
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.

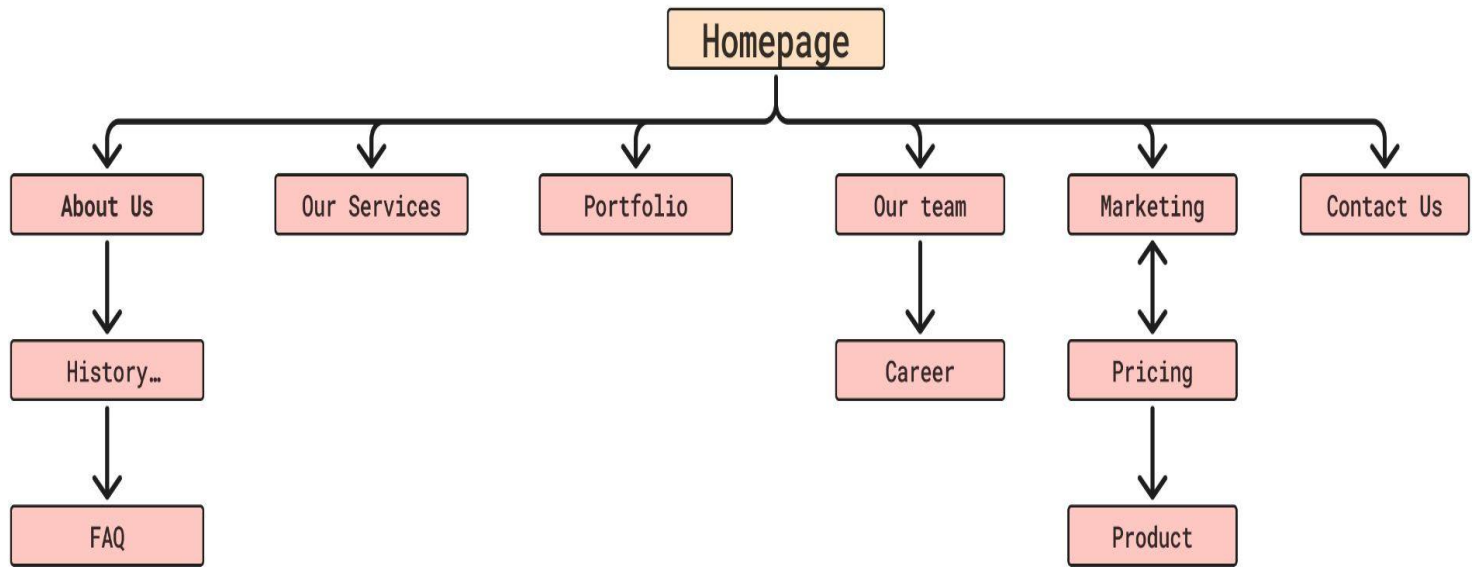
❖ Functionalities

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

HOME PAGE



[About Us](#) [Our Services](#) [Portfolio](#) [Our Team](#) [Marketing](#) [Contact Us](#)

**CREATIVE MINDS,
DIGITAL EXCELLENCE.**

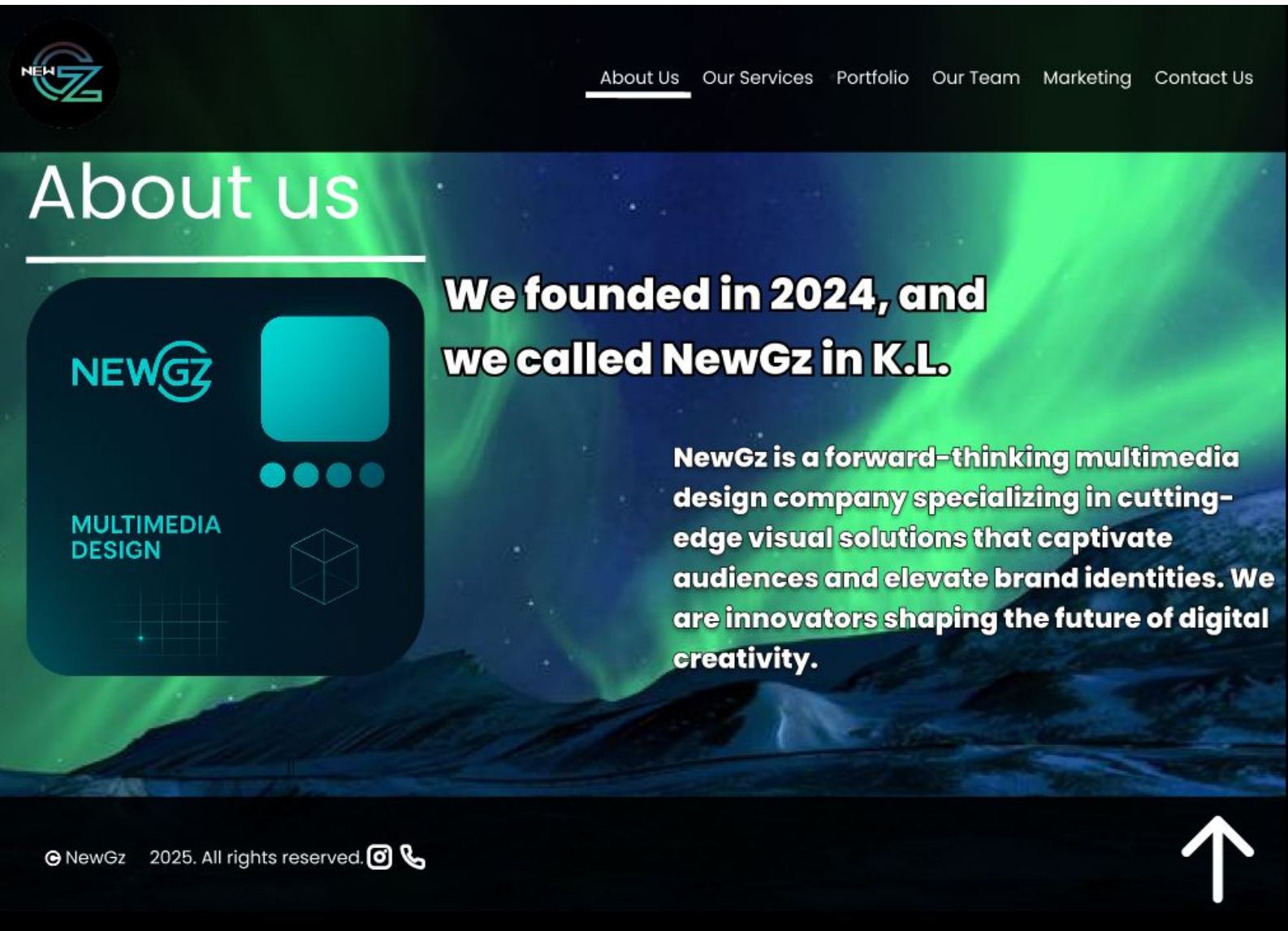
Founded in 2024, NewGz is a dynamic multimedia design company led by young innovators. We blend artistic vision with technology to create immersive digital experiences, offering services in animation, video editing, UI/UX design, and interactive media.

UI DESIGN




iv. User Interface Design and Navigation

ABOUT US



iv. User Interface Design and Navigation

ABOUT US -> HISTORY



[About Us](#)[Our Services](#)[Portfolio](#)[Our Team](#)[Marketing](#)[Contact Us](#)

History

FAQ

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

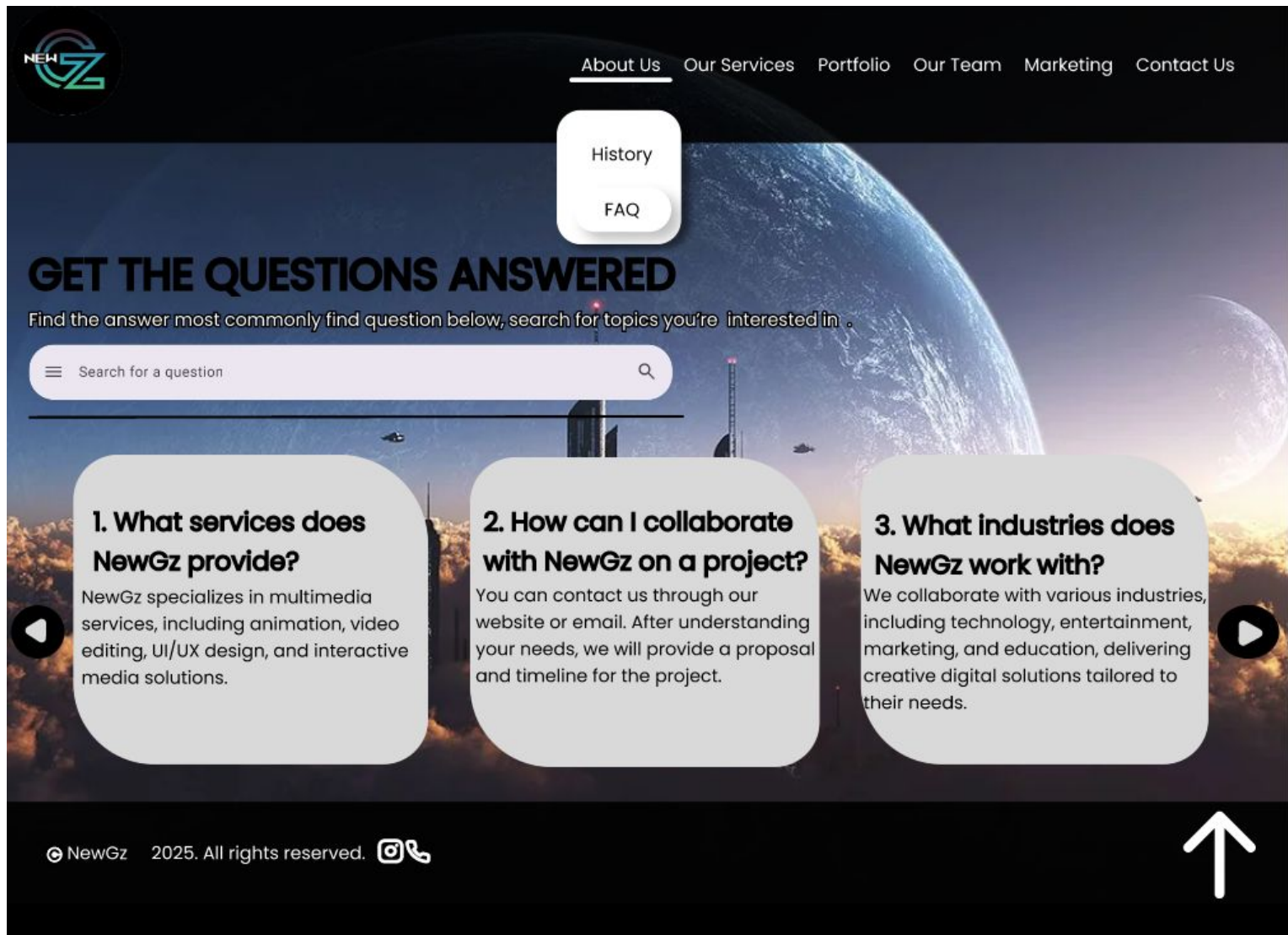
NewGz Continues To Innovate By Adopting The Latest Technologies And Design Concepts, Creating More Immersive Digital Content For Our Clients.

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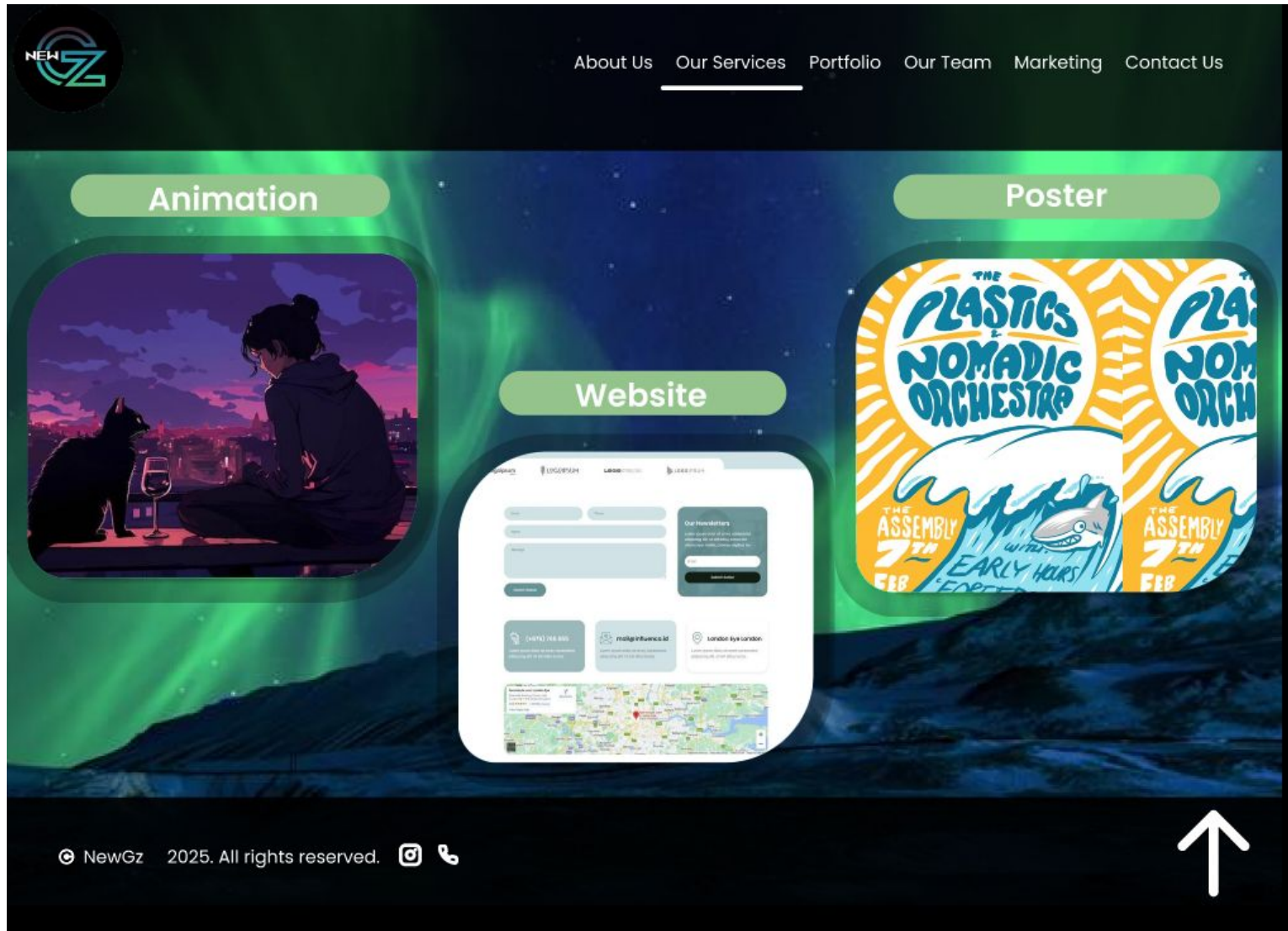
iv. User Interface Design and Navigation

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



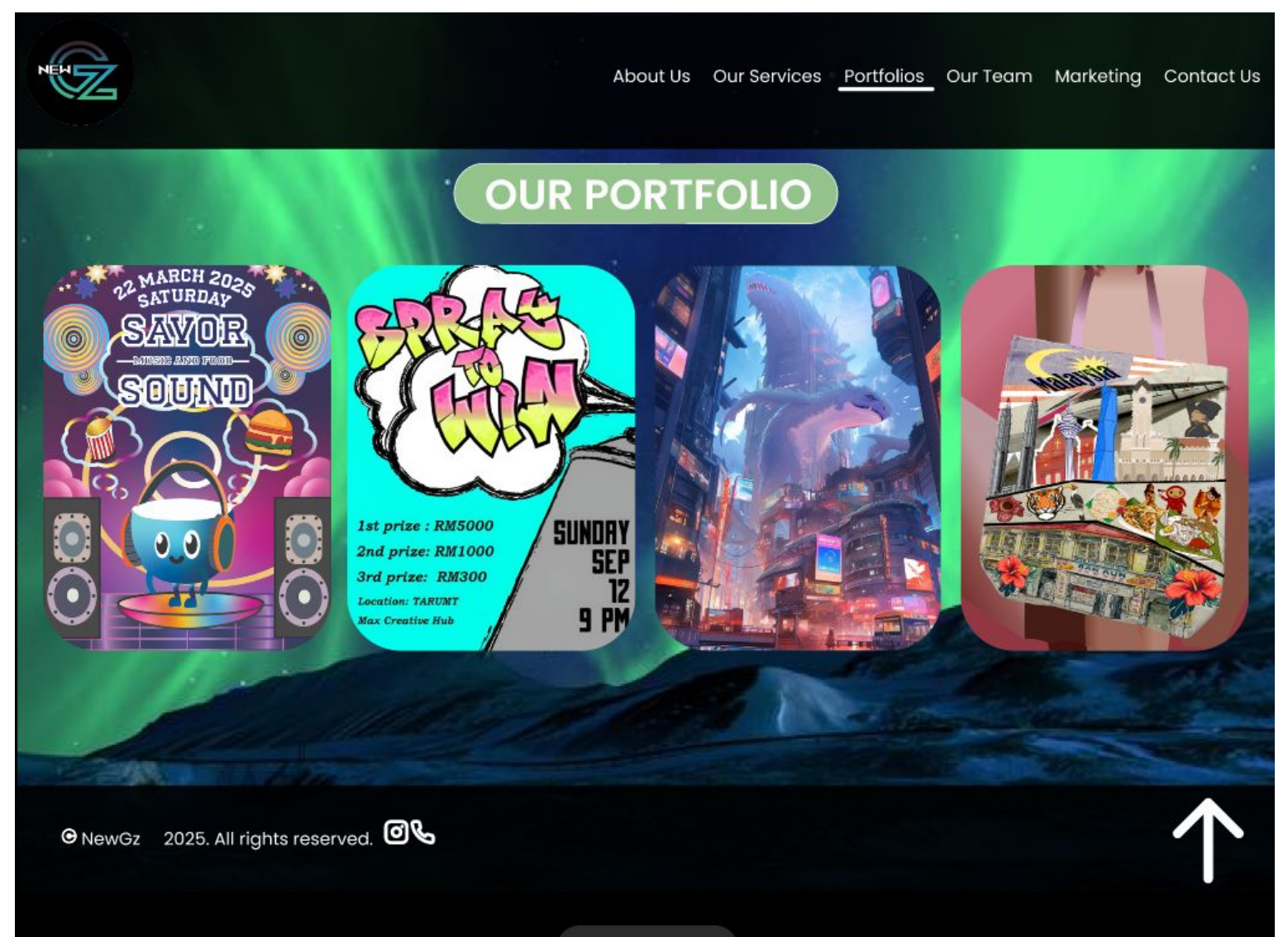
iv. User Interface Design and Navigation

OUR SERVICES



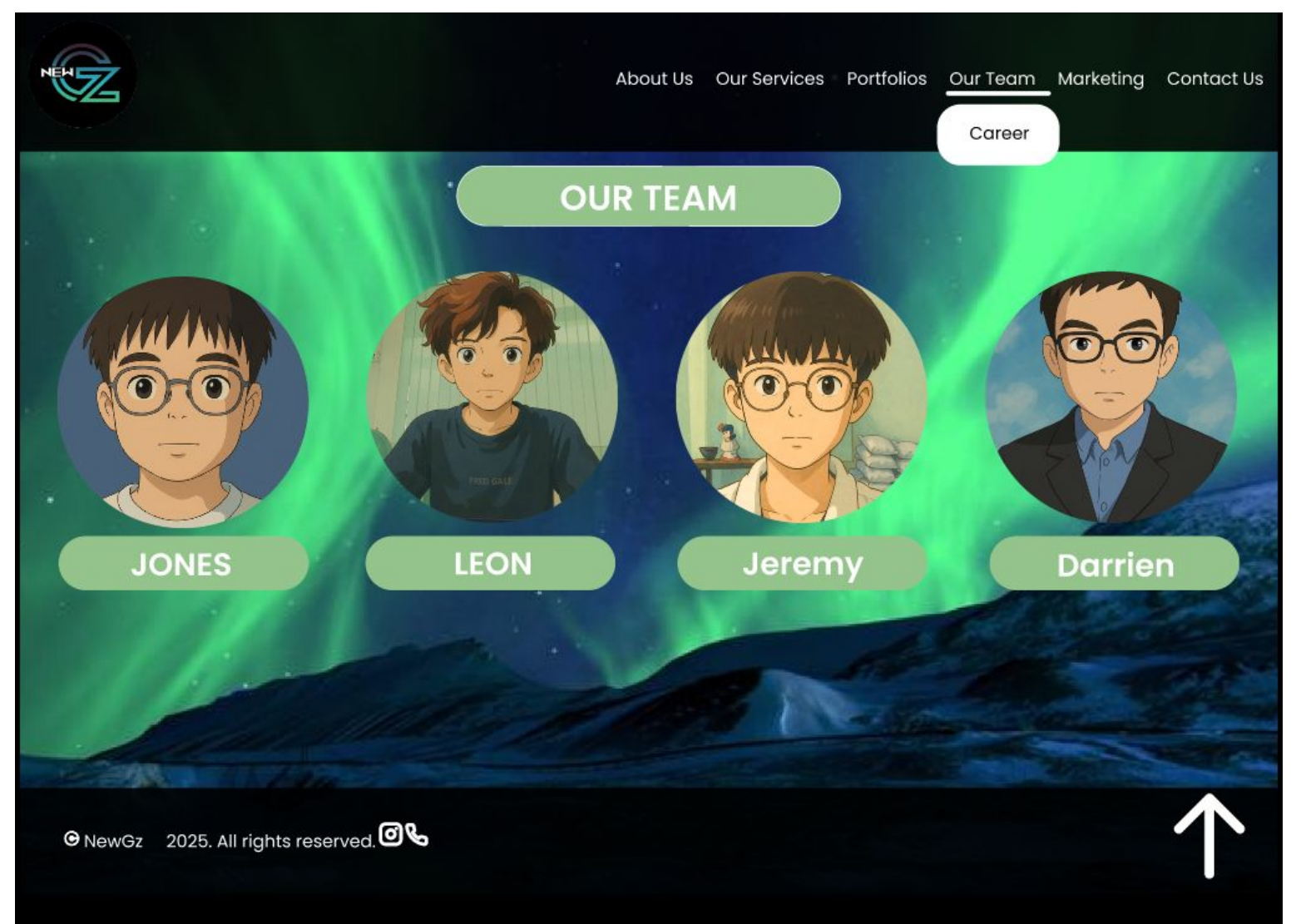
iv. User Interface Design and Navigation

Portfolio



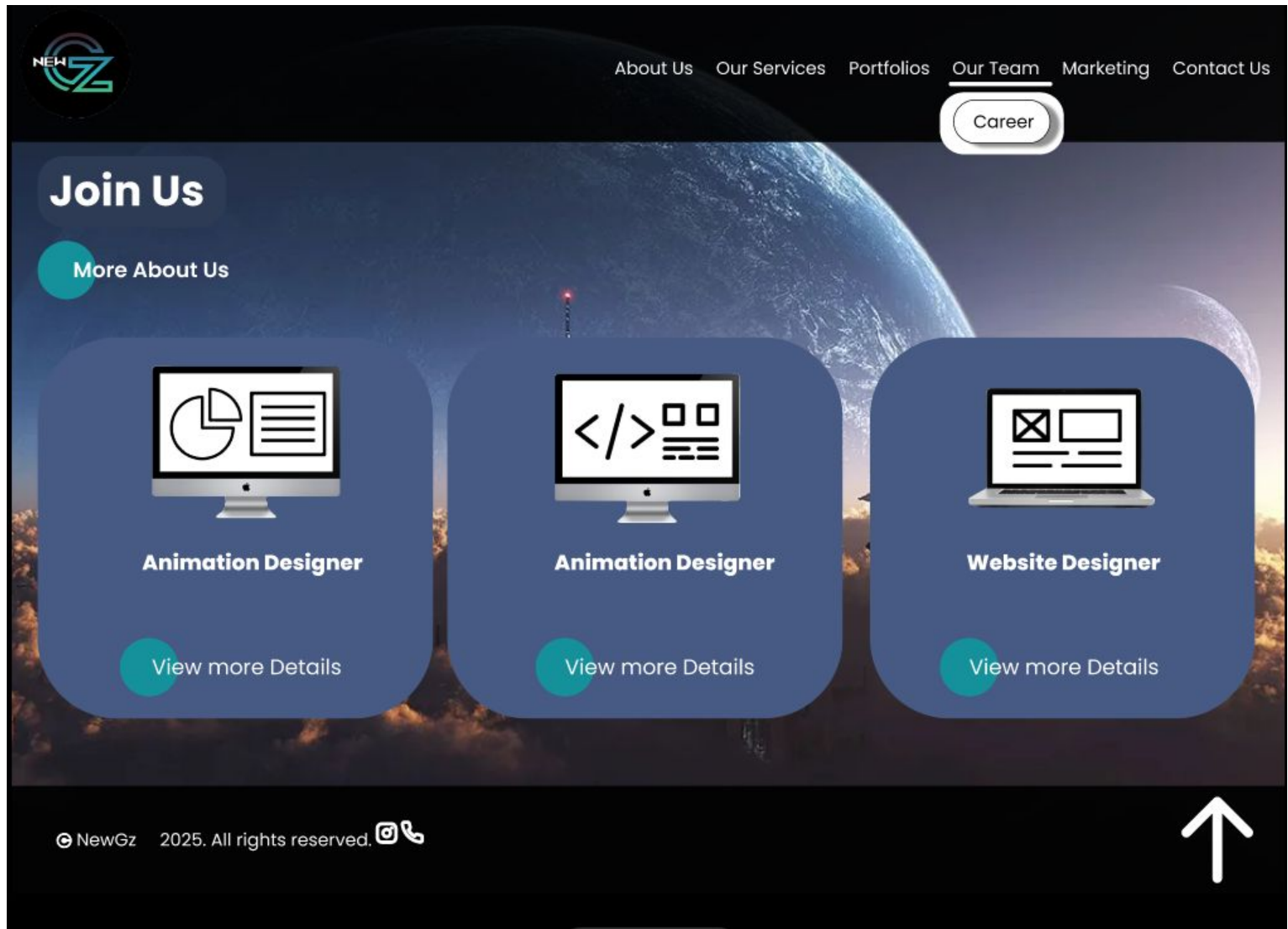
iv. User Interface Design and Navigation

Our Team



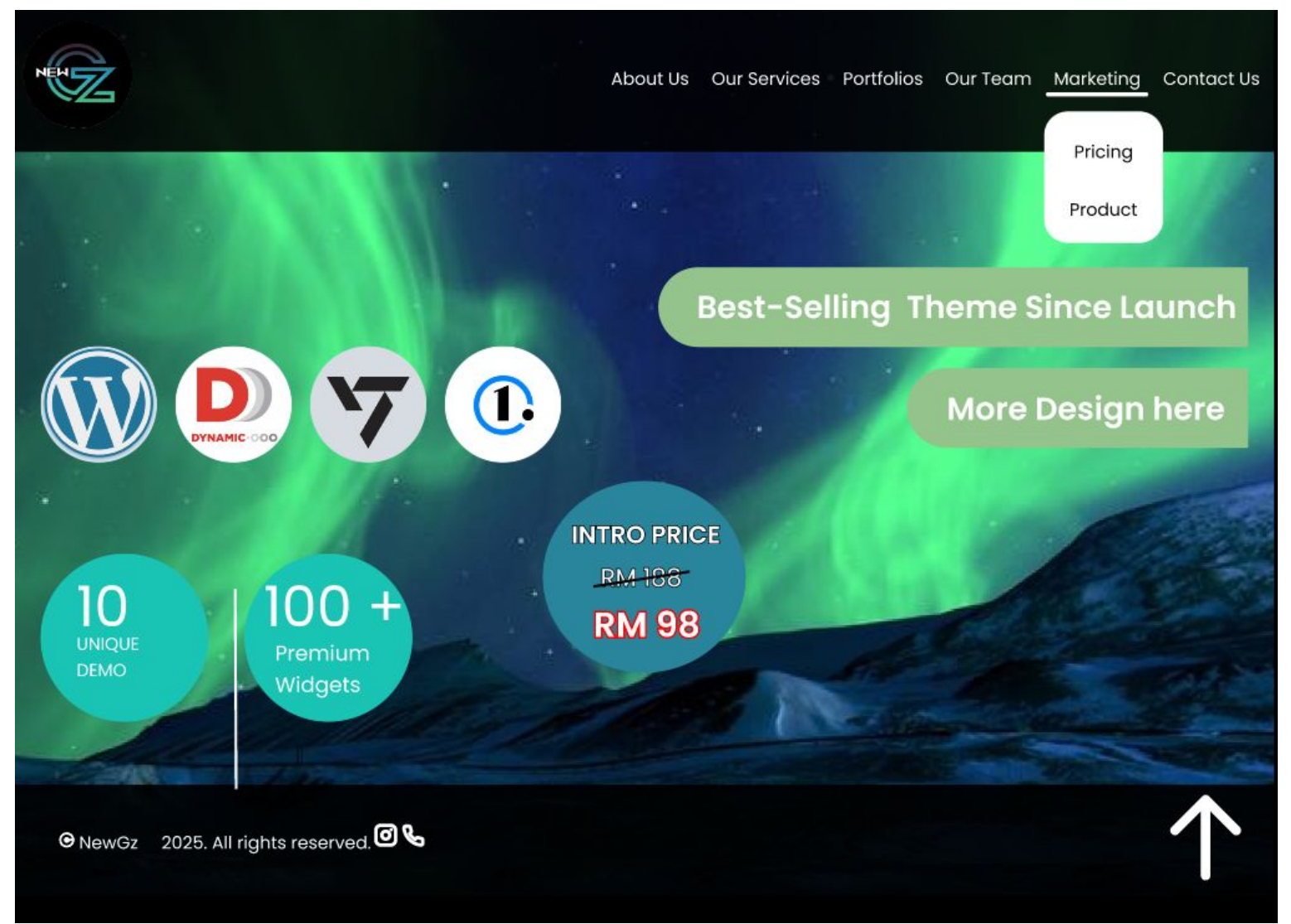
iv. User Interface Design and Navigation

Our Team -> Career




iv. User Interface Design and Navigation

Marketing



iv. User Interface Design and Navigation

Marketing ->Pricing



[About Us](#) [Our Services](#) [Portfolios](#) [Our Team](#) [Marketing](#) [Contact Us](#)

Pricing

Product

A Plan For Every Price

RM 98

LITE

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

• RM 4.84/Month

Start Free Trial

RM 498

Basic

- 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

Start Free Trial




RM 698


PRO

- 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

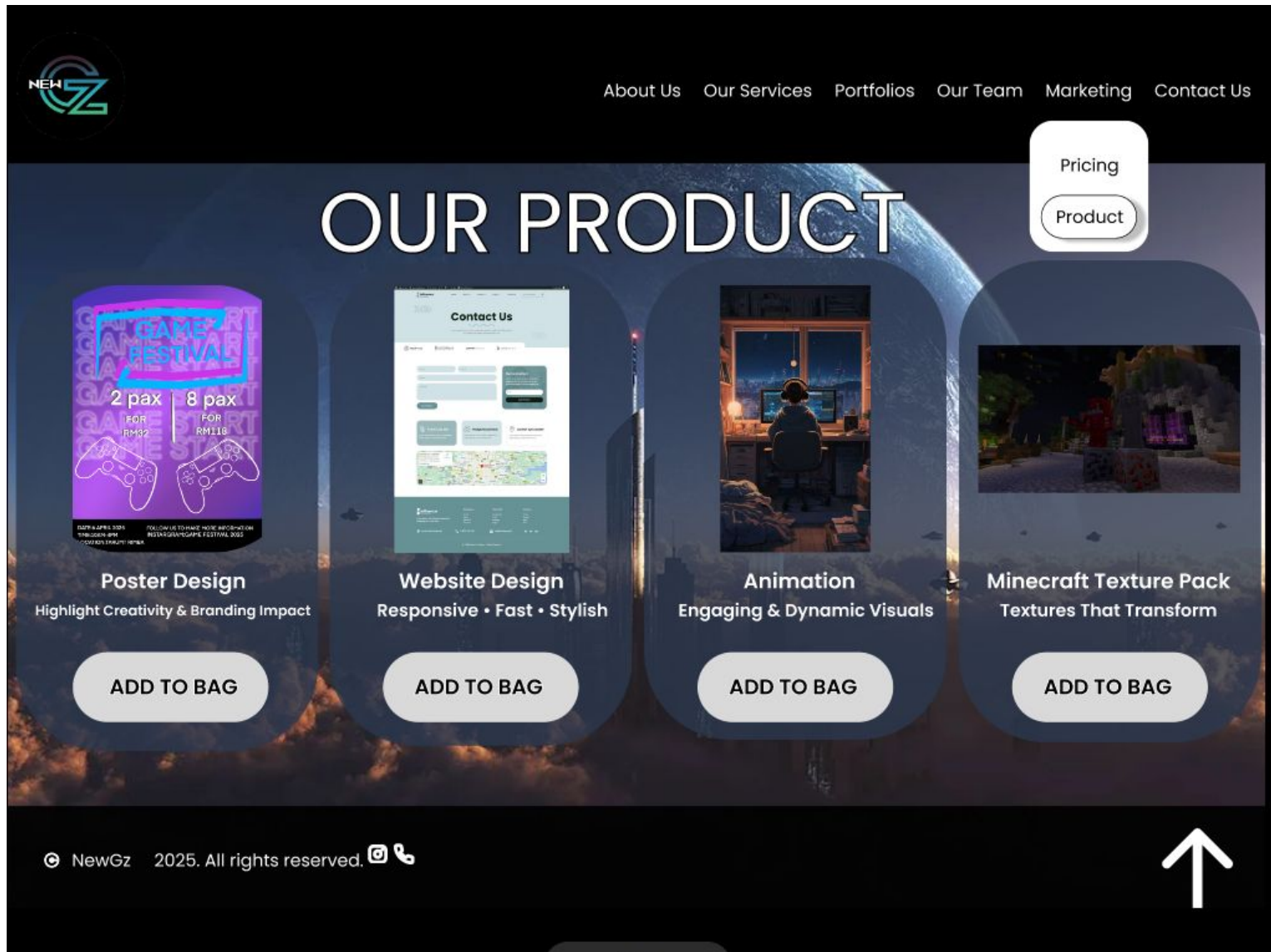
Start Free Trial

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iv. User Interface Design and Navigation

Marketing ->Pricing -> Product



iv. User Interface Design and Navigation

Contact us

[About Us](#) [Our Services](#) [Portfolios](#) [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






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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v. wireframes

LOGO

About UsOur ServicesPortfolioOur TeamMarketingContact Us

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LOGO

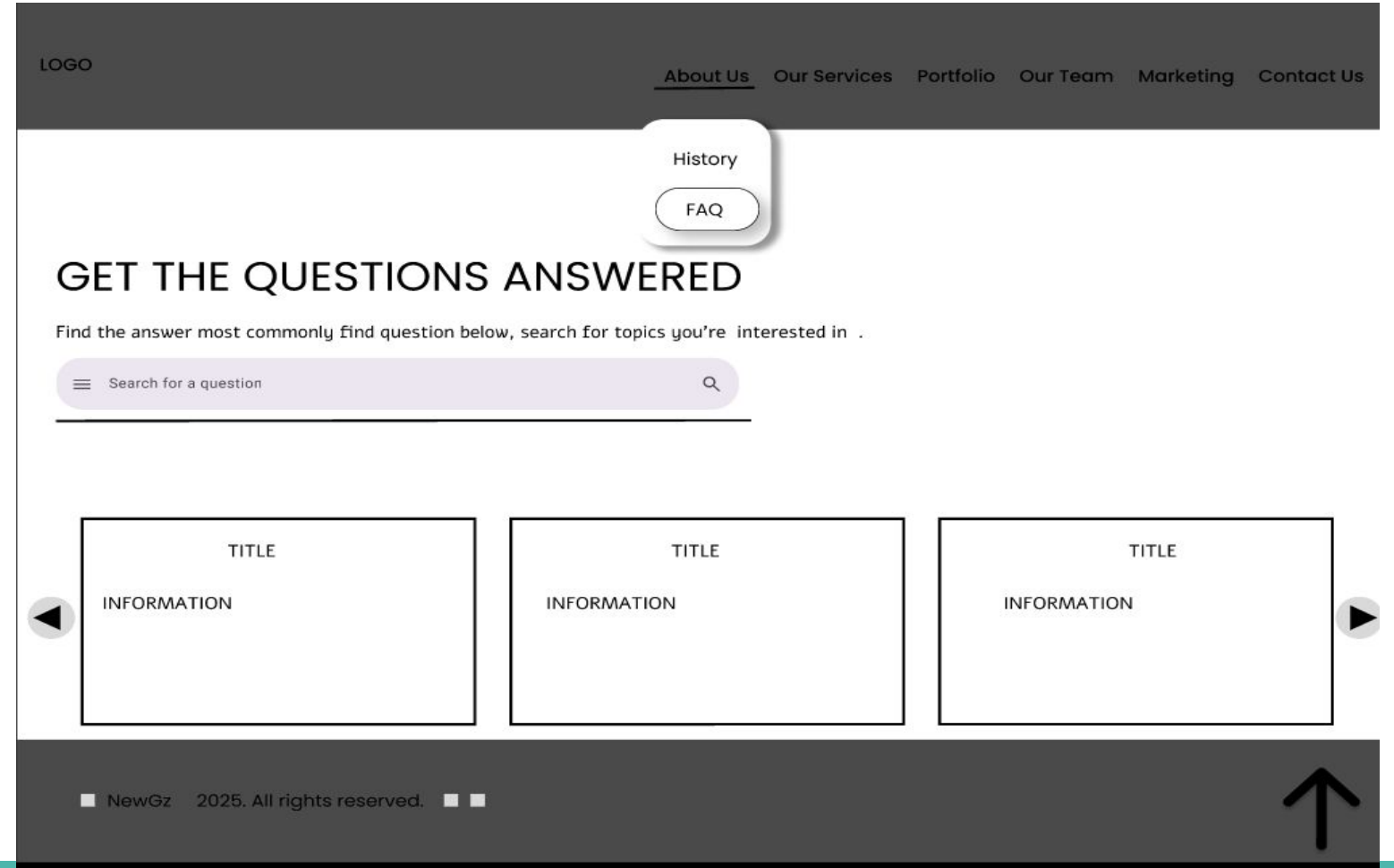
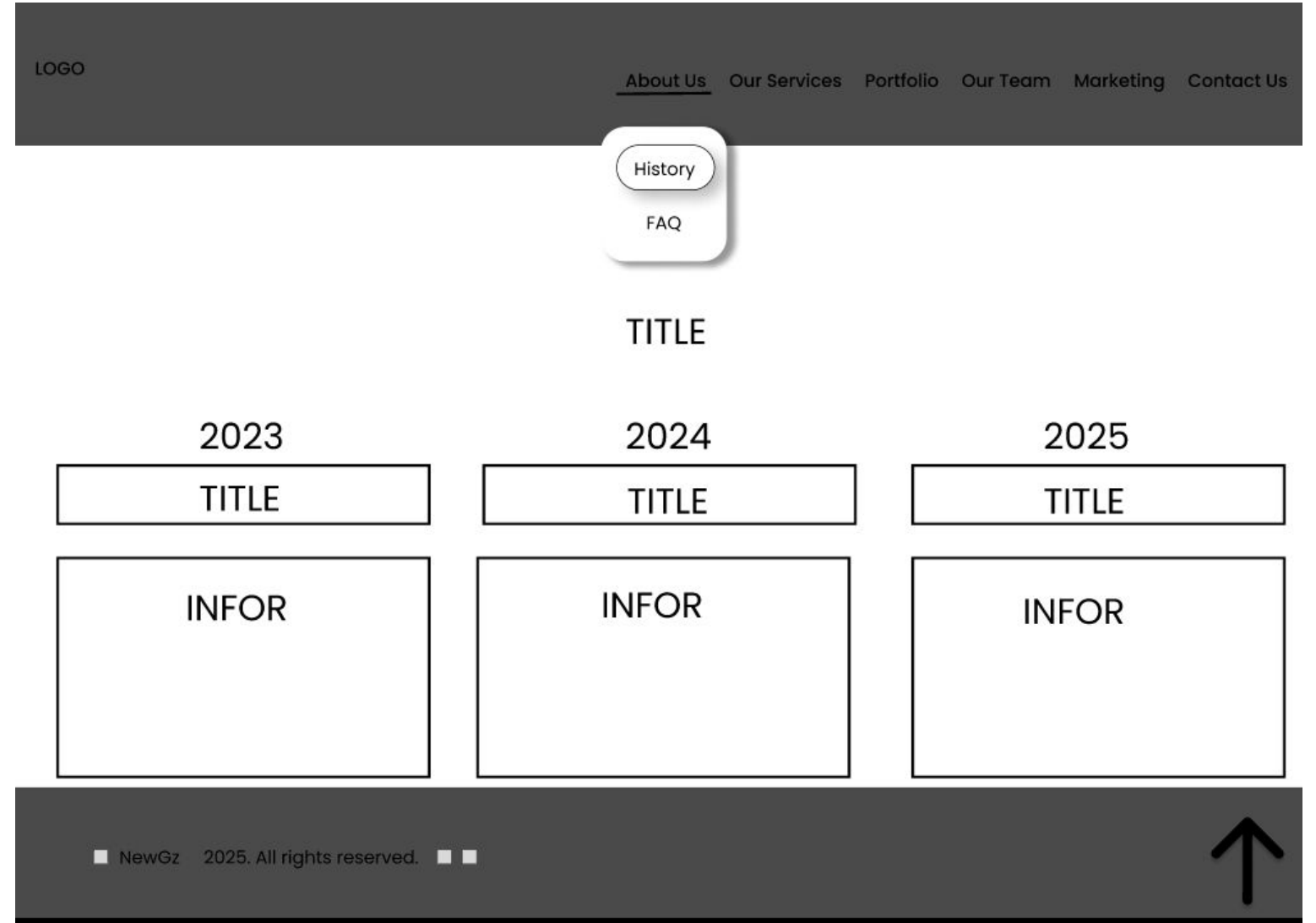
About Us Our ServicesPortfolioOur TeamMarketingContact Us

ABOUT US

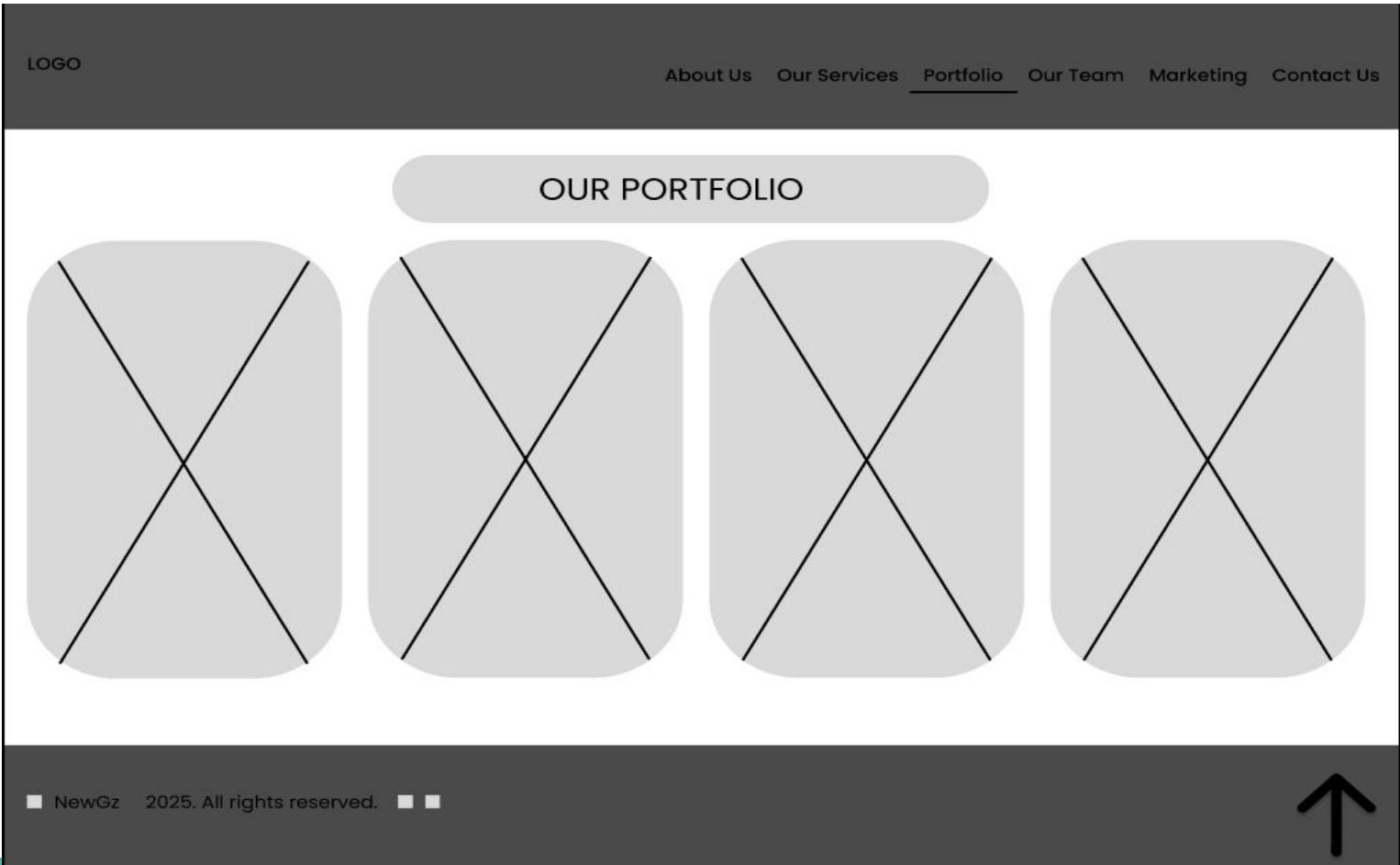
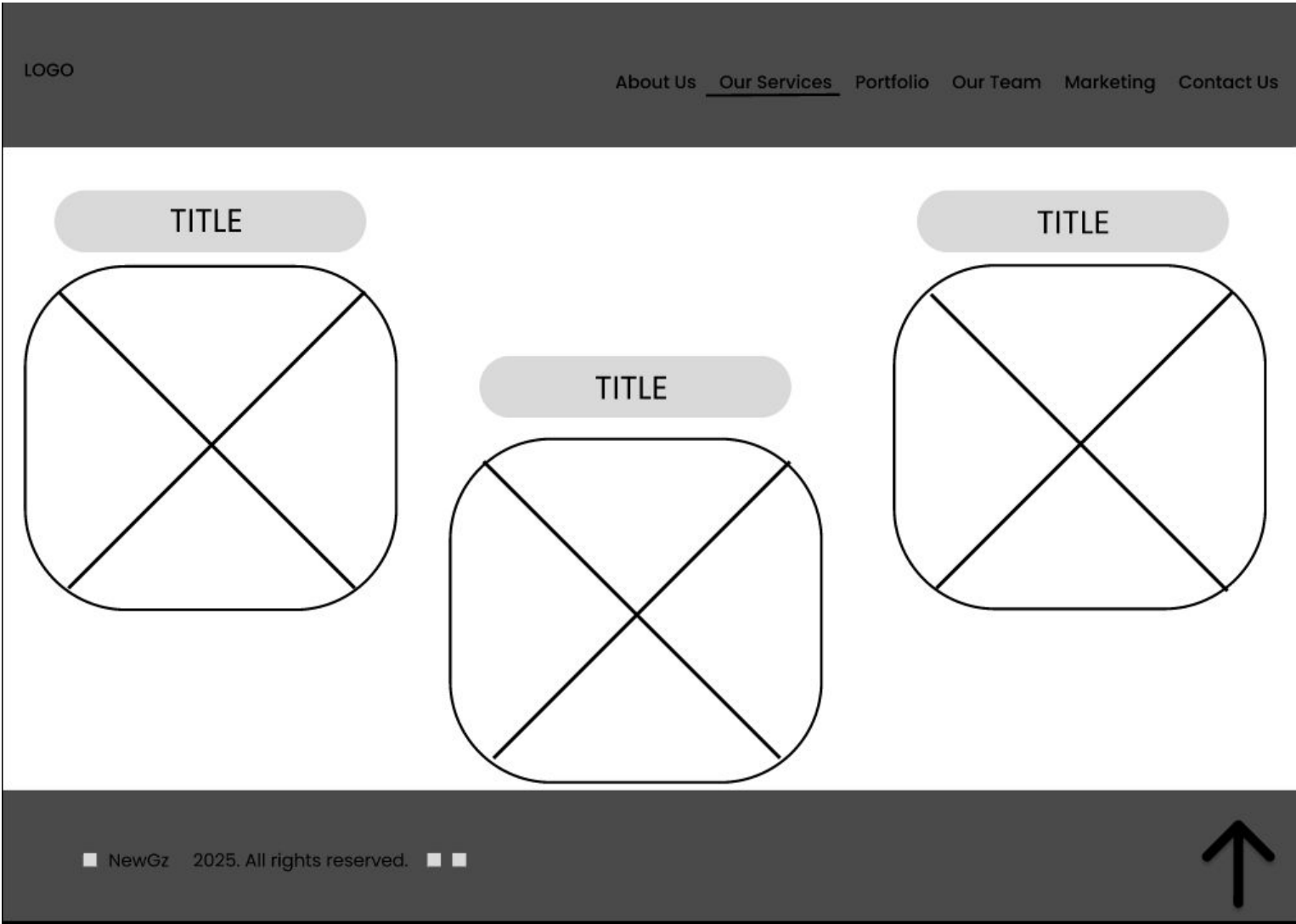
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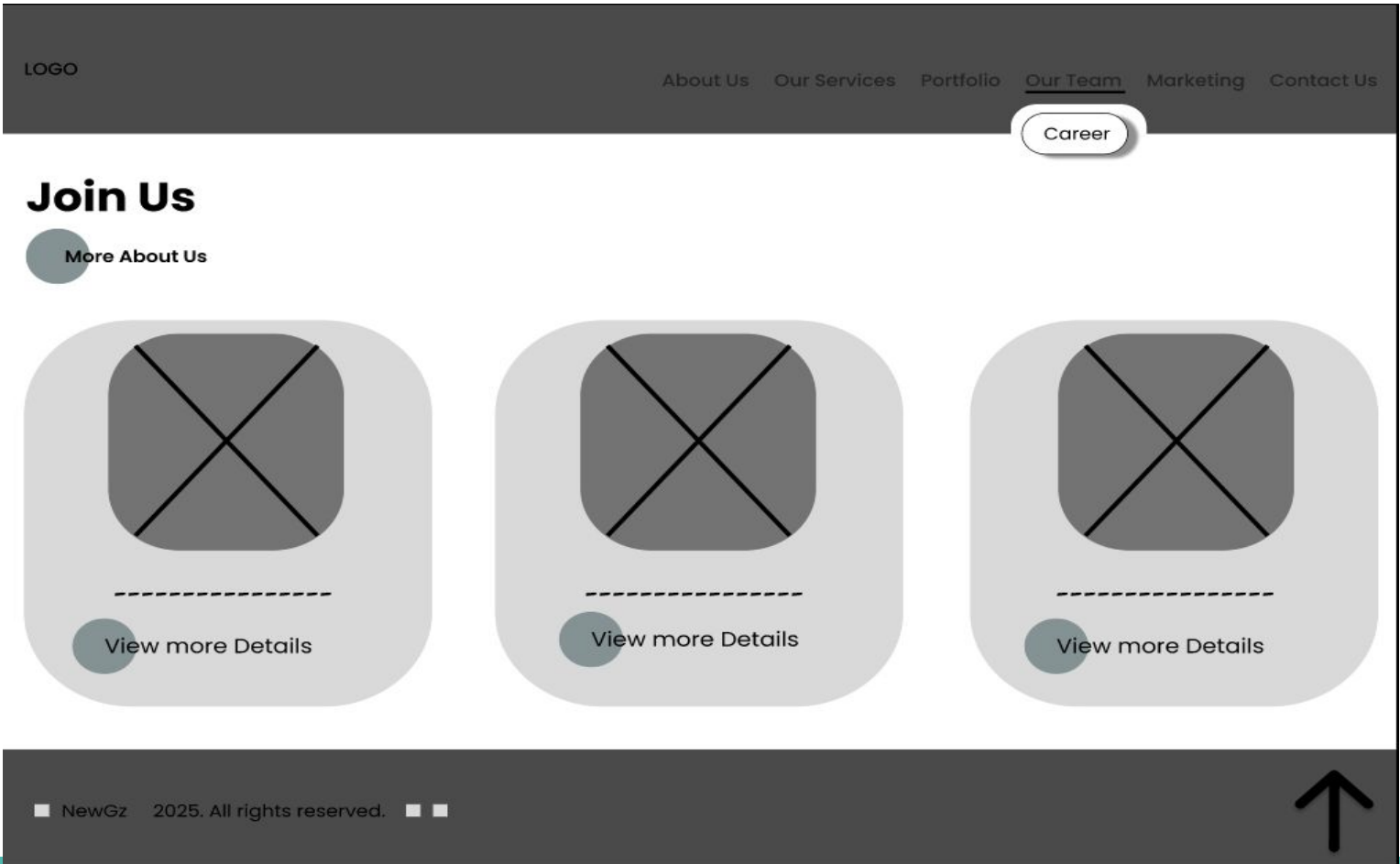
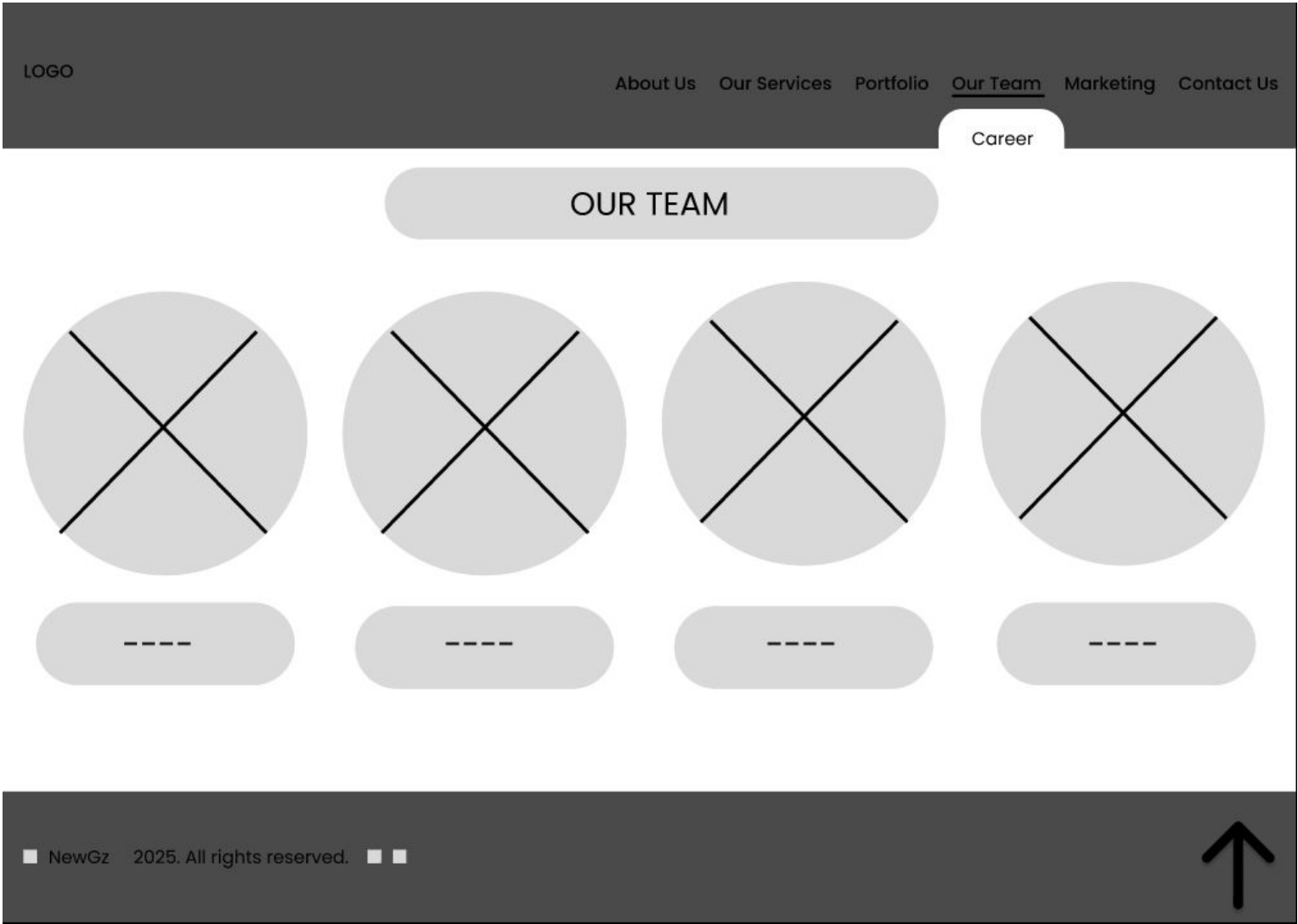
v. wireframes



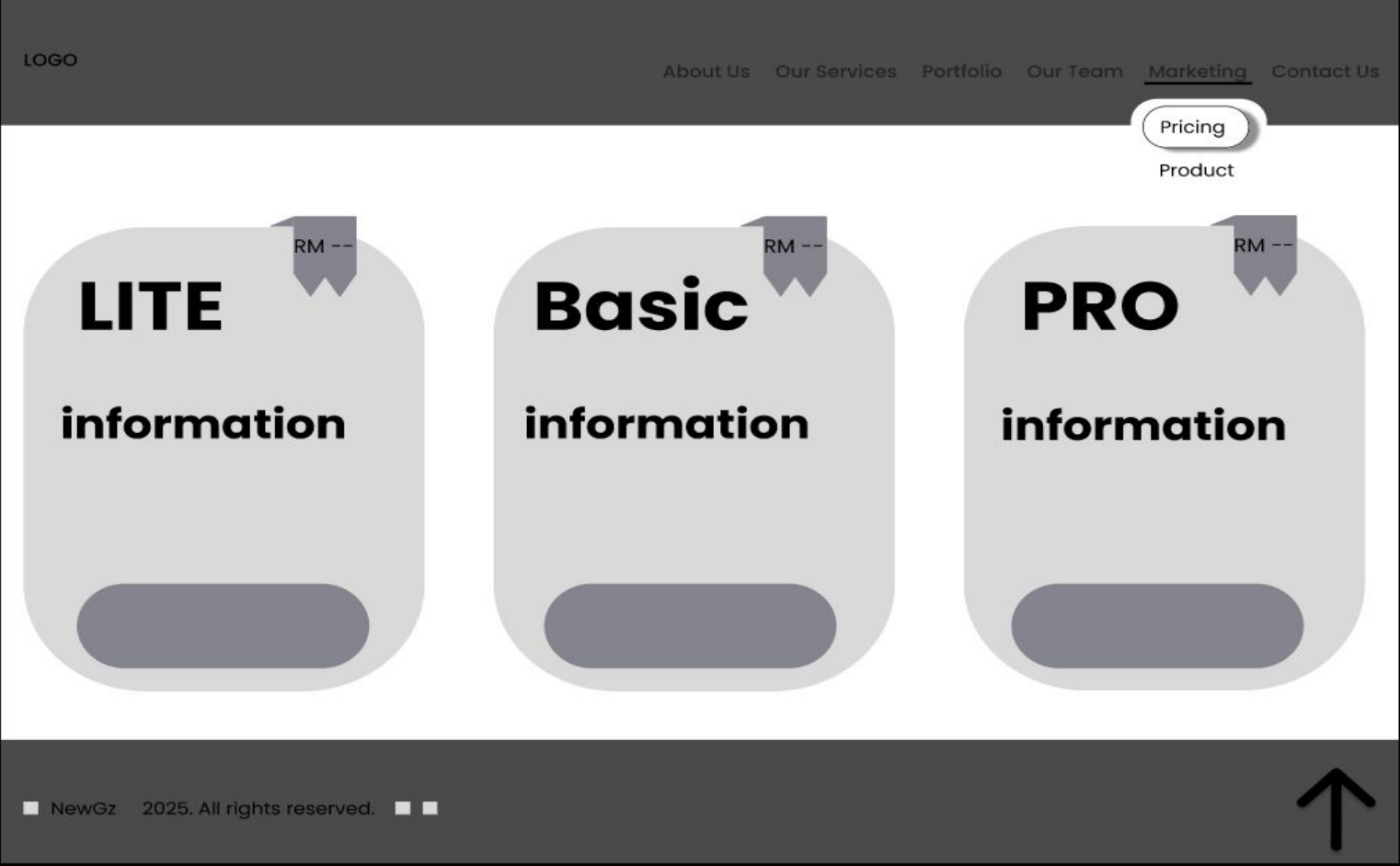
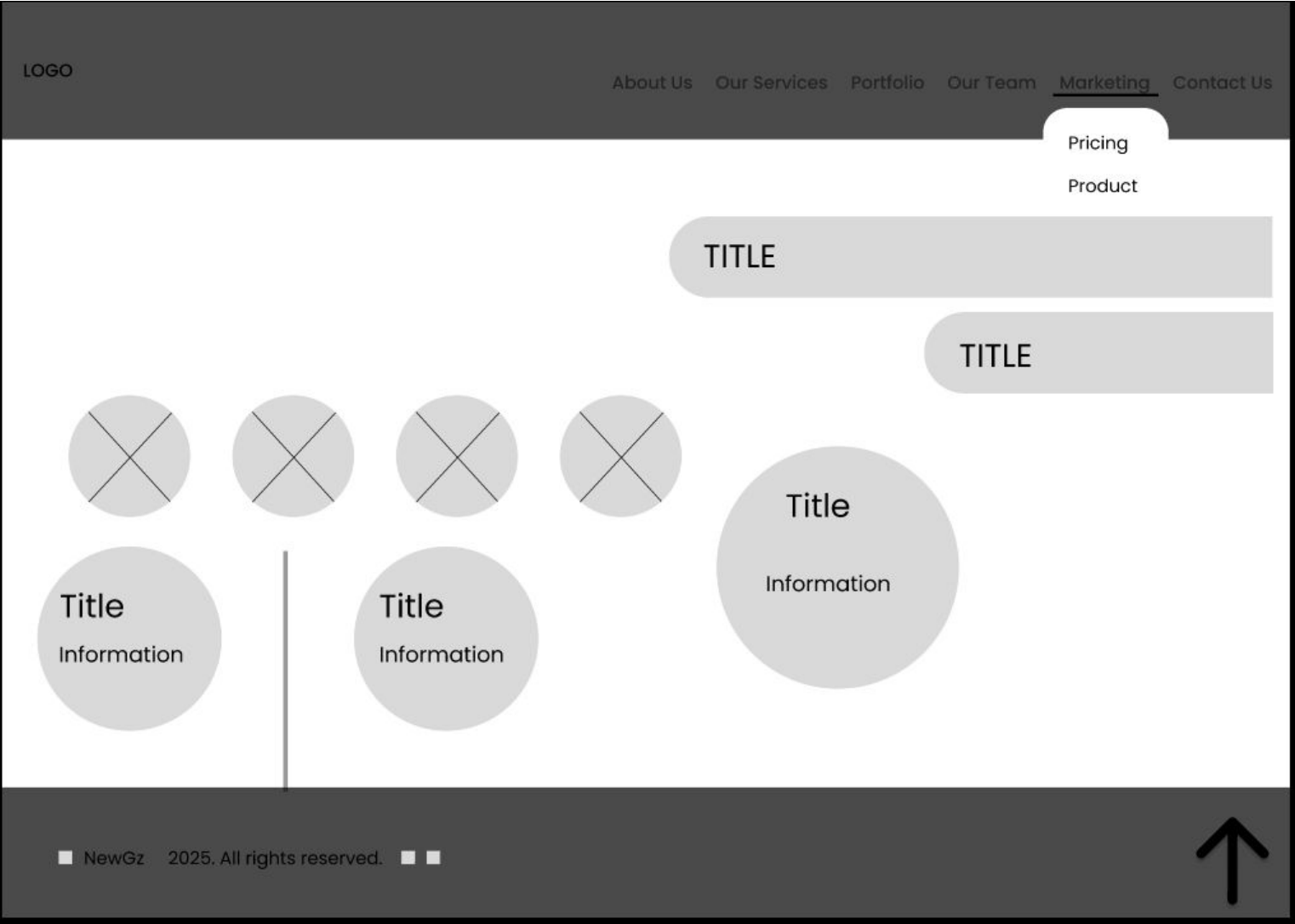
v. wireframes



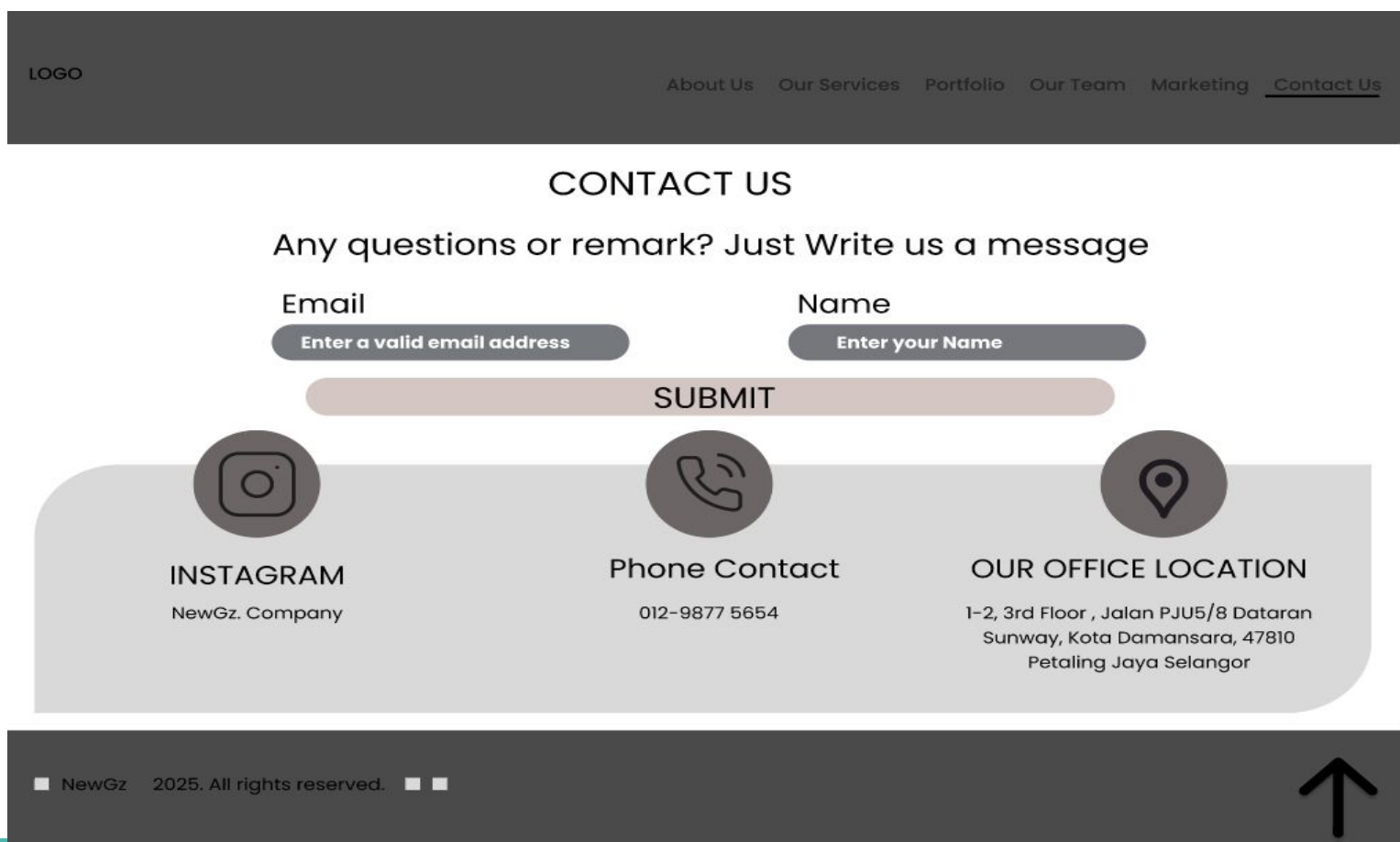
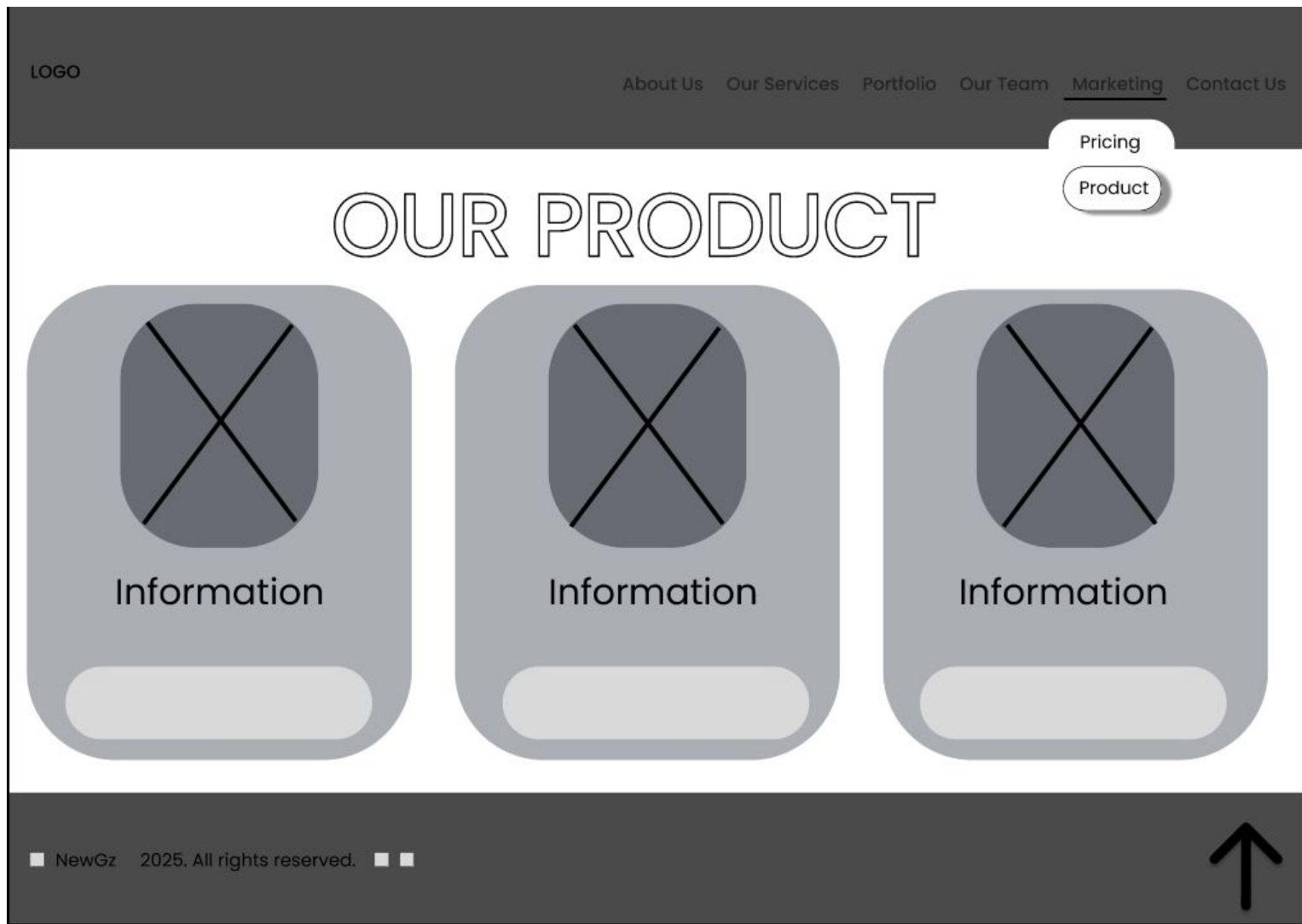
v. wireframes



v. wireframes



v. wireframes



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.

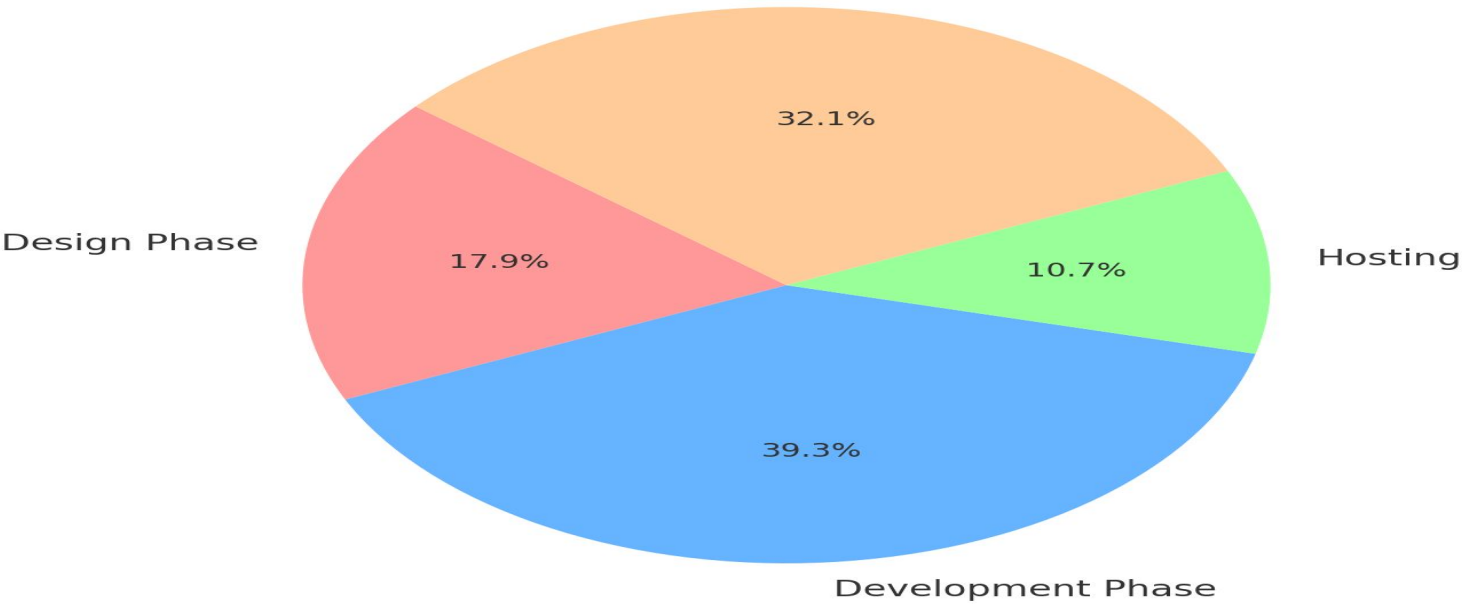
VII. IMPLEMENTATION PLAN

WEEK 1	1. Research & Planning <ul style="list-style-type: none">- Define project scope and objectives.- Identify target audience and competitors.-Prepare the project proposal.-Write an introduction about our company.
WEEK 2	2.Structure & Design Research <ul style="list-style-type: none">- Develop content strategy- Create a Logo- Gather necessary resources Website (the multimedia company Link and Images)
WEEK 3	
WEEK 4	Design the layout of website <ul style="list-style-type: none">- 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	UI Design <ul style="list-style-type: none">- Create high-fidelity mockups (Figma/Adobe XD)- Review and refine based on feedback
WEEK 6	
WEEK 7	Development <ul style="list-style-type: none">- Start HTML, CSS, and JavaScript development- Develop interactive elements (buttons such as the homepage, about us and portfolio)
WEEK 8	
WEEK 9	Content Integration <ul style="list-style-type: none">- Upload and format website content(Gif, Images and portfolio content)-Conduct functionality testing (navigation, forms)-Set up hosting and domain
WEEK 13	
WEEK 14	Development and Launch <ul style="list-style-type: none">- 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%

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](#)