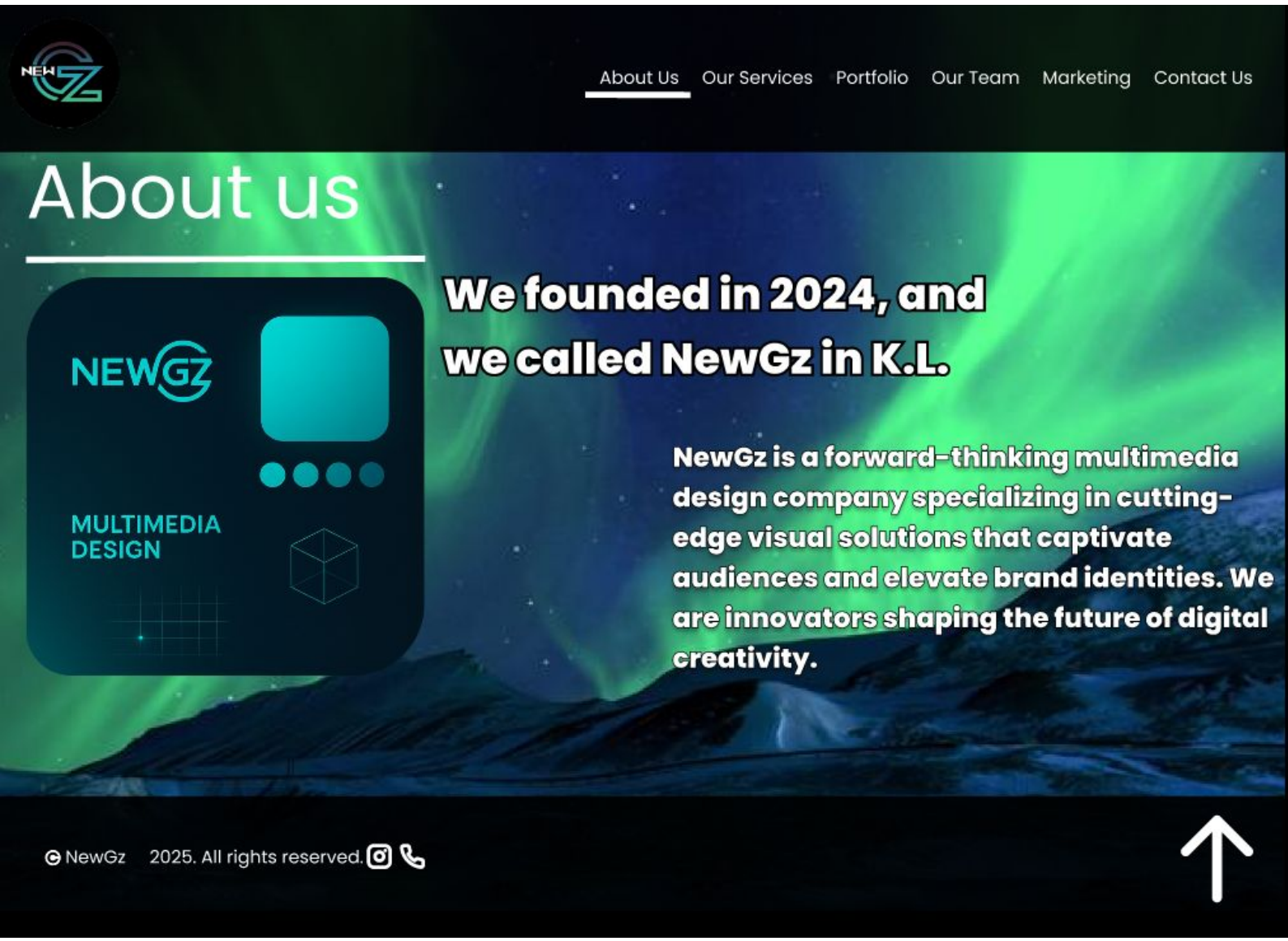
iv. User Interface Design and Navigation

HOMEPAGE



iv. User Interface Design and Navigation

ABOUT US

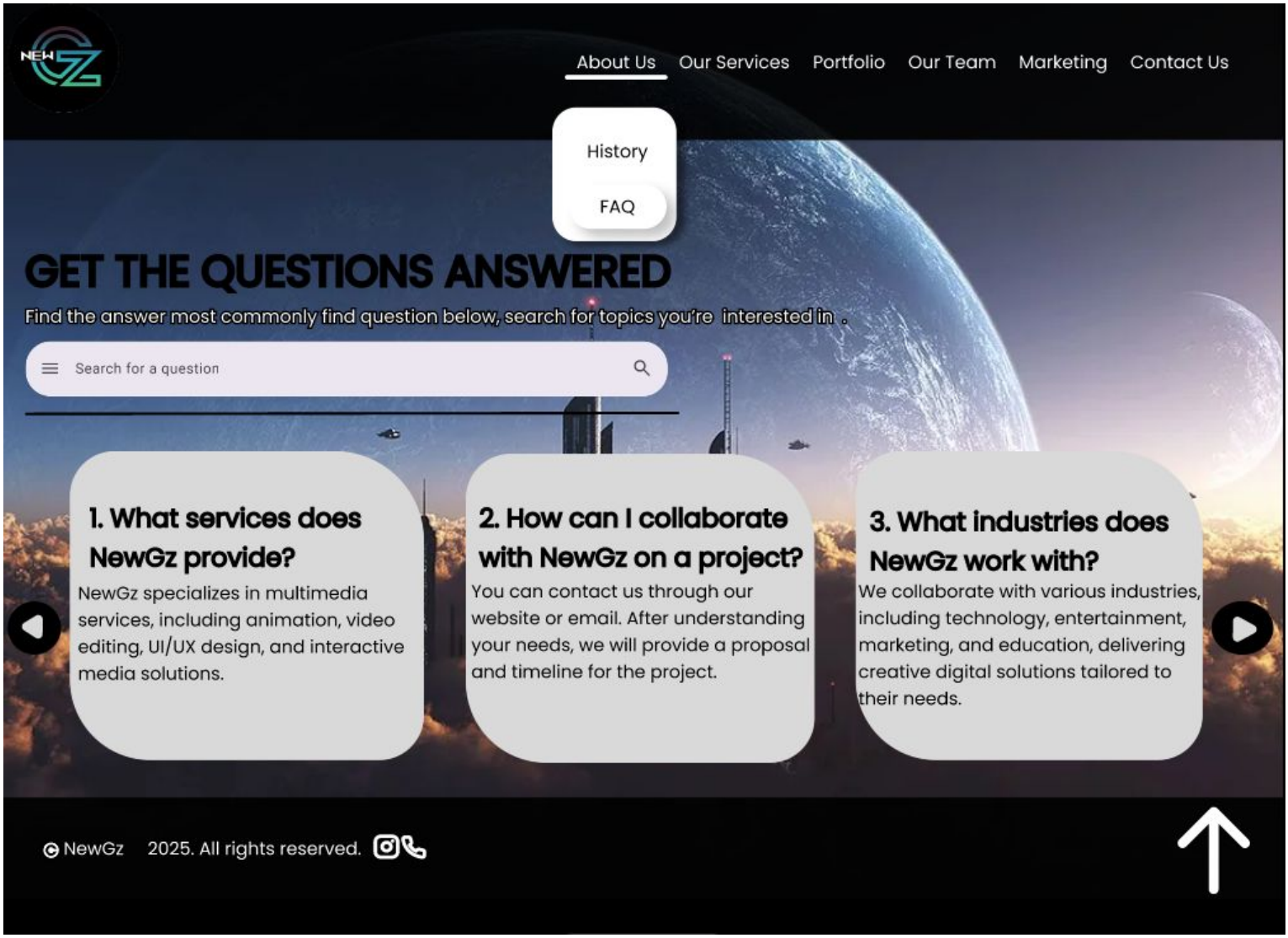


iv. User Interface Design and Navigation

ABOUT US -> **HISTORY**

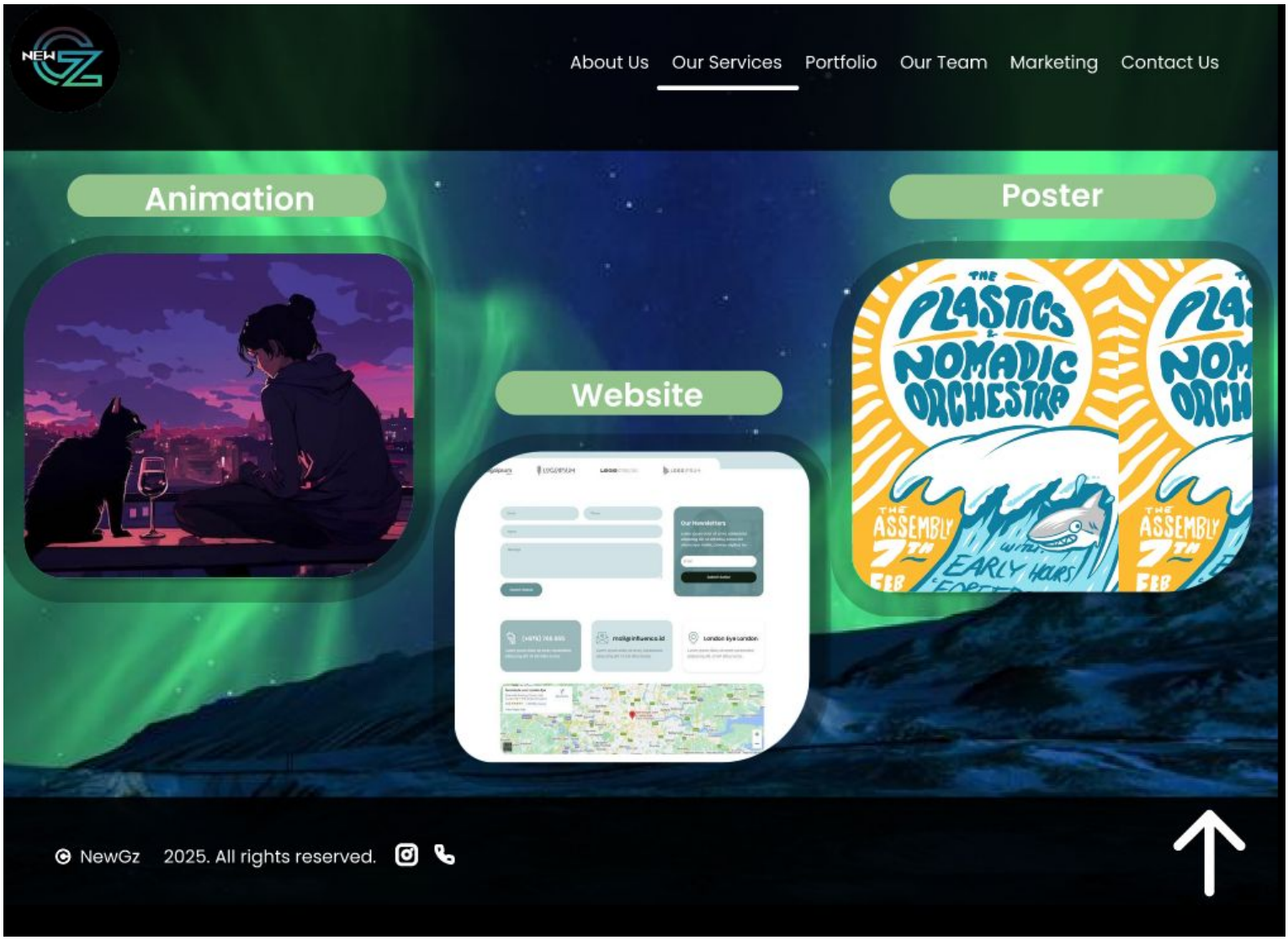
iv. User Interface Design and Navigation

ABOUT US -> HISTORY-> **FAQ**

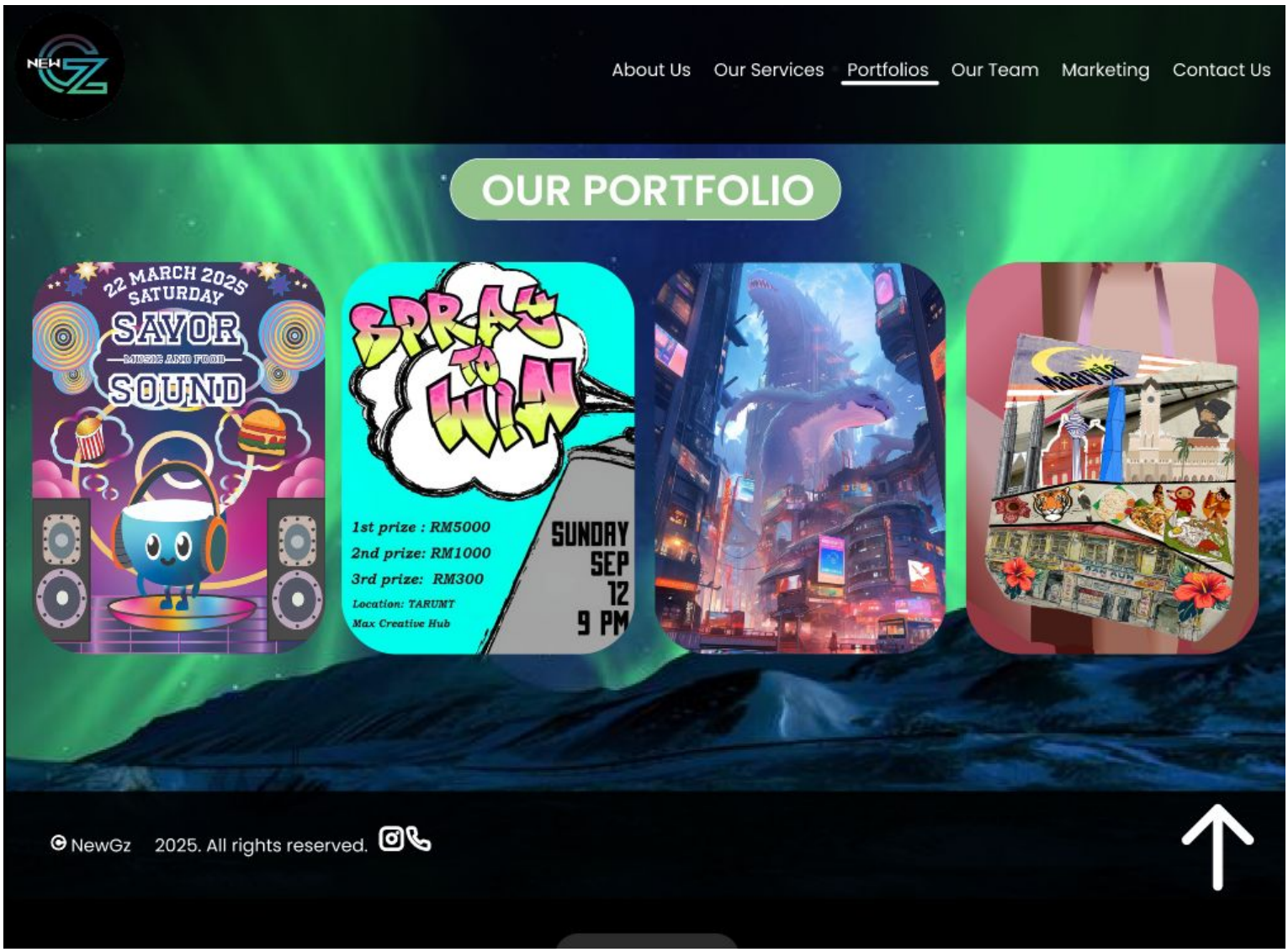


iv. User Interface Design and Navigation

OUR SERVICES

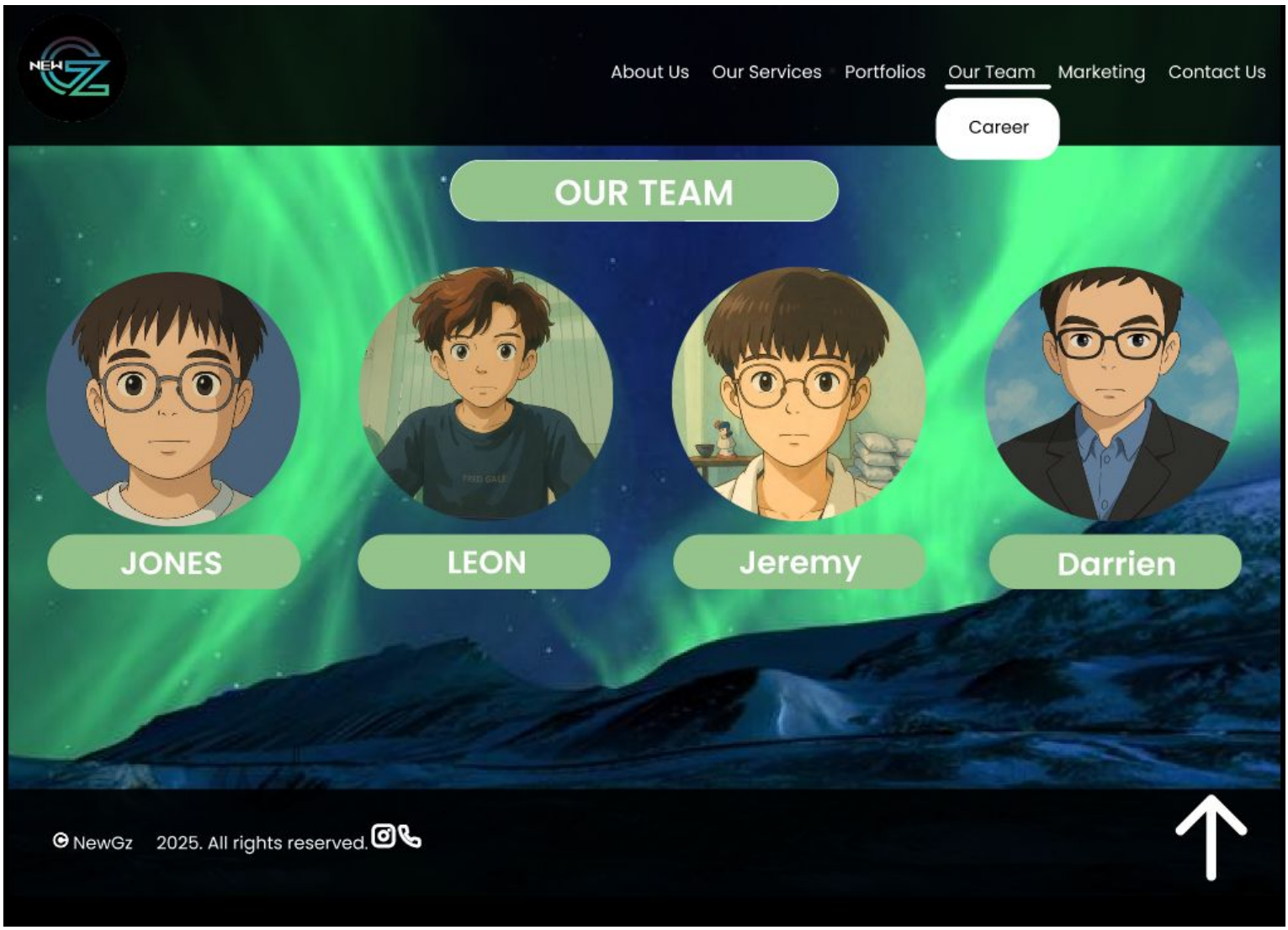


iv. User Interface Design and Navigation Portfolio



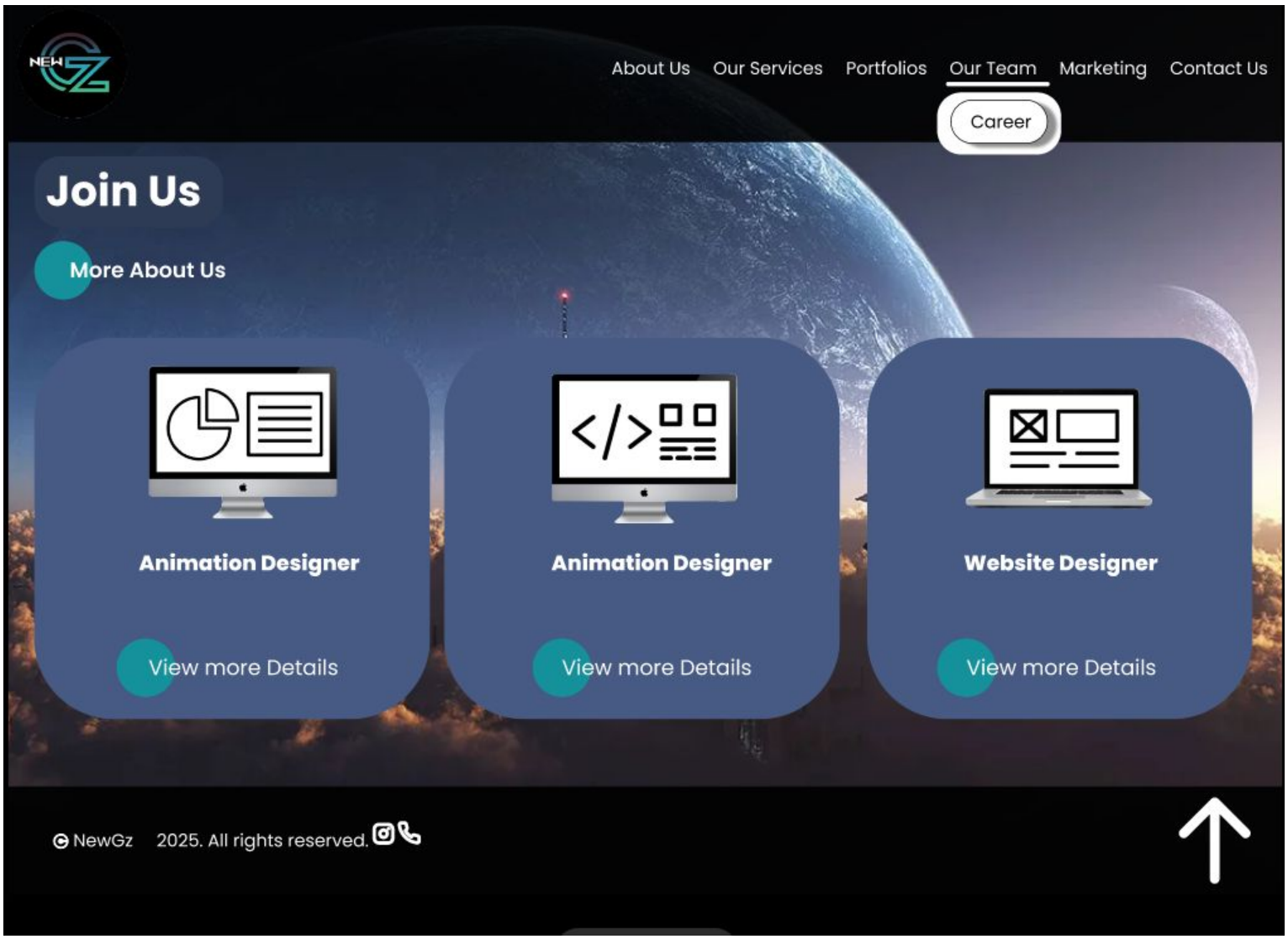
iv. User Interface Design and Navigation

Our Team

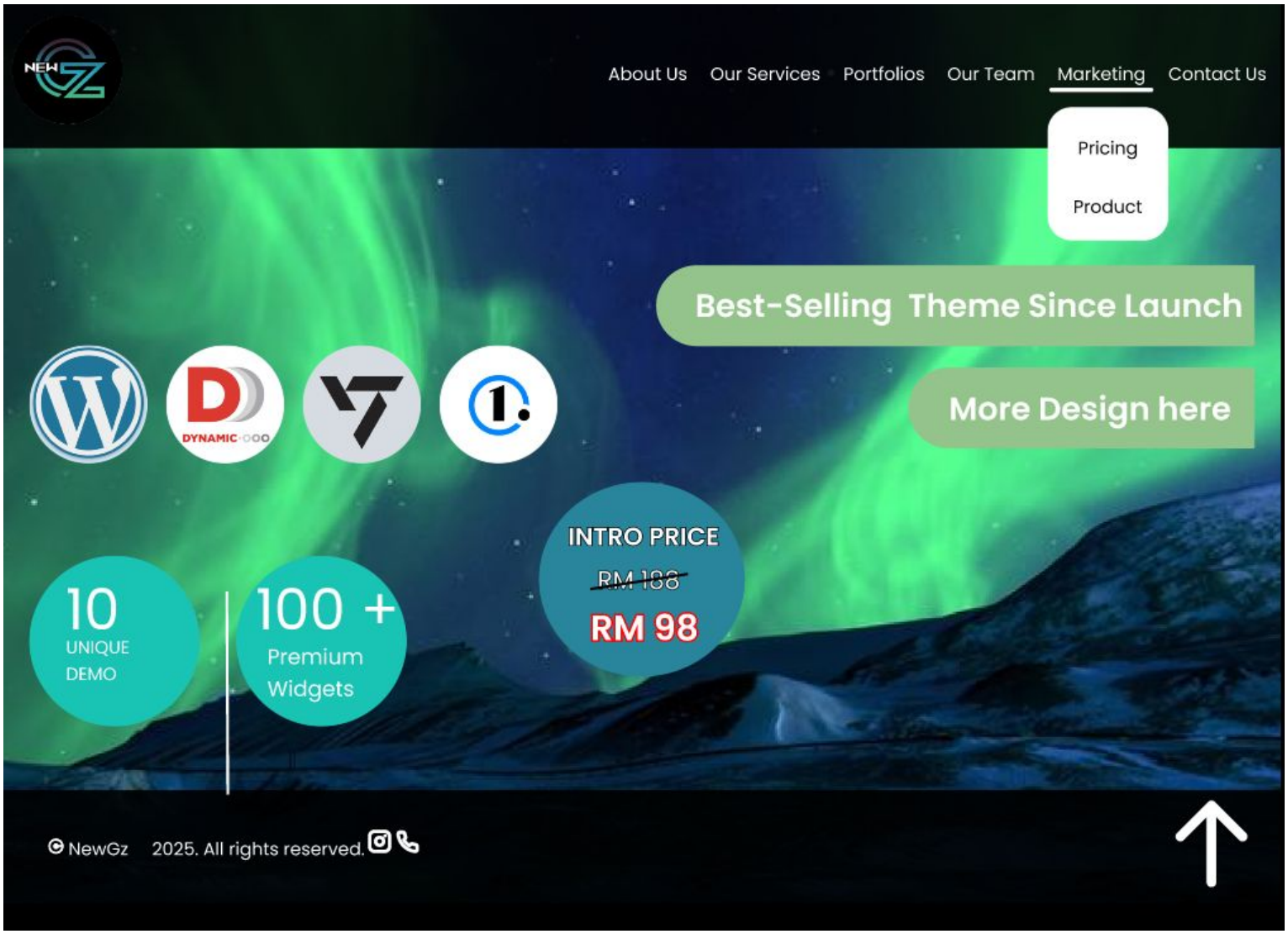


iv. User Interface Design and Navigation

Our Team -> **Career**

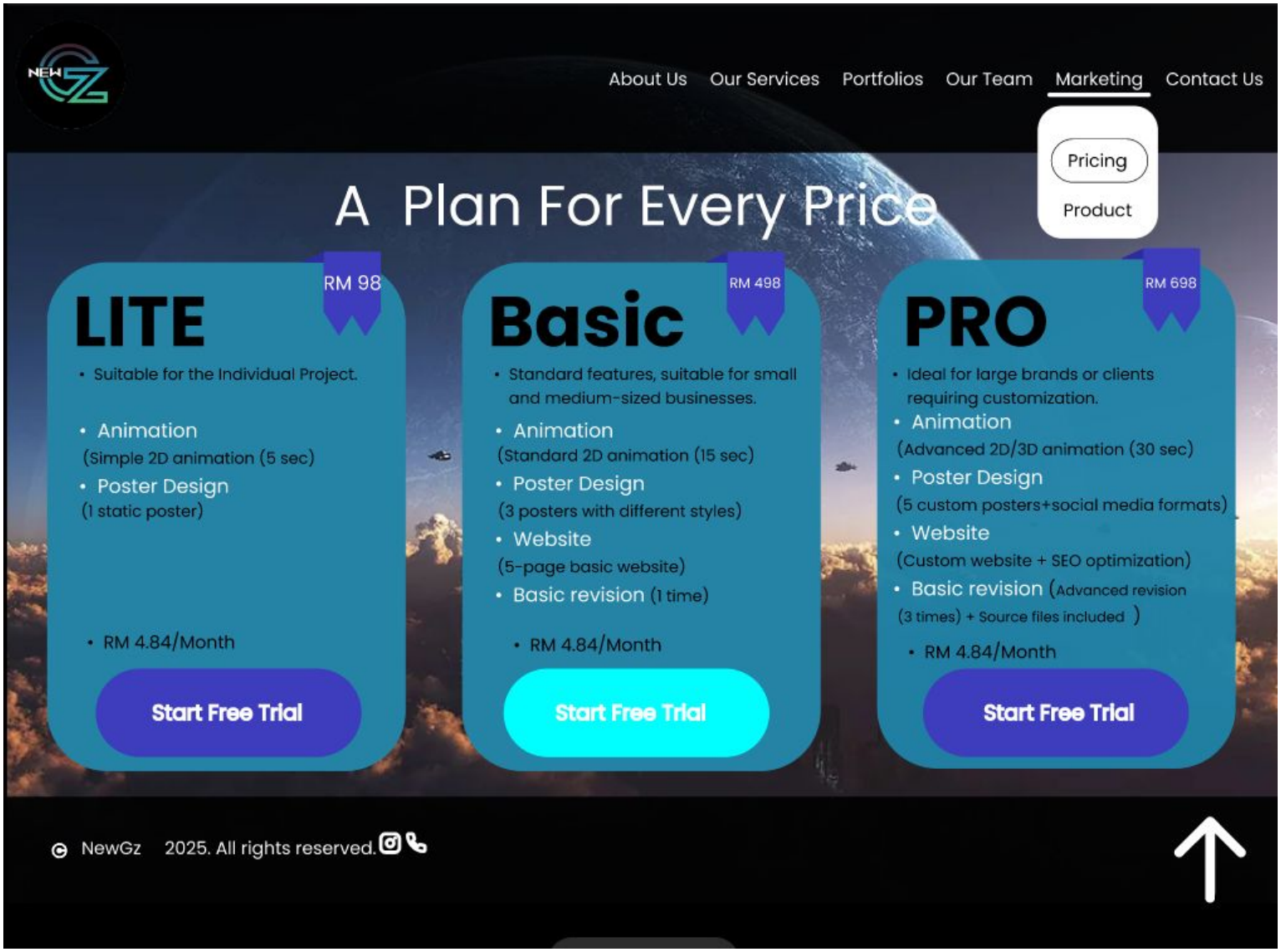


iv. User Interface Design and Navigation Marketing



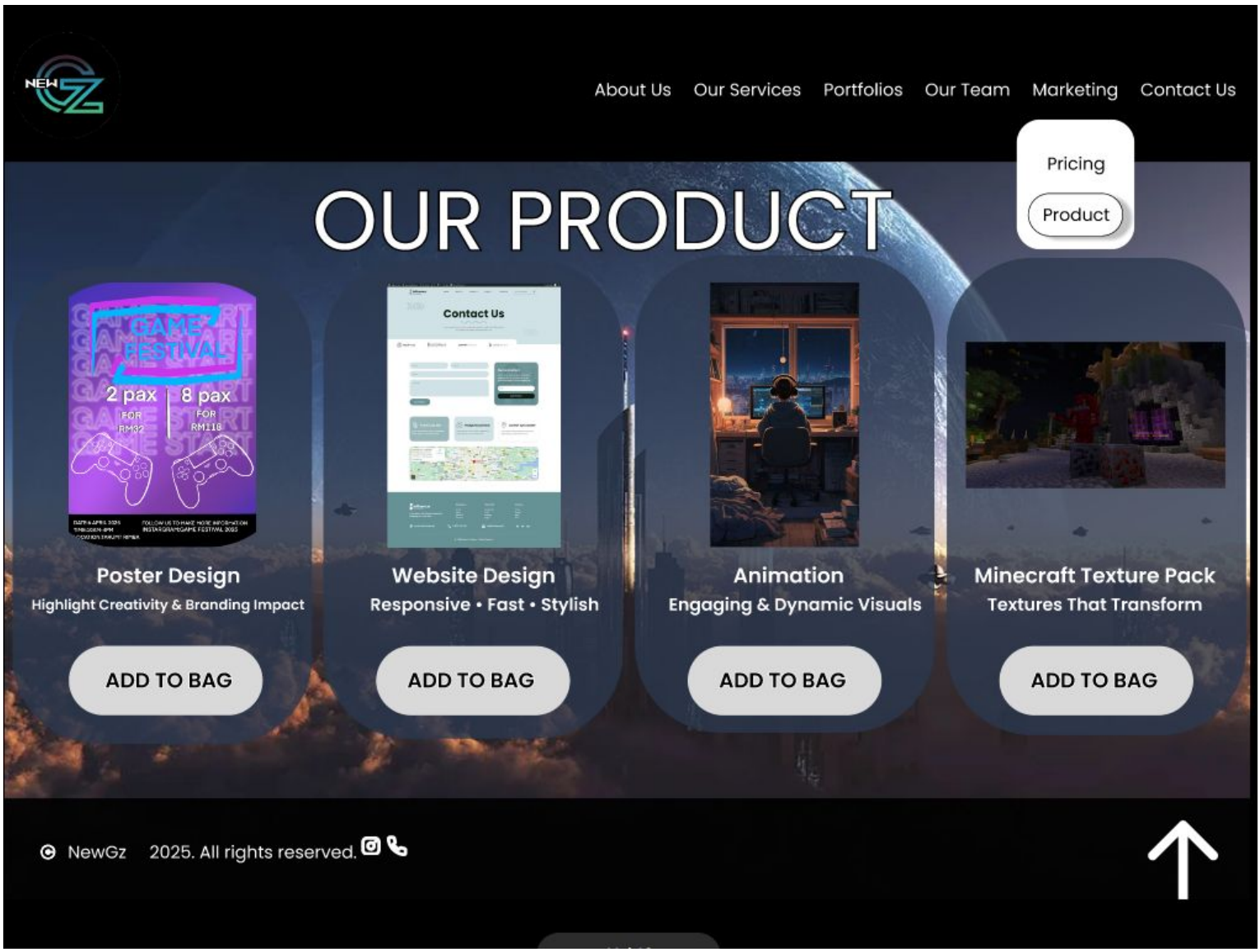
iv. User Interface Design and Navigation

Marketing ->Pricing



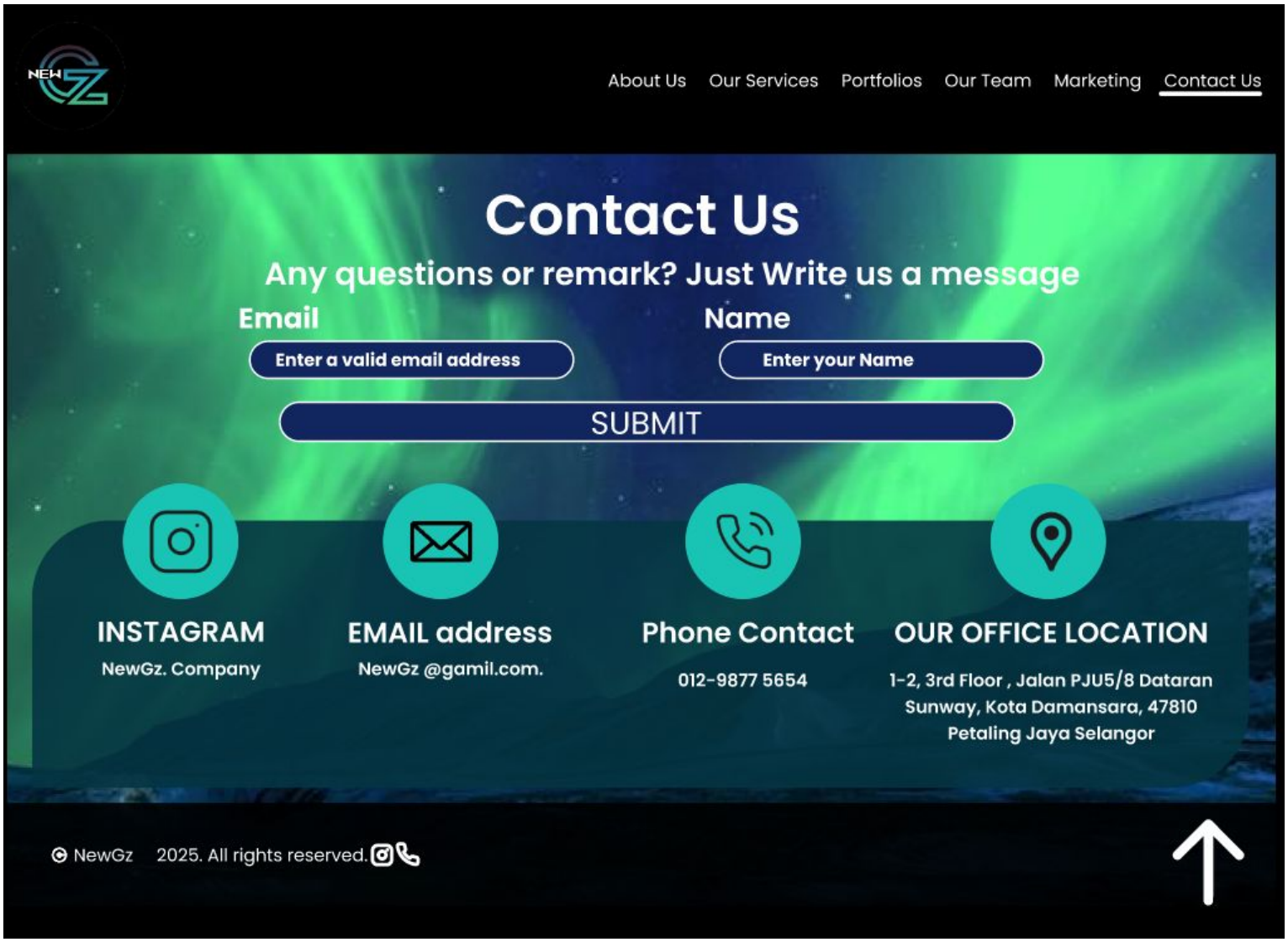
iv. User Interface Design and Navigation

Marketing ->Pricing -> **Product**

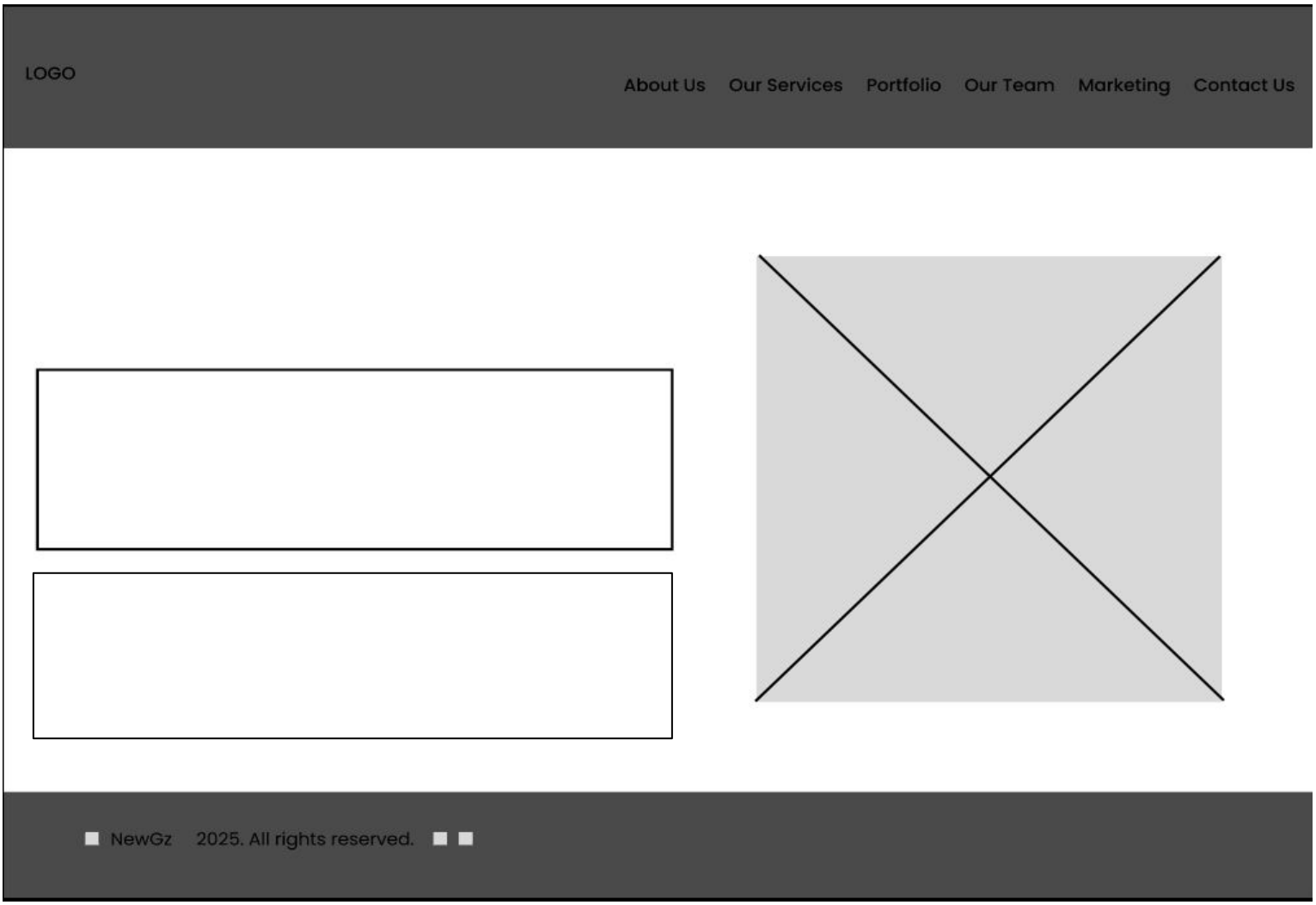


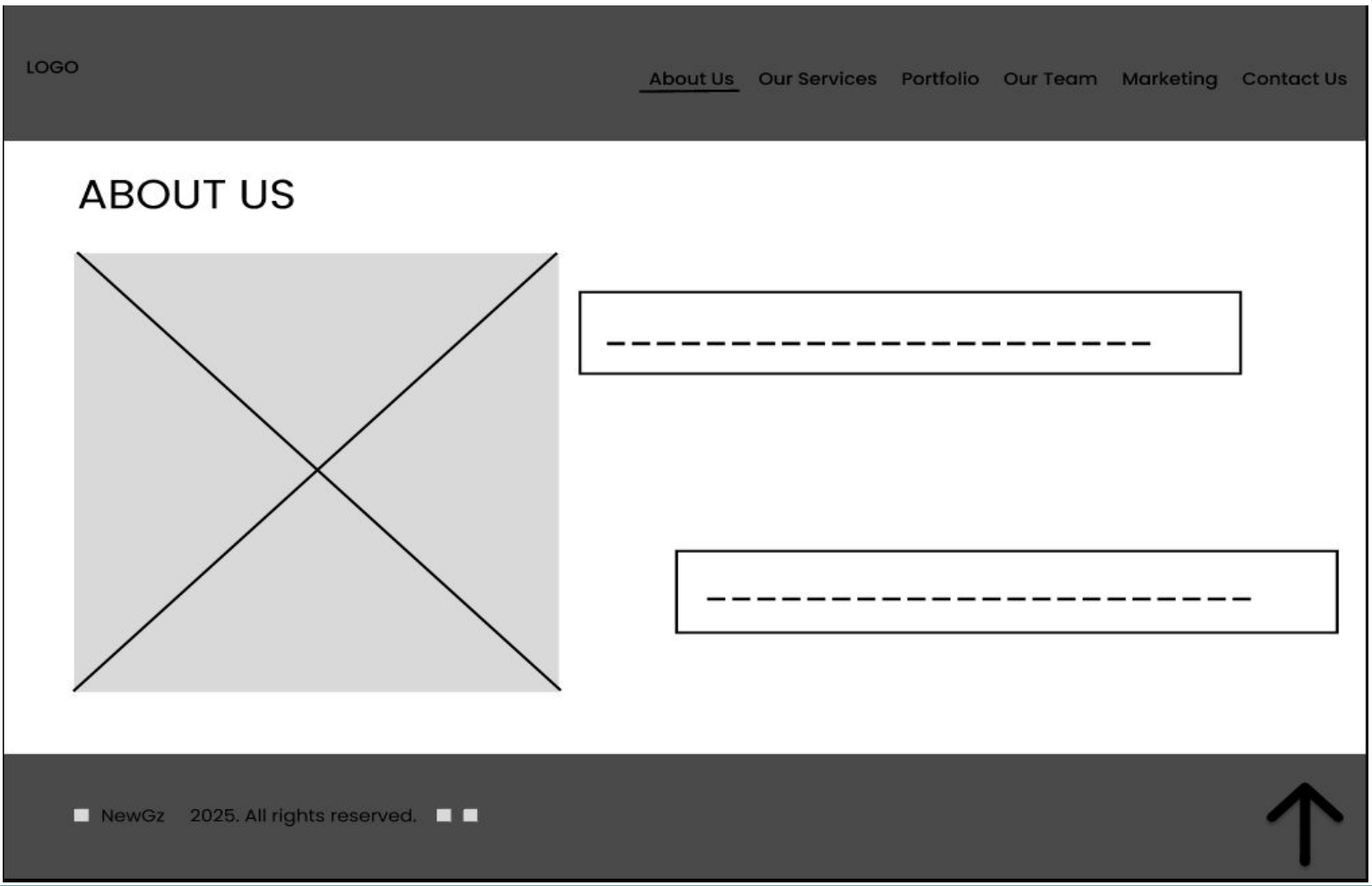
iv. User Interface Design and Navigation

Contact us



v. wireframes





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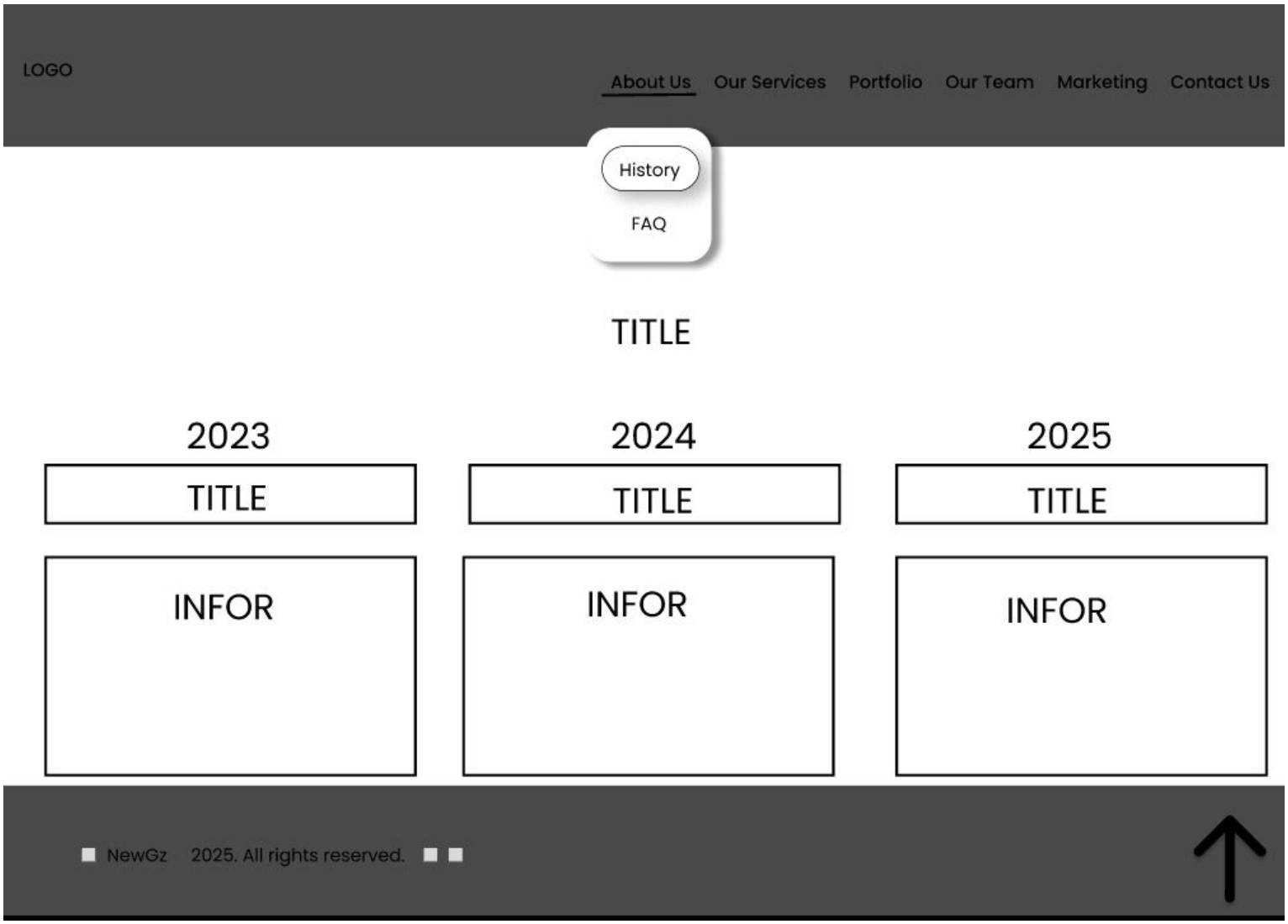

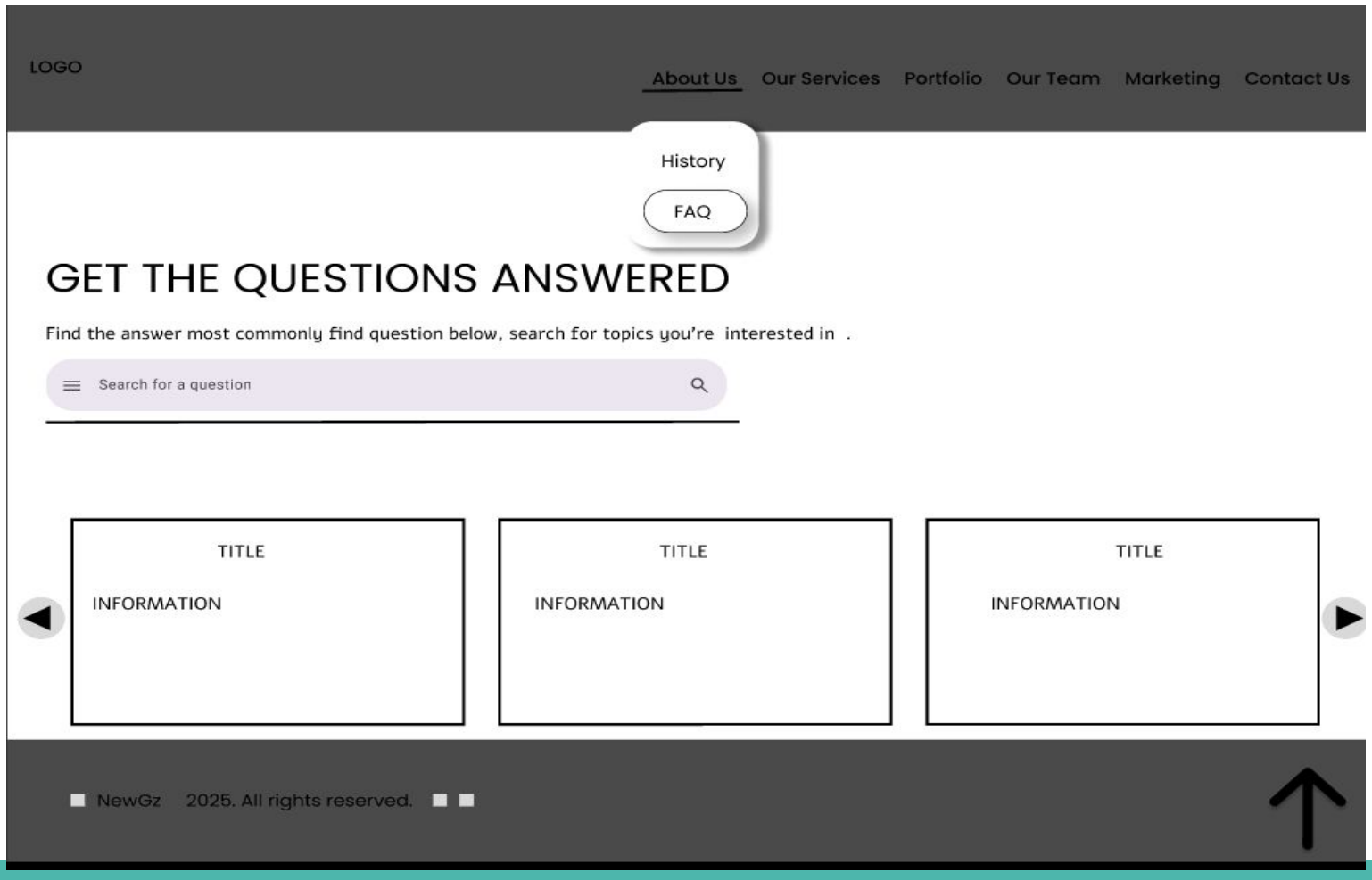

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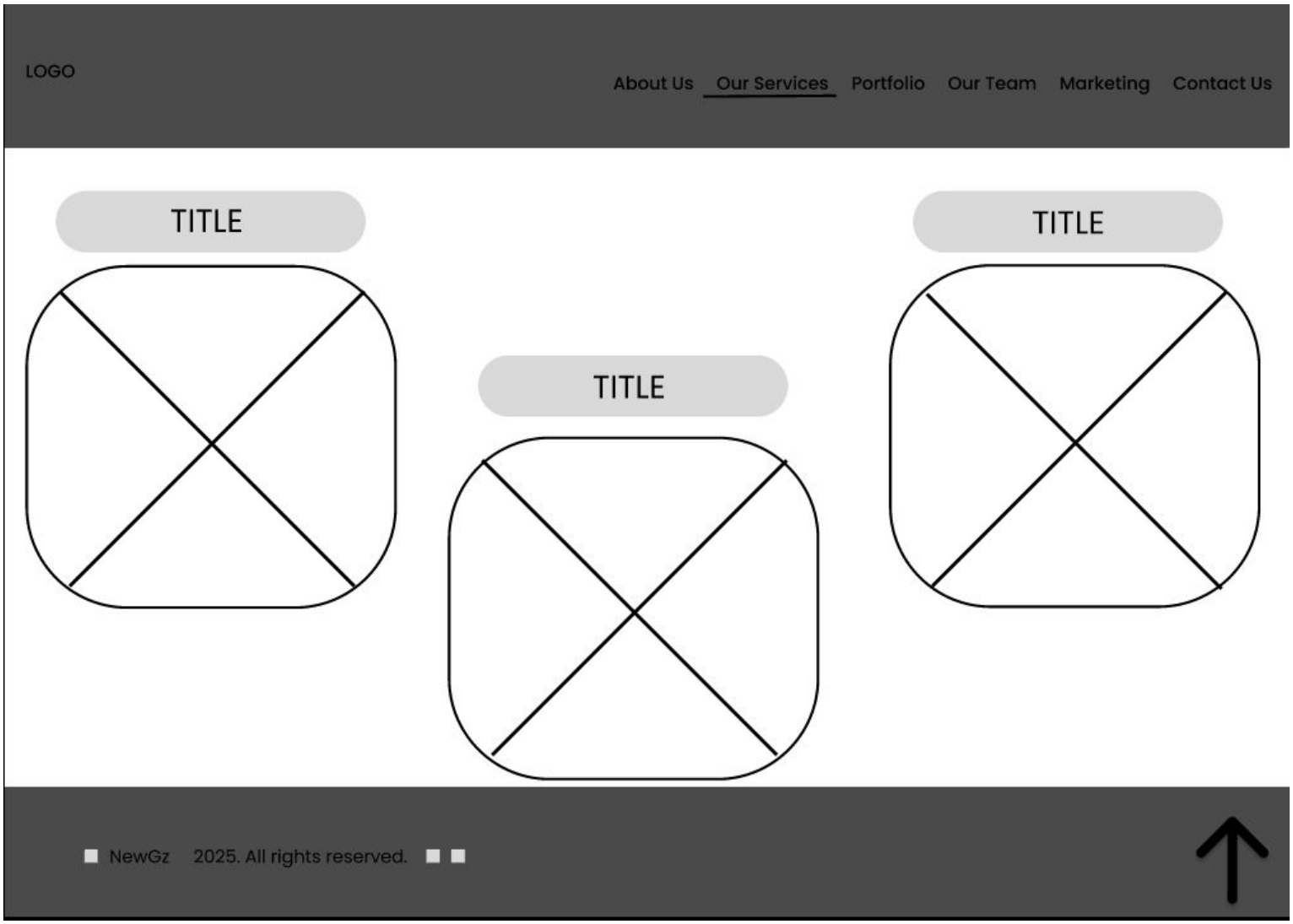

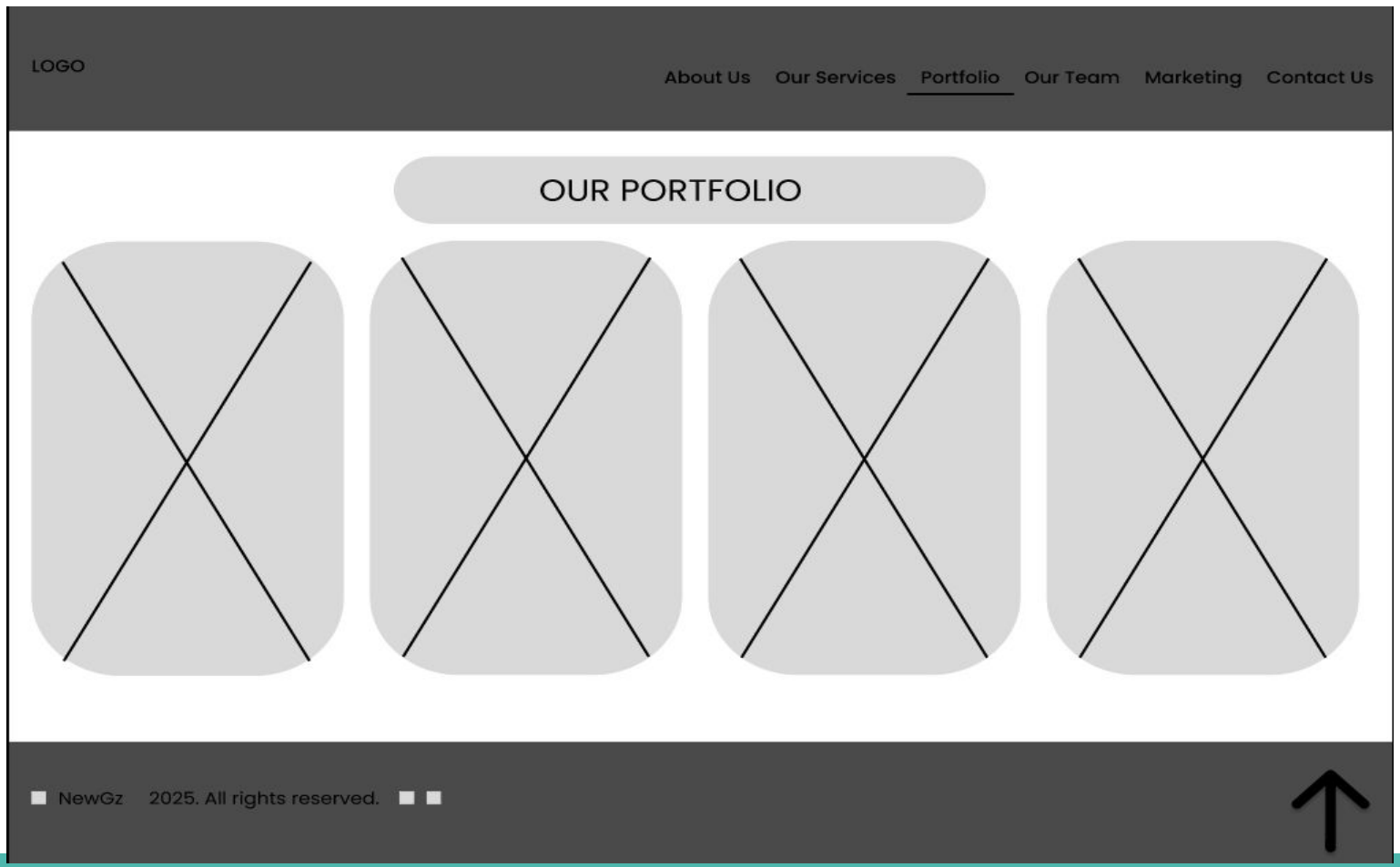

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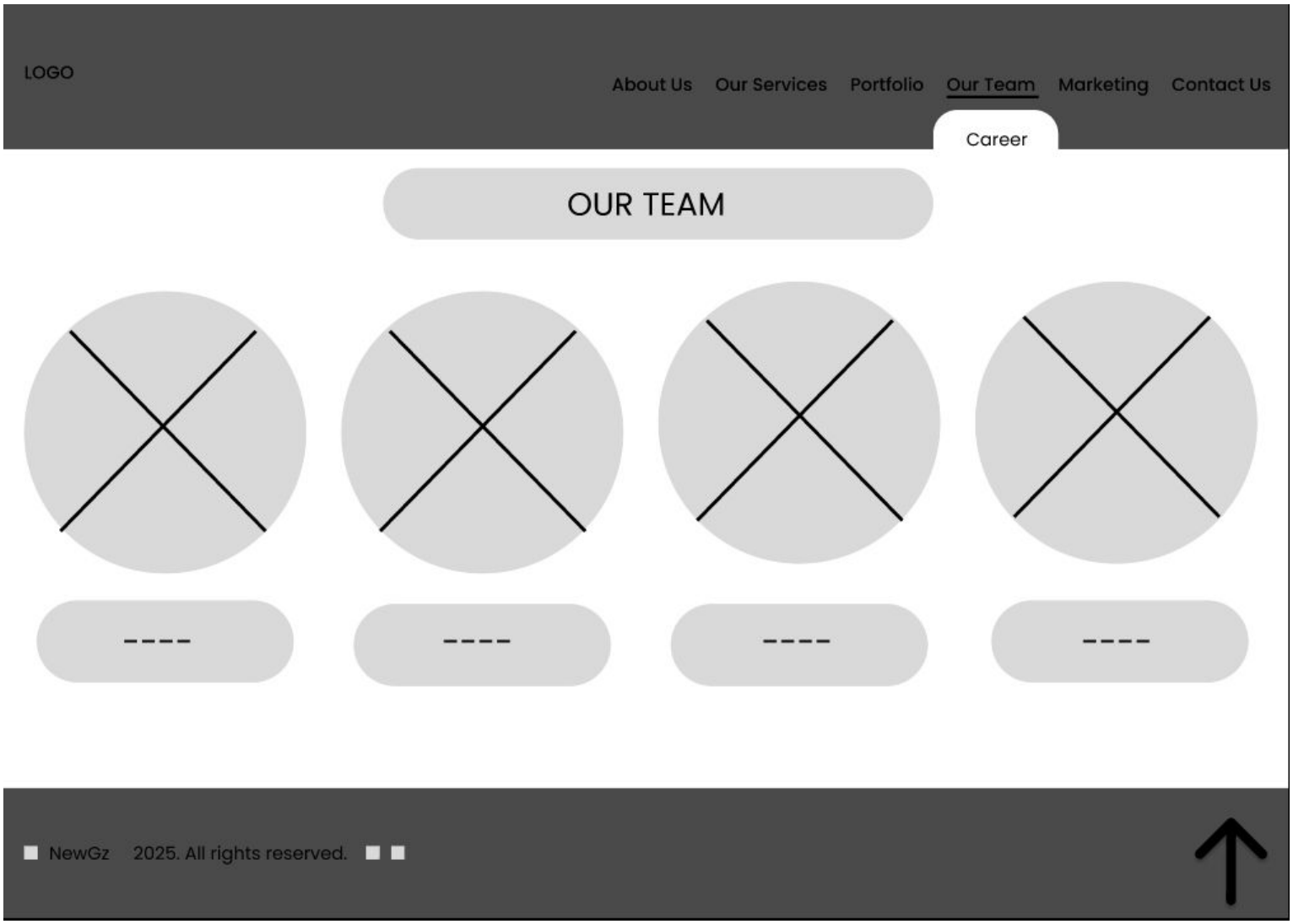

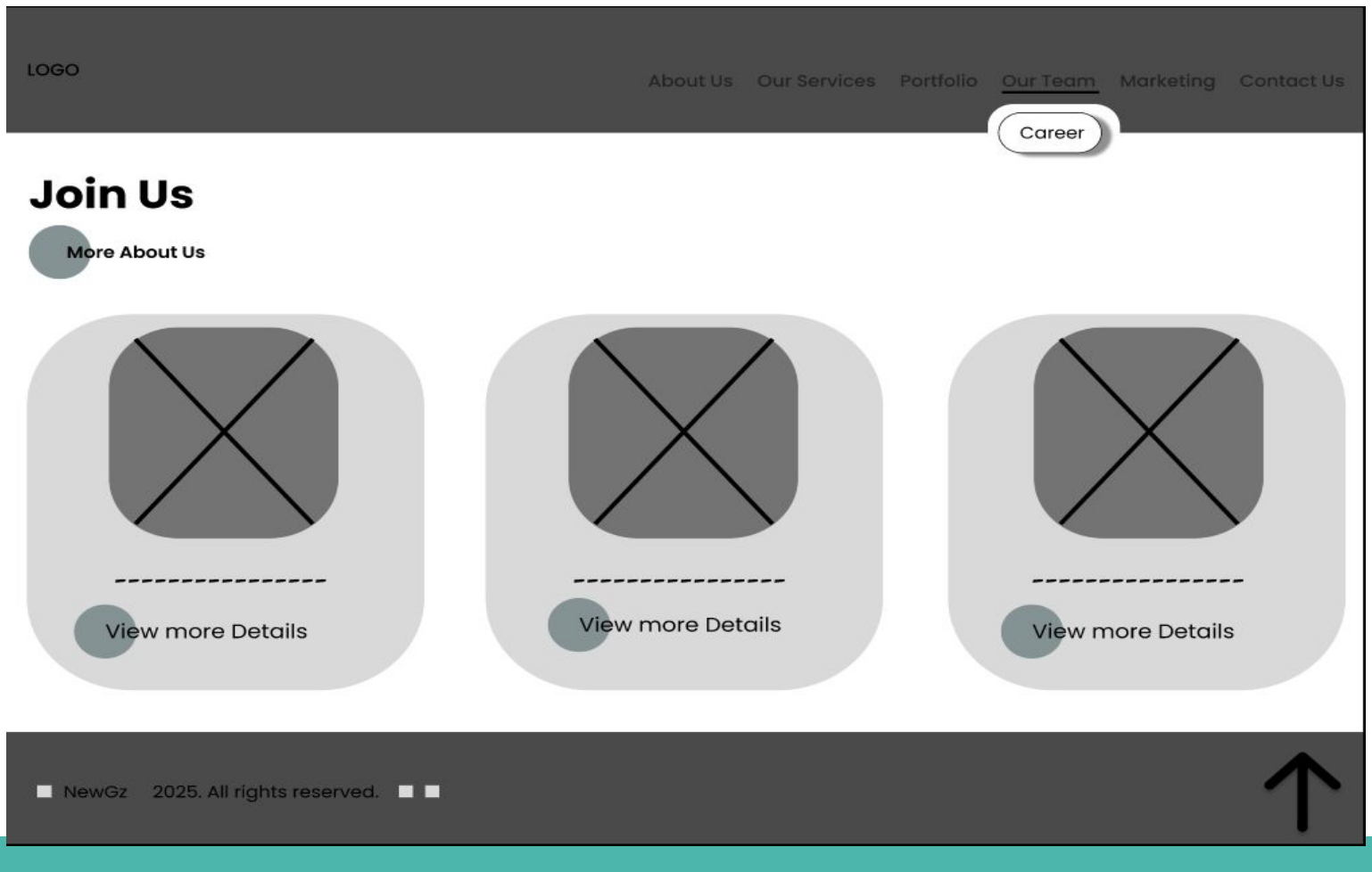

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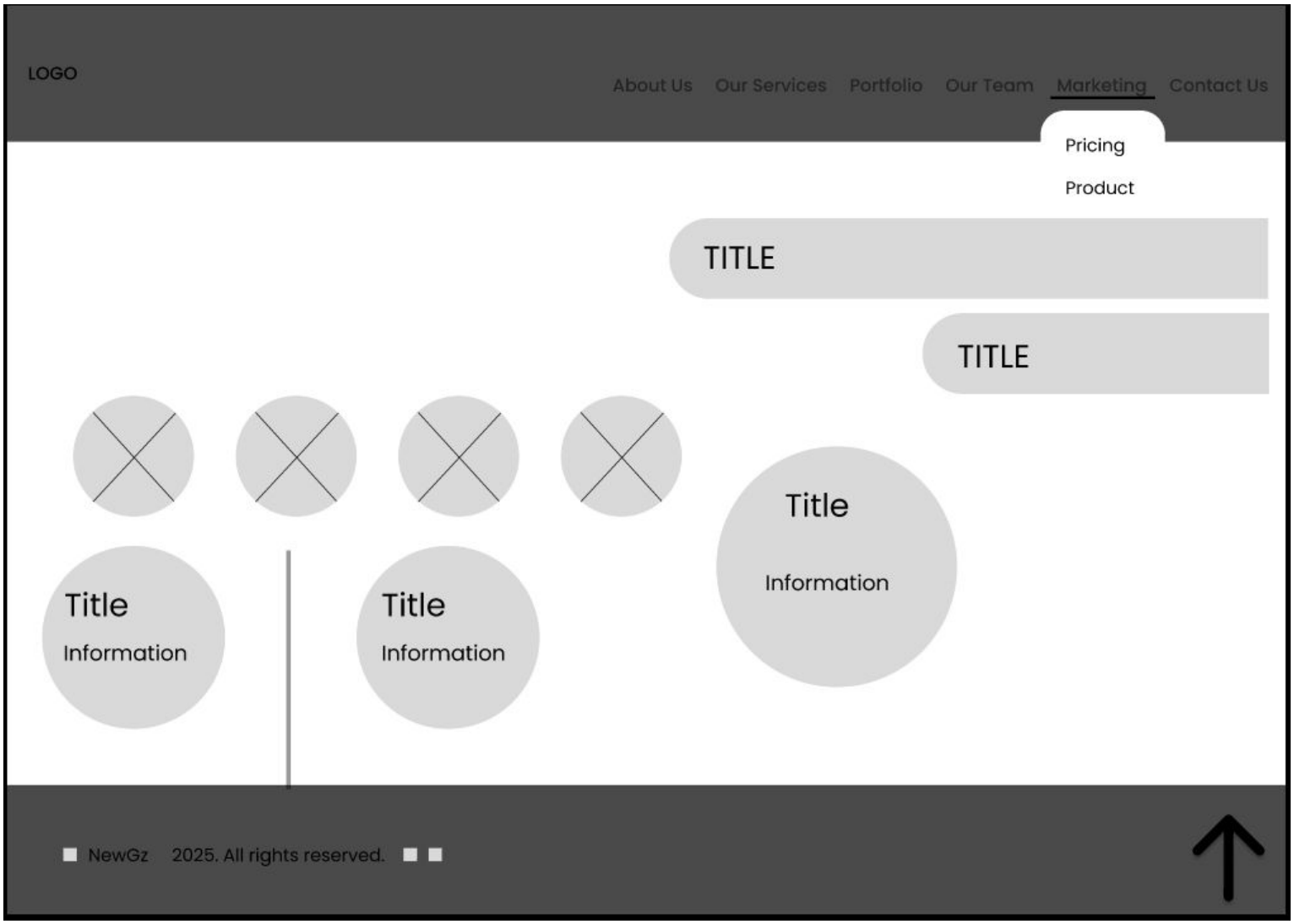

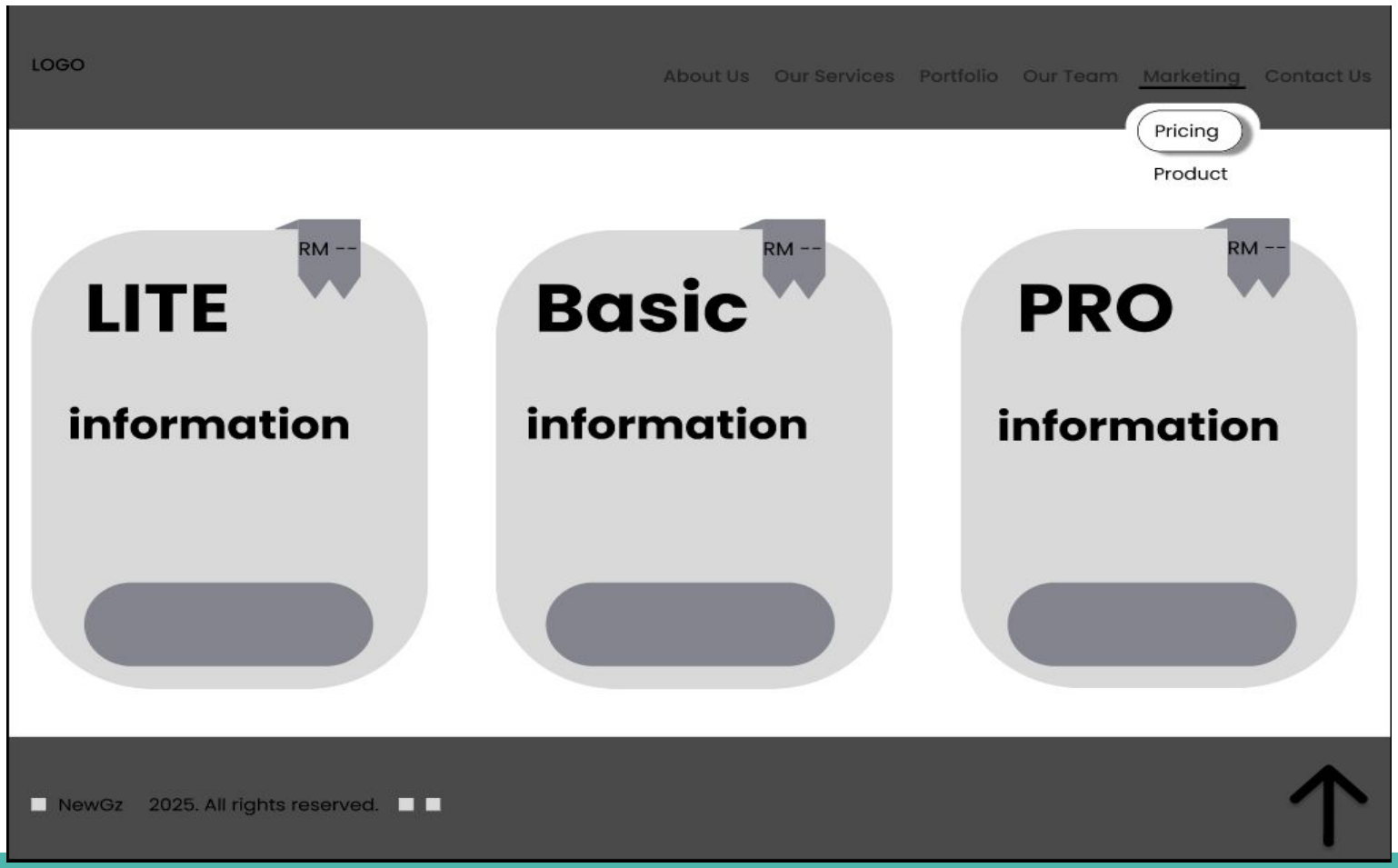

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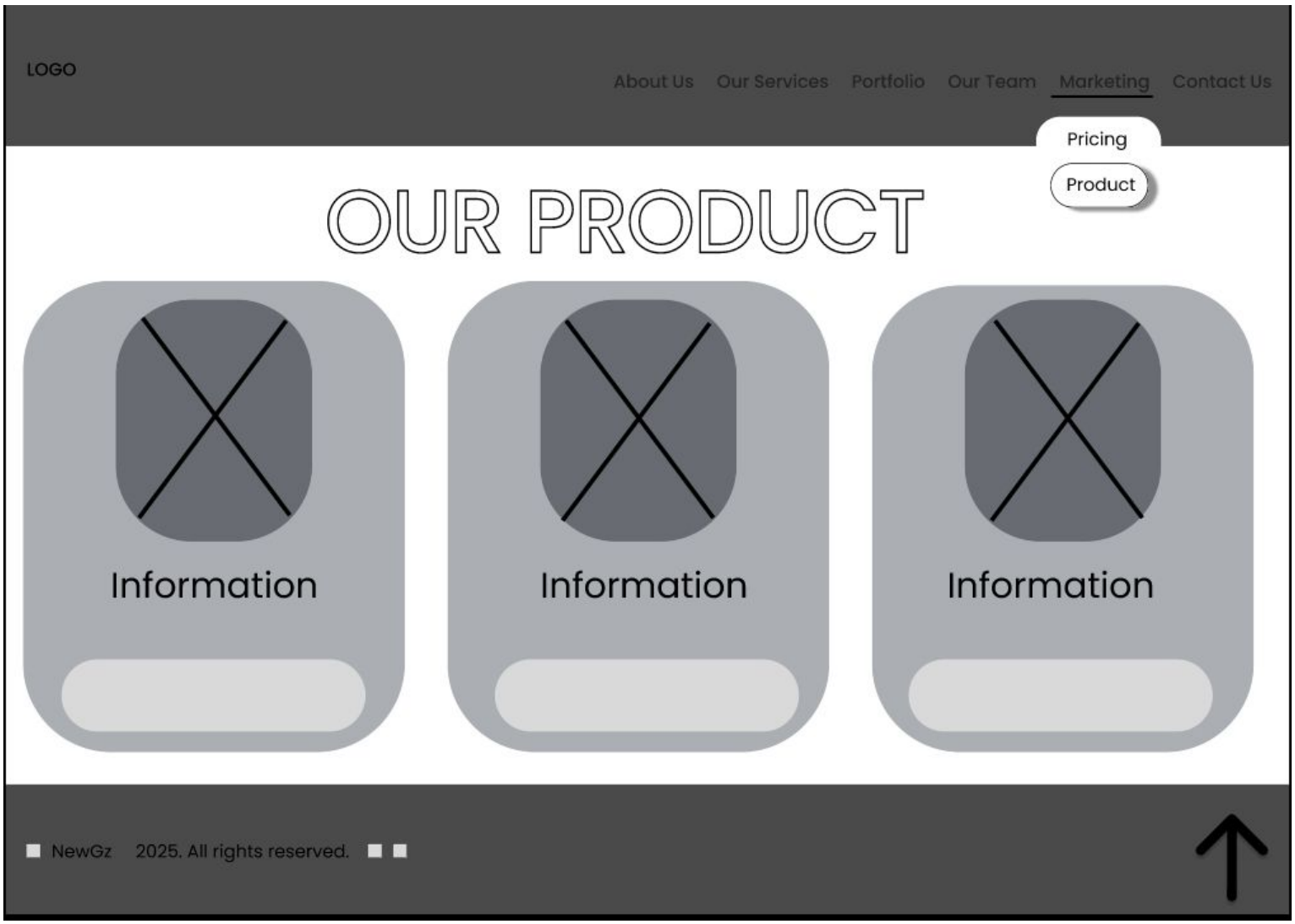
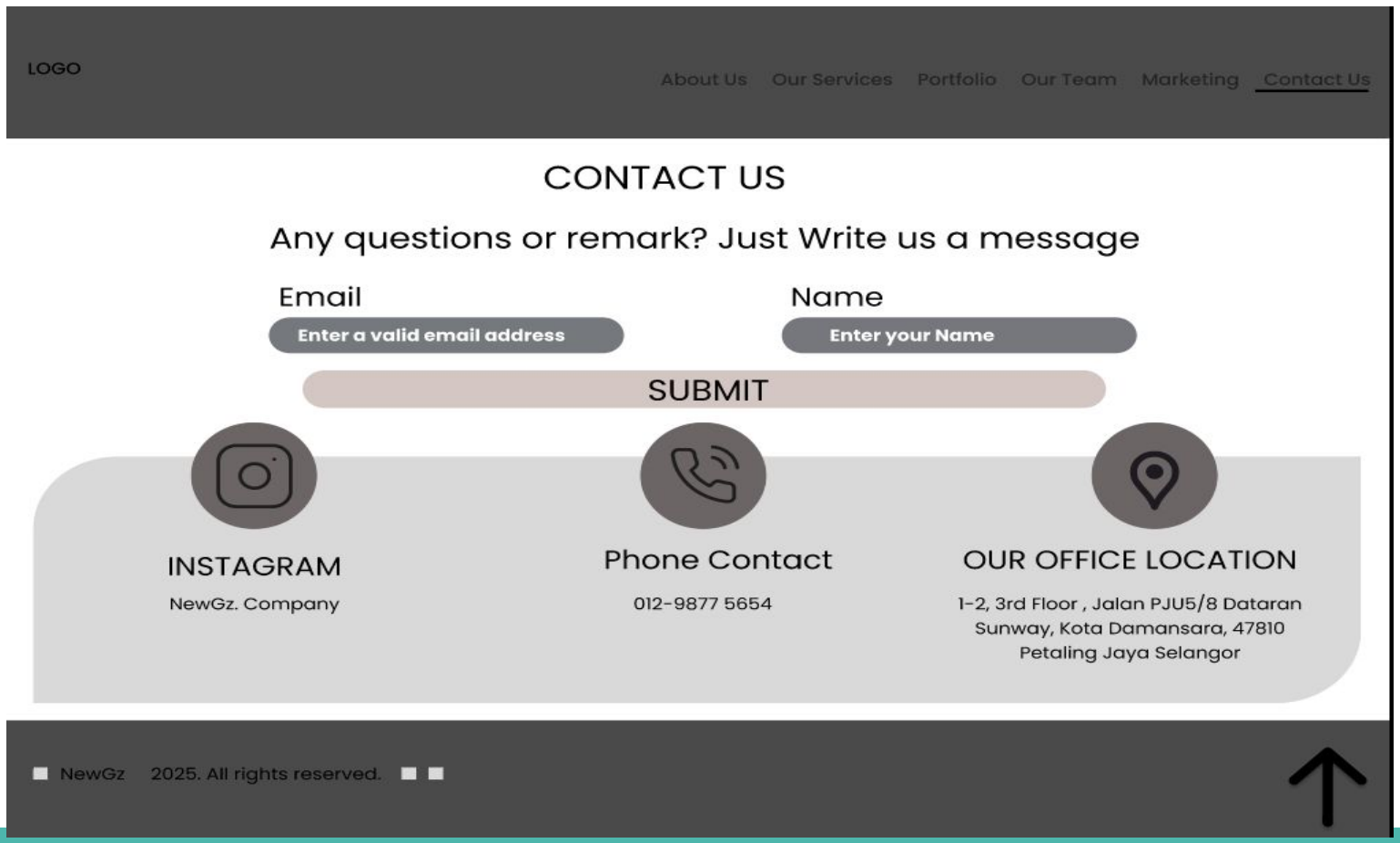




Vi.Members Roles and Responsibilities

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

WEEK 1

1. Research & Planning

- Define project scope and objectives.
- Identify target audience and competitors.
-Prepare the project proposal.
-Write an introduction about our company.

WEEK 2 - WEEK 3

2.Structure & Design Research

- Develop content strategy
- Create a Logo
- Gather necessary resources Website (the multimedia company Link and Images)

WEEK 4

Design the layout of website

- Finalize the branding elements (color scheme, typography)
- Design wireframes and layout sketches
-Develop draft wireframe for each page (Home, About us, Our services , Portfolio , Our Team , Marketing and contact us)

WEEK 5 - WEEK 6

UI Design

- Create high-fidelity mockups (Figma/Adobe XD)
- Review and refine based on feedback

WEEK 7 - WEEK 8

Development

- Start HTML, CSS, and JavaScript development
- Develop interactive elements (buttons such as the homepage, about us and portfolio)

WEEK 9 - WEEK 13

Content Integration

- Upload and format website content(Gif, Images and portfolio content)
-Conduct functionality testing (navigation, forms)
-Set up hosting and domain

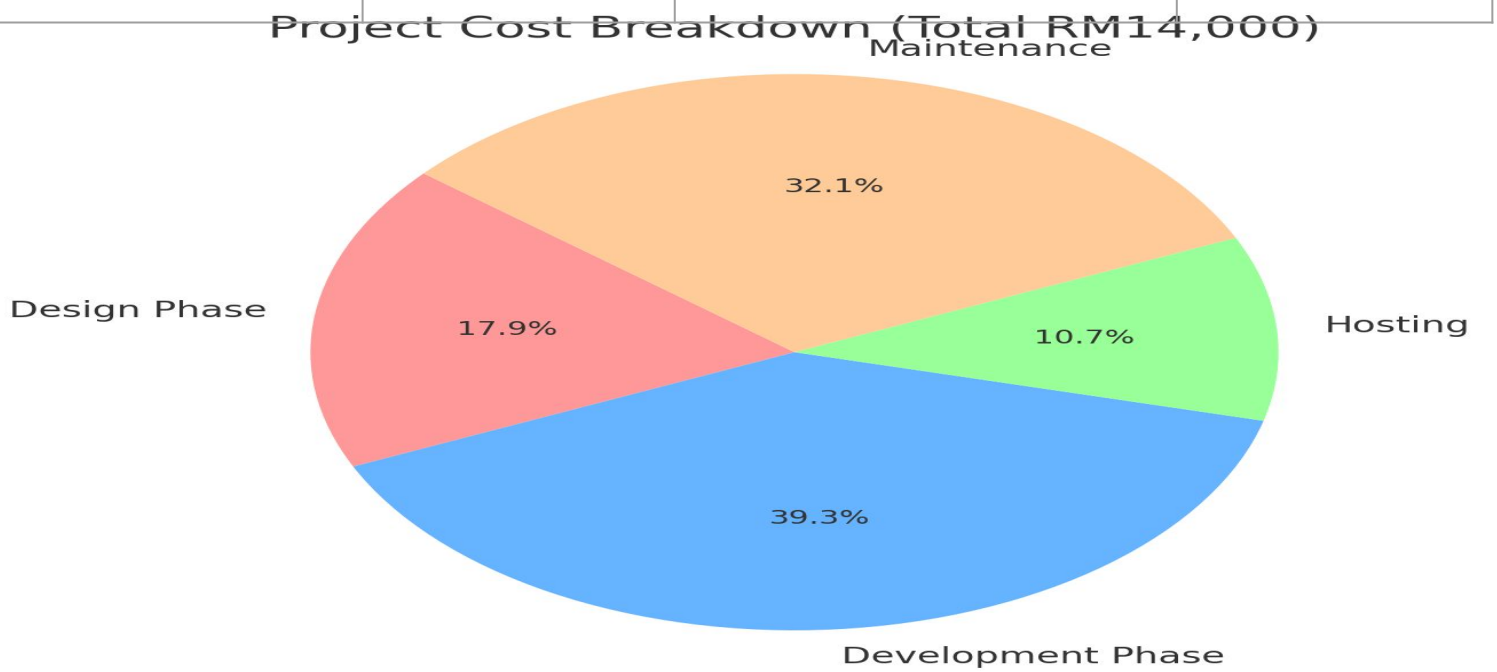
WEEK 14

Development and Launch

- Perform final review and approval with stakeholders.
- Deploy the website to the live server.
- Conduct post-launch monitoring and optimizations.

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%



Research LINK

Background Research

PICTURE RESEARCH

Marketing website research

Contact us research

Marketing research

Pricing research

Career research Career research

History research