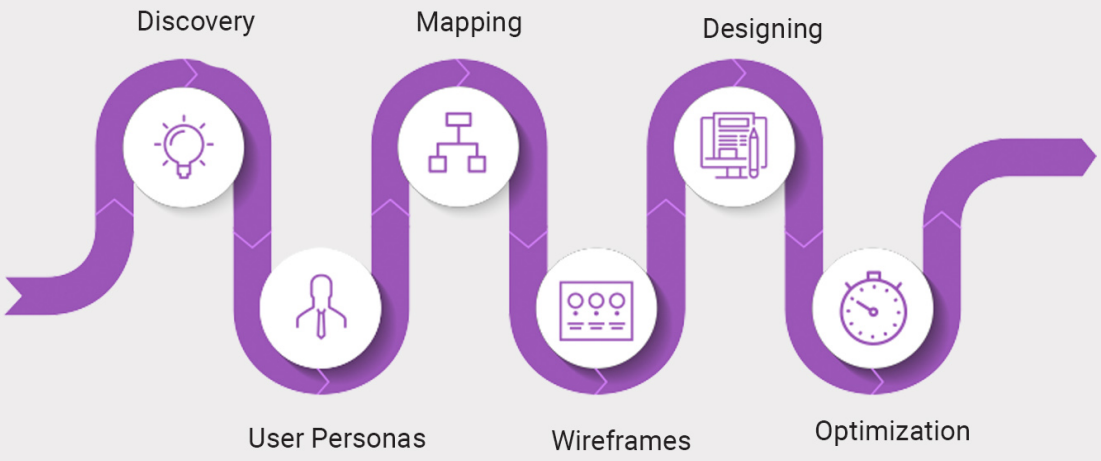
Snubes

Presentation document

Designing the website user interface based on UX standards has various steps:



- Doing researches, identifying the end users, setting up meeting with different teams for alignment and defining the standards and elements to be used in the design.
- Drawing the wireframe
- Initial design (prototype)
- Final design and illustration of the actions

I tried to design the signup page based on the required standards and rules, user's needs and the current website template.
I have used the same font (Roboto) and colors as the current website for consistency in order to avoid any confusion for the user.

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The UX best practices used in the signup page:

- Avoid complex and long form which makes the user bored.
- Gathering the minimum information and ignoring anything that can be collected later.
- Separate login and signup pages, easily swappable.
- Using flat design for the elements.
- Using familiar formats and signs which helps the users to fill-up the form in the shortest time.
- Minimum restrictions for easier registration.
- Possibility to access the most important parts of the website as well as the social media right from the signup page.

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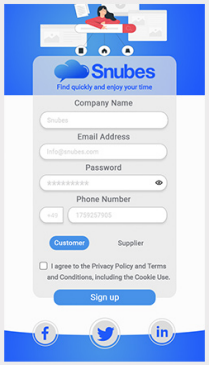
Various designs were made from the initial design to the final



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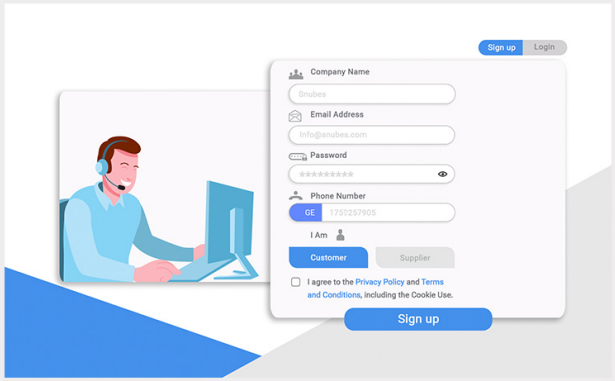

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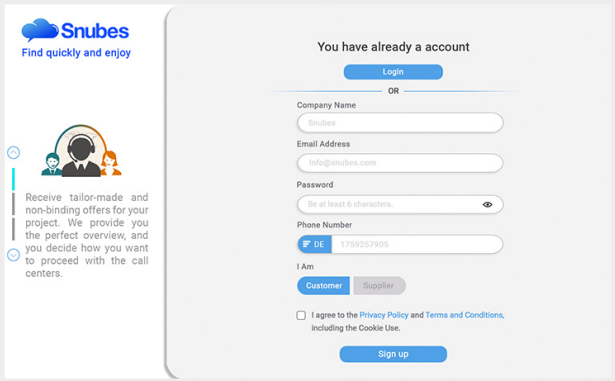

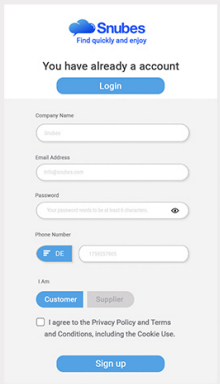

X

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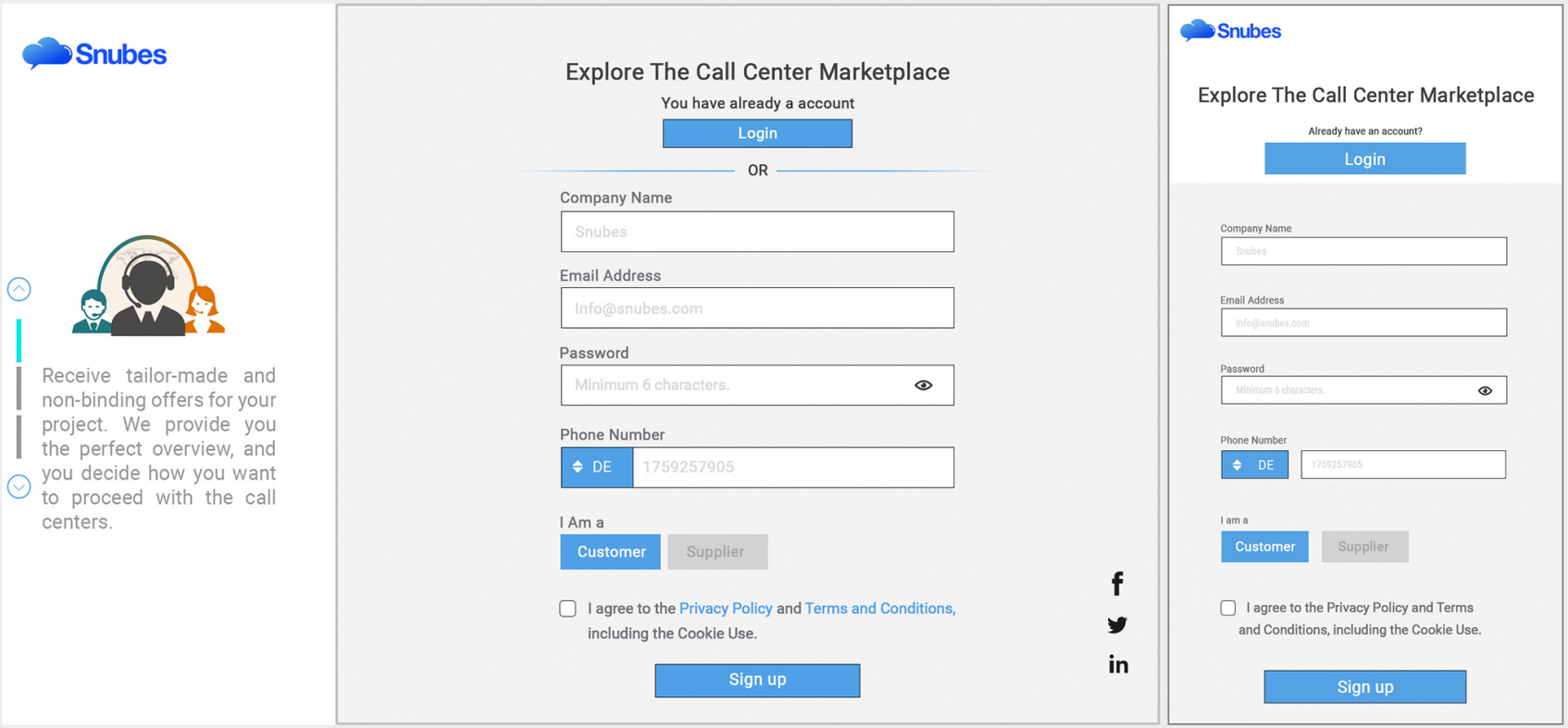

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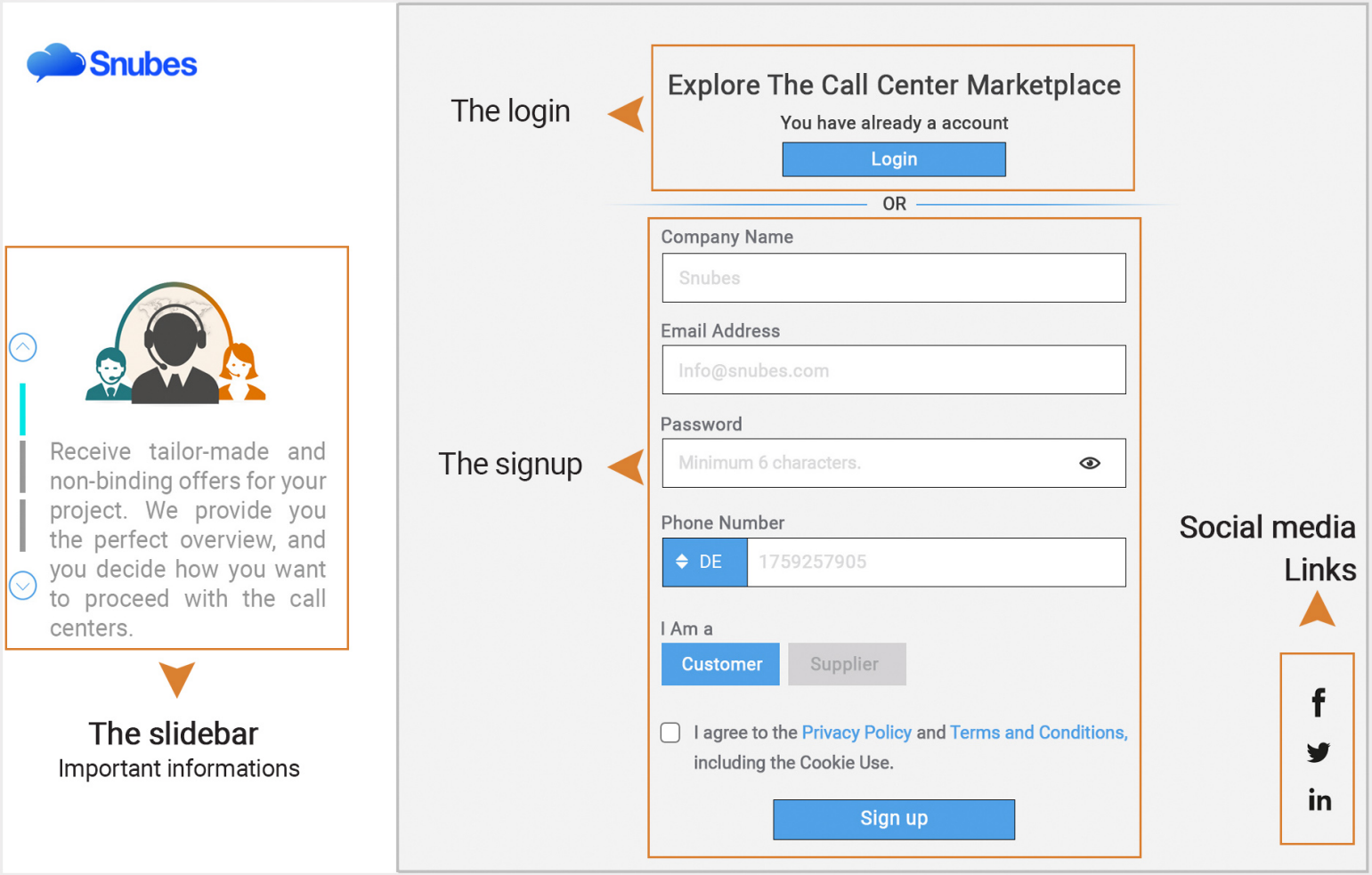
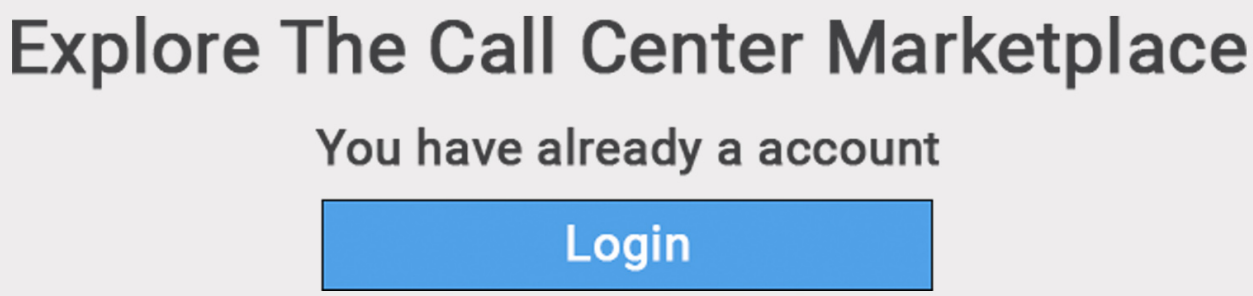
Design is done in Desktop and Mobile versions and consists of 4 main sections:



Receive tailor-made and non-binding offers for your project. We provide you the perfect overview, and you decide how you want to proceed with the call centers.

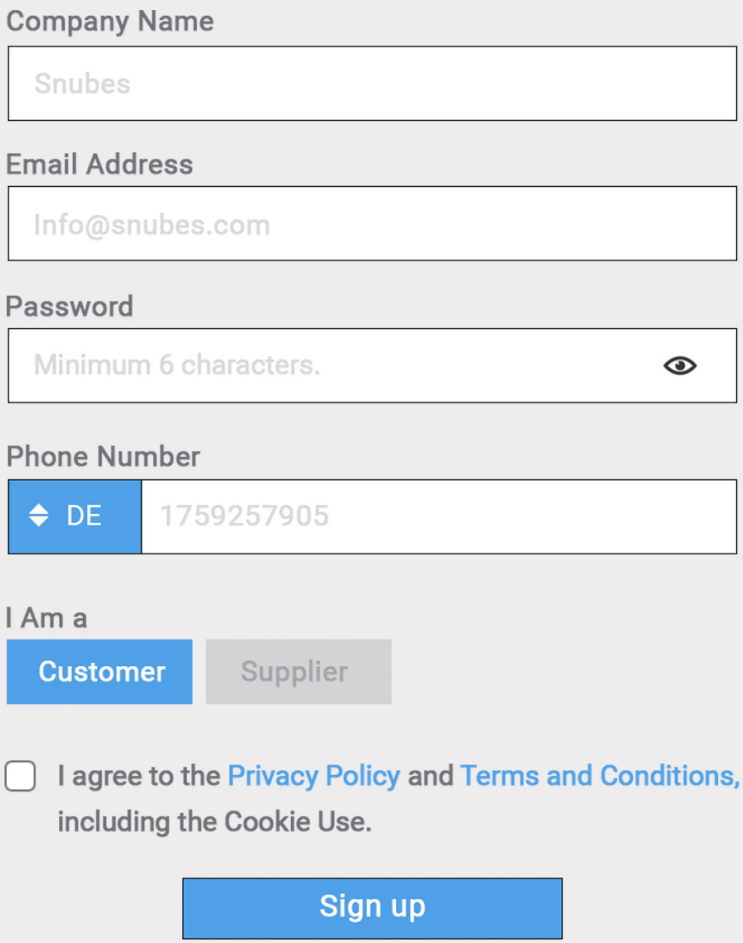
1. Slidebar

Although users usually go to the signup page after browsing the website and finding their needs, but maybe some of them haven't gone through everything or skipped some parts, therefor I have designed a sidebar to show the most important information to the users. Besides that, using attributes for the images and <h> tags for the contents, makes the search engines to index and rank the page.



2. Login

The login form is placed on top and starts with a motivating phrase to encourage users to signup if they don’t have an account.



3. Sign up form

The signup form contains all information of the current form. Labels are placed in top of the text boxes and placeholders are provided to guide the users.

4. Social media

Links to the social media which can be used by the users to get more information and external links are placed next to the inner links which is a very important factor in SEO.