**Redesigning the pixonenergy Website - case study**

**About company**

The company is equipped with the state-of-art technology and completely automated machinery of 300 MW line capacity. This production capacity makes Pixon stand amongst the top 10 solar manufacturers of the Indian market.

**THE CHALLENGE** –

Development of New Web Design

**The brief was quite simple :**

Conduct research and provide an innovative UX/UI of home page of the company's existing website.

**Problem Statement**

A website that helps customers to choose and purchase solar products that fits their needs. This helps users to search about all the things they need to know about a specific Solar panel and raw materials , to know what and how the installation process will be, to know the price and where to buy them from, and to know some other instructions and reminders about the item.

It was clear that a simple UI/UX website was required.

**Goals**

* The website should be simple and easy to navigate
* Create user-friendly interfaces
* Should work well on mobile as most of the traffic is expected to be on mobile
* Create Modern and innovative design
* Competitor Analysis

**My Design Process**

Smart user experience design starts by identifying the problem and guiding all ideas to solve that problem. My design process involves the following four stages.

Discover

Describe

Brainstorming

Design

First I discovered a website and did some competitor analysis. Competitors' websites are quite similar but we need more than just simple websites that are easy to navigate and follow modern trends.

**Wireframe Design**

**Final Design**

https://www.figma.com/file/7beVYzuKGyMXBfn1cUsSlU/pixon?node-id=0%3A1