

# UI/UX & WEB DEVELOPMENT PROPOSAL



## Frime Craft

Designing, crafting, and problemsolving with creative ideas in several type of project portfolios

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## Project proposal to:

Upwork Client

UI/UX Design  
Web Designer  
Web Application



# UI/UX & FRONT END DEVELOPER PROPOSAL

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FRIMECRAFT

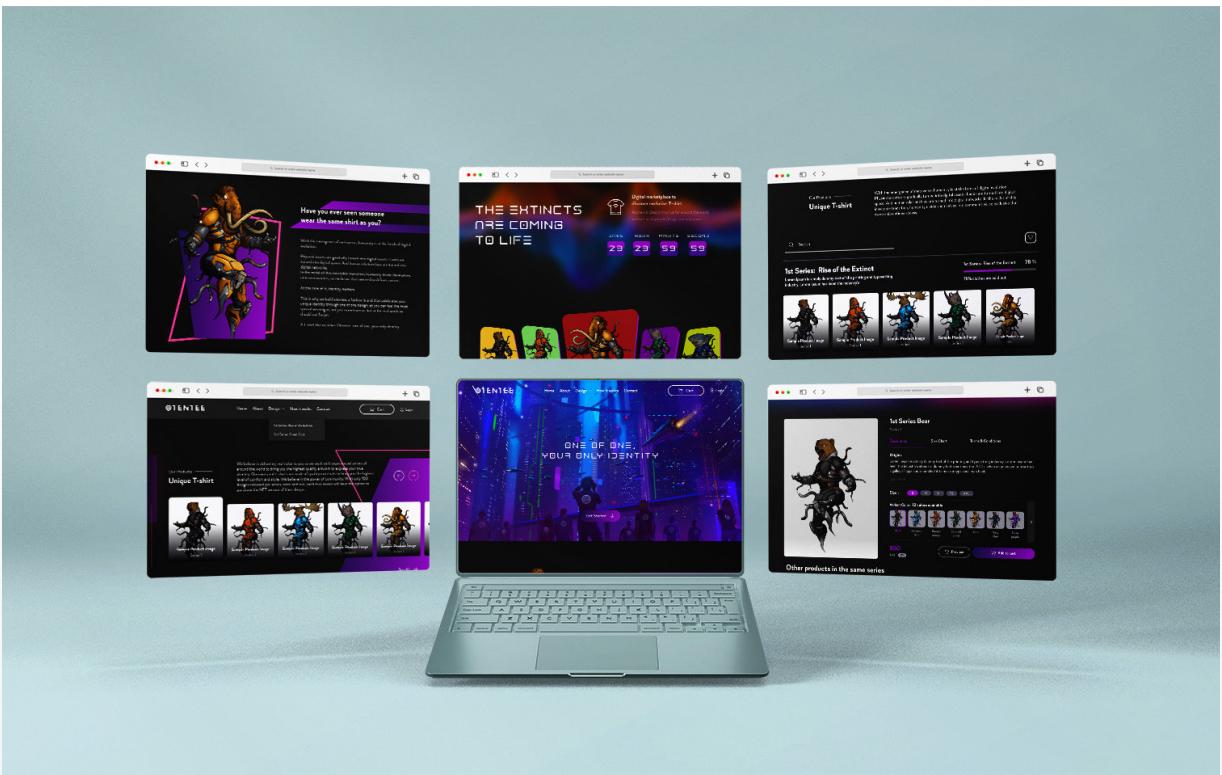
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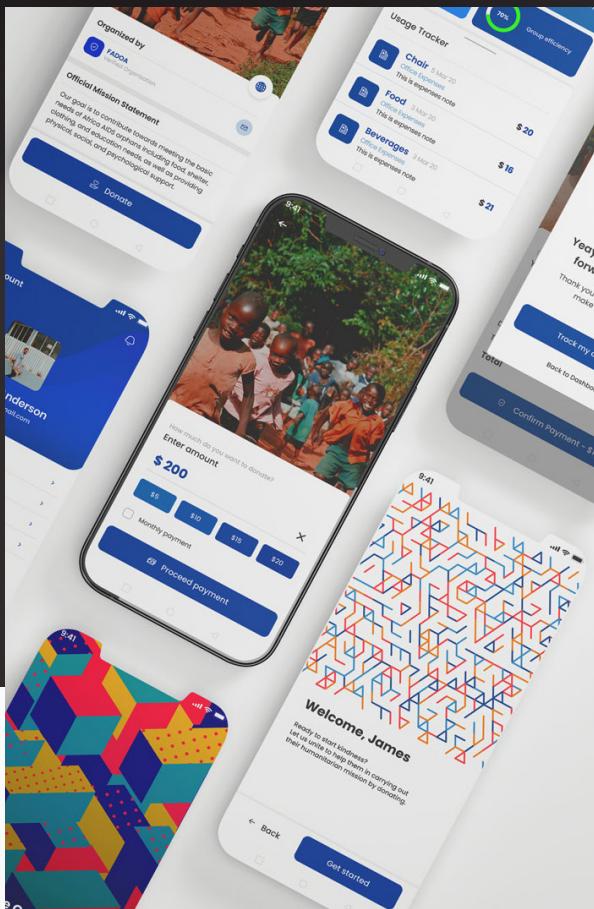
# FRIME CRAFT

**Designing, crafting, and problemsolving  
with creative ideas in several type of project portfolios.**

**Frime Craft Studio** is a web portfolio of all the projects that have been done individual by myself. I have received and have completed many various types of projects such as NFT projects, SaaS, e-learning, CRM, government applications, education, recruitment systems and various types that I cannot mention one by one. Of course, I had a few problems working on some of the new projects I came across, but I still had to study hard and study each part carefully.

Creating and making decisions to provide a solution to various problems that exist in the application. That's what I'm working on to this day as a UI/UX Designer to deliver beautiful, eye-catching, and modern visuals. Of course I also pay attention to all aspects of user habits, making sure everything is easy for the user to use. Having experience as a web design developer also adds to my skills and learns many other things. I'm ready to collaborate with what you're working on now.





## PROPOSAL PREFACE

Dear Upwork Client,

I'm excited to submit this proposal for the preliminary web development services for your company. I am specialized in creating visually appealing and functional websites that meet the unique needs of our clients.

Based on your job posting through Upwork, I understand that you need reliable, creative, innovative UI/UX Designer or Frontend Developer to improve its online presence and reach more customers. I will conduct a thorough analysis of your business needs and goals, target audience, and competition to create a website that meets your objectives and stands out in your industry.

I understand the importance of ongoing support and maintenance for your project or company, and I will provide ongoing support to ensure your success.

# CASE STUDY SAMPLE

I will demonstrate some case study sample for my previous project. **Taxuby's** platform initially faced challenges with user engagement due to a lack of intuitive design and suboptimal user experience. Users found it difficult to navigate, leading to a high bounce rate and low interaction with key features.

## Challenges Identified:

- Unstructured information layout on the homepage.
- Plain and unengaging visual elements.

Overall, the current state of Taxuby's homepage reflects a need for comprehensive enhancements across various facets of design, content structuring, and brand representation. Addressing these deficiencies is crucial to transform the plain, unengaging interface into a vibrant, organized, and user-centric platform that effectively communicates Taxuby's value proposition and entices visitors to explore its tax and financial services further.

The screenshot shows the Taxuby homepage. At the top, there is a navigation bar with links for Home, Ubi, CPA Services, Sign Up, Log In, and My Account, along with a 'Let's Get Started' button. Below the navigation, a large blue banner features the text 'Welcome to Ubi' and a subtext about empowering financial decisions with AI. It includes a call-to-action button 'Contact Us'. To the right of this text is a circular graphic featuring a blue robot character emerging from a smartphone screen, with a person standing next to it, surrounded by speech bubbles and a checkmark icon. Below this graphic, there are two sections: '1 980 Financial Record' with the note '100+ financial statements available' and '5 670 Complex Data' with the note '500+ data points'. At the bottom right, there is a chart titled 'Finance Data' with three horizontal bars at 100% completion for 'Finance Data', 'Artificial intelligence', and 'Tax & Business advice'.

Category	Value
Finance Data	100%
Artificial intelligence	100%
Tax & Business advice	100%

# ABOUT THE TAXUBY HOME

One of the primary shortcomings lies in the dearth of attractive points that could serve as hooks for user engagement. The visual landscape seems unremarkable, failing to highlight the platform's unique attributes or services in a visually stimulating manner. Instead, users are greeted with a rather standardized layout that lacks the creativity or appeal required to pique curiosity and encourage exploration.

## 01. THE CHALLENGE

Taxuby's current homepage lacks visual appeal and fails to engage visitors effectively. It presents a plain design with unremarkable elements, lacking clear organization or compelling focal points. Information appears scattered, making navigation challenging, and the overall branding lacks a cohesive and memorable identity. The absence of persuasive, user-centric content further hinders engagement and fails to communicate Taxuby's value proposition effectively.

## DESIGN IDEAS

Through a comprehensive overhaul focused on restructuring information, enhancing visual elements, and implementing user-centric features, Taxuby successfully improved the platform's UI/UX. This led to increased user engagement, reduced bounce rates, and positive user feedback, ultimately enhancing the overall user experience and satisfaction.

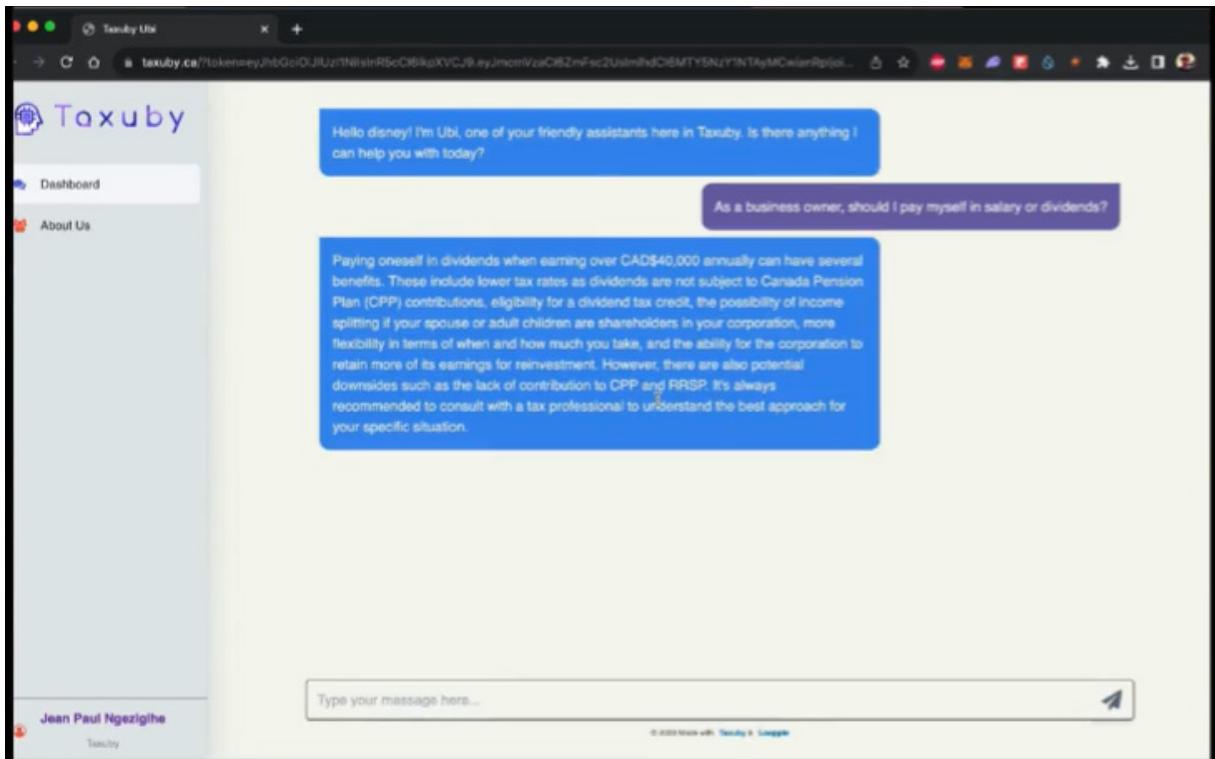
## 02. THE SOLUTION

To elevate Taxuby's homepage, implementing captivating visuals, clear information structuring, and a cohesive brand identity is paramount. Introduce engaging focal points, streamline content organization for ease of navigation, and create a visually appealing and memorable brand image. Craft persuasive, user-focused content and incorporate testimonials for credibility, ensuring an engaging and informative user experience.

# CASE STUDY SAMPLE

Taxuby's current Chat AI interface faces several challenges that hinder a pleasant user experience. The interface appears mundane and lacks visually appealing elements, resulting in a standard and unremarkable design. Additionally, the absence of engaging features and unstructured information presentation further contributes to decreased user interest and difficulty in accessing relevant details.

The Chat AI's messaging will undergo a transformation to align more closely with the brand's tone and user expectations. Copywriting efforts will focus on crafting engaging and conversational language while ensuring clarity in communicating complex financial information. User-centric communication will be a priority, addressing queries promptly and providing informative responses tailored to user needs.



# ABOUT THE TAXUBY CHAT

## 01. THE CHALLENGE

Before the implementation of feature enhancements, Taxuby's Chat AI interface grappled with multifaceted challenges. Users encountered a restrictive interface lacking predefined topics, hindering their ability to navigate specific queries efficiently. This limitation resulted in a disorganized flow of information, making it challenging for users to access tailored responses.

Inconsistencies in the AI's replies led to user dissatisfaction with varying response quality, exacerbated by the absence of a feedback mechanism for performance evaluation and improvement. Furthermore, the lack of reporting functionality prevented users from flagging inaccuracies or inappropriate responses, while the interface's plain design contributed to diminished user engagement.

These cumulative challenges collectively disrupted the user experience, impeded information accessibility, and posed obstacles to the Chat AI's consistent performance, necessitating strategic improvements for a more seamless and engaging user interaction journey.

## 02. THE SOLUTION

The addition of clickable topics for auto-chat, a rating system for AI responses, and a reporting feature will greatly enhance the user experience and AI performance within Taxuby's Chat AI interface. These features aim to offer a more personalized, efficient, and responsive interaction while empowering users to contribute to the improvement of the AI's capabilities.

### Benefits of Enhanced Features:

**Improved User Experience:** Clickable topics streamline user queries, providing instant access to relevant information, enhancing convenience, and reducing search time.

**Enhanced AI Performance:** User ratings help fine-tune the AI's responses by identifying areas for improvement and optimizing future interactions.

**User Feedback Integration:** The reporting feature allows users to actively contribute to the AI's improvement by flagging any discrepancies or issues encountered during interactions.

## DESIGN IDEAS

**My Workspace**

- Dashboard (99)
- About Us

**Taxuby AI**

Would you like to chat about our Tax service?

Yeah sure, let's do it. 😊

**Taxuby AI**

let's find the right date to discuss it.

How about on 18th June 2021

**No Chat History**

Anyone can connect with our BOT through AI benefits

**Normal Usage**

Withdraw money to your bank account per transaction under \$50,000 budget

**Analyze budget**

Withdraw money to your bank account per transaction under \$50,000 budget

Write your question...

Log Out

# SERVICES

## FRIME CRAFT OBJECTIVE

*I recognize the importance of having an up-to-date and functional website, as in many cases it can significantly differ from my other projects. So, I am eager to learn your requirements, brand guidelines, and design ideas, and am adaptable to new environments.*

*With this, Frime Craft will take on the task of continuing the existing work and ensuring that the website adheres to the standards that have been*

My UI / UX Design and Web Design service includes the following:

1. UI / UX Design
2. Developing the whole design from Figma to the website HTML and CSS
3. Ongoing support with unlimited revision to ensure your target achieved

We can also provide additional services such as premium icons, images illustration and others, copywriting, and ideating to fully support your online presence.

The image displays a professional web design for a company named PINNACLE TRADE VENTURES. The main page features a large banner with a motorcycle on a road, followed by sections for 'About Us', 'How It Began', and 'Our History'. On the right, there's a sidebar with the heading 'The Best Supplier and Procurement' and images of motorcycle components. The design is clean, modern, and responsive, suitable for a business in the motorcycle industry.

## OUR STEP AND STRATEGY THAT WE WILL USE ON THIS PROJECT FOR YOU

We will begin by looking, thinking, ideas the whole concept of the web design or mobile application to provide nice, clean and modern looks website.

We will also provide a design concept for the website, including a color scheme, typography, and imagery that aligns with your brand and appeals to your target audience.

## MY EXPERTISE



### UI / UX DESIGNER

Strong knowledge in designing UI Design. Problem solving skill in UX Research



### WEB DESIGNER

Strong knowledge using HTML5, CSS3, JS, jQuery. etc with modern aesthetic design



### FRONTEND DEVELOPER

Advanced skill in developing website with vue, reactjs, laravel etc. Keep trying my best to master this skill



### BACKEND DEVELOPER

Advanced skill in developing website with laravel etc. Keep trying my best to master this skill and other programming skills



### GRAPHIC DESIGNER

Advanced skill in designing graphic content need, Editing photo or graphic.



### AND MANY OTHERS

I'm still struggling to explore various kinds of technology. There's nothing that can't be done before I start studying

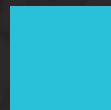
# HIGH-PROFILE PROJECTS

Experienced as IT Development team and UI/UX Designer for 6 years. I have been involved in various personal, freelance, and office projects. I like to learn new things, can learn self-taught, easily adapt to new environments, hard worker and strong attention to detail. I am ready to be challenged to learn, gain new experiences, and open to working with new things in the IT field for full contribution to company.

Here are various kinds of portfolios that I have worked on. Every portfolio that I have worked on in the office where I work or where I collaborate, I will still include credit and are fully owned by the company / individual. In accordance with the information contained in each project.



**VISIT MY PORTFOLIO WEBSITE:**  
[frimecraft.com](http://frimecraft.com)

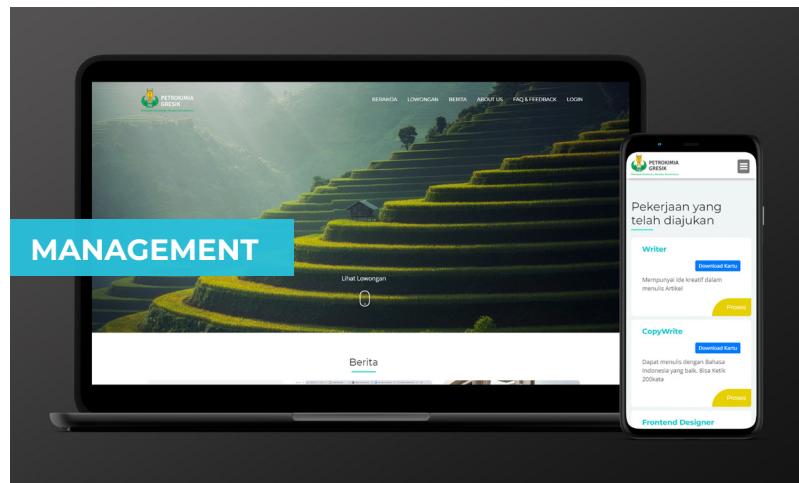
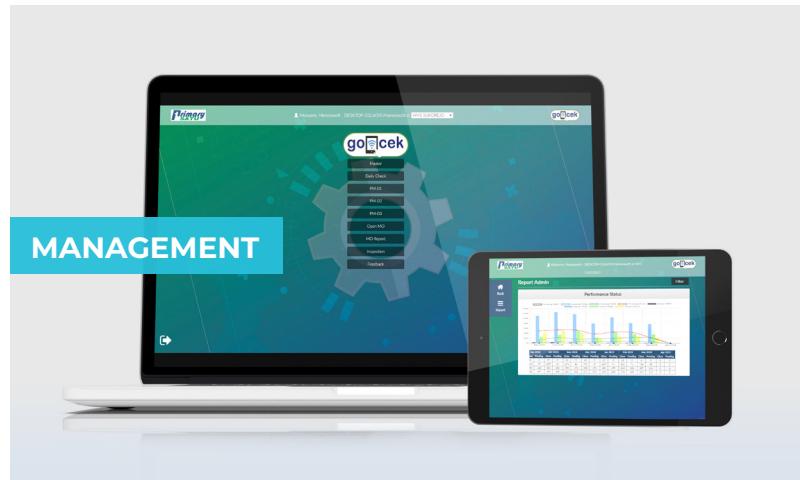


## GOCEK

PT. HM Sampoerna Tbk

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Management Information System  
Machine Maintenance at  
PT. HM Sampoerna Tbk.



## HCDEV

PT. Petrokimia Gresik

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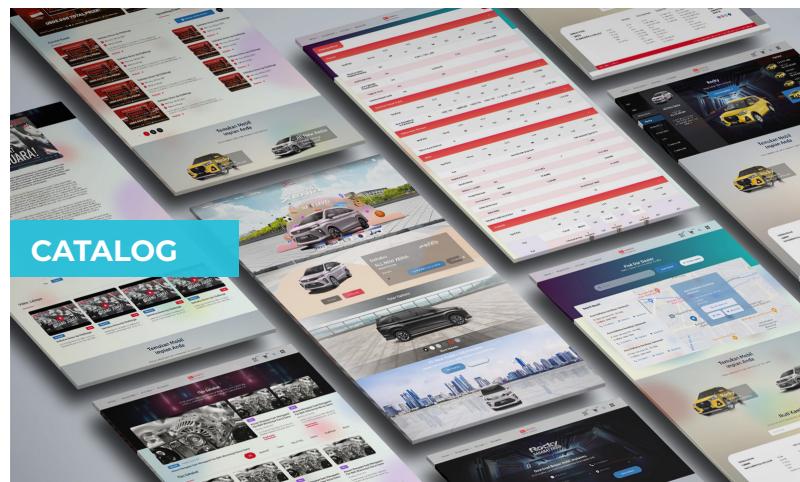
Management Information System  
for Recruitment Workers at  
PT. Petrokimia Gresik

## DAIHATSU

PT. Astra Daihatsu Motor

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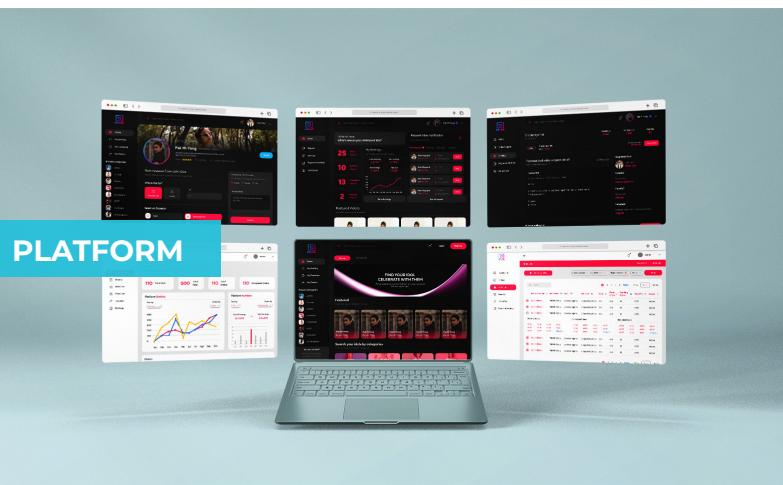
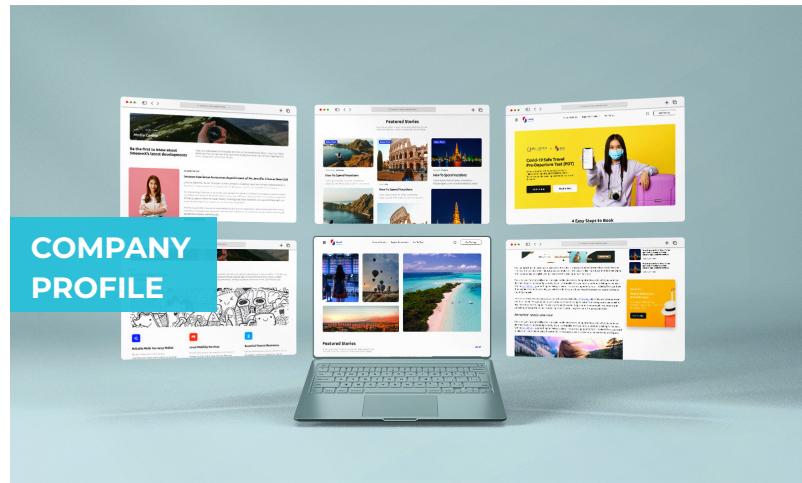
Company Profile and Catalog for  
Famous Car Industry in Indonesia



## SMOOVEX

Smoove Xperience

Travel Sectors International company



## MILLIONK

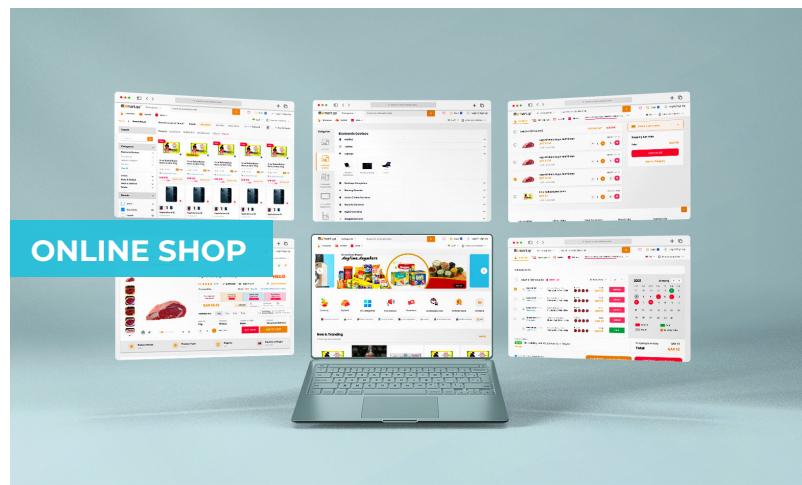
Just Us Pte. Ltd

Korean Fans Idol Platform

## MYMART

MyMart Qatar

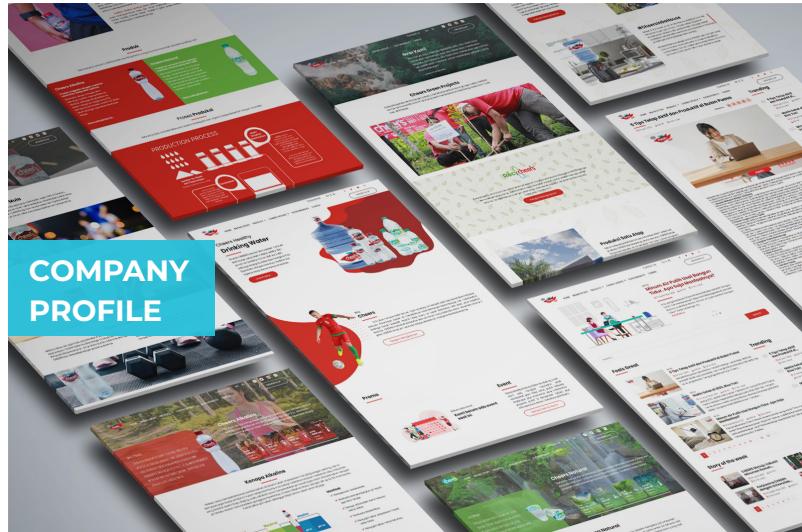
Online Shop based on Qatar



## SAYCHEERS

PT. Atlantica Biruraya

Company Profile for Drinking Water Company



**SURVEY PREFERENSI KEBIJAKAN PARKIR**

**MANAGEMENT**

HALO TEMAN MRT !  
Tidak terasa ya sudah hampir satu tahun Mass Rapid Transit (MRT) Jakarta beroperasi melalui kota surabaya. Apakah kalian pengguna sejati MRT Jakarta? Atau hanya pengguna yang tidak terlalu sering? Jika ini? kalau benar, yaa buruan ikutan juga survei deh terkait kualitas layanan dan kebijakan parkir di MRT Jakarta. Hasil pengisian data survey ini akan digunakan untuk mendukung proses perencanaan dan pengembangan kebijakan MRT Jakarta.

KESEMPATAN EMAS GAK DATENG ZX LOH!  
Yuk langsung isi surveinya dan berkesempatan untuk mendapatkan hadiah senilai 100 orang beruntung. coba hadiah unik yang membuat diramu Semoga beruntung Teman MRT.

**isi SURVEY**

## SURVEY KEPUASAN PELANGGAN MRT JAKARTA

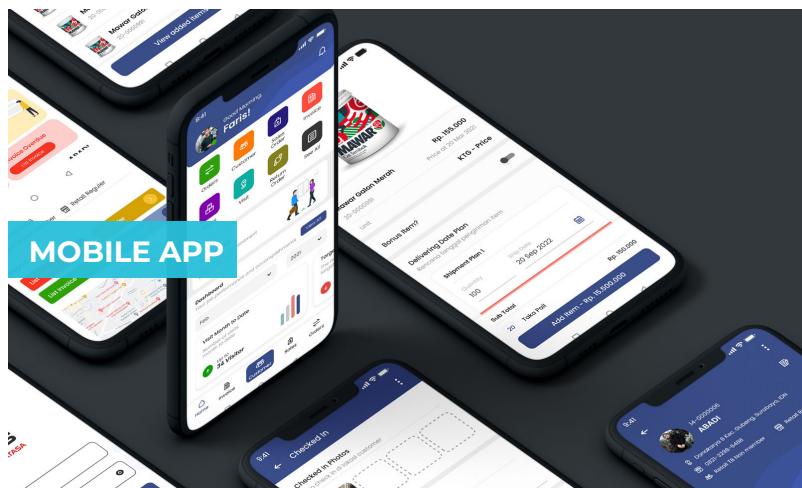
PT Mass Rapid Transit Jakarta

Customer Satisfaction Survey for MRT Jakarta

## MARS APP

PT. Mikatasa Agung

Sales Management system



# PROJECT COMPLETION

I will dedicated to providing high-quality and user-centered UX and web development services to help you achieve your online goals. If you're interested in working with me, please let me know and I can discuss the details further.

Regards,

Faris Friansyah



**I Will Provide High Quality Design  
and always try to go International with  
good services.**



# THANK YOU

Thank you for considering my proposal. I will look forward to working with you to create a website that meets your business needs and exceeds your expectations.



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## CONTACT

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Upwork Clients