Creative Coding
Graphic/Web Design
Illustration

Expertise/Interest
Web application

Scope of work
UX Research, UI Design
Frontend Dev

Year
MMX onwards

Year
2018-19

How I revamped a B2B website with limited resources, achieving a modern look and improved information architecture ✨🗂️

Context 🔍📰

"Context is the lifl of the conversations- without it, everything gets disconnected"🧩

Imagine yourself as a CEO of a early stage B2B startup trying to develop it in the crowded fintech market. You have already received a few accolades from your customers as well as from the financial world. Now planning to jump to the next level with your new ideas and stay ahead of your competitors from every aspect.

As you plan to introduce new and exciting products and features, you struggle to fit them in the website. The website looks a little older, inconsistent and unscalable.

You want to deliver a better user experience to your customers so that they feel confident to make the best business decisions.

Problem statement ⁉️📍

"Find a problem to have a clear sense, narrow down and focus (once with missing pieces and no pictures on the box)" 🧩

Old look
older look and inconsistent images, icons decreasing confidence in users regarding the brand

Information architecture
poor information architecture disrupting the overall usability

Design resources
Not having enough resources decreases overall quality

My role 🧑‍🎨🧑‍💻

"Being a generalist means I'm good at a lot of things, but a master of improvisation"

Overview 🔍📍

"Let's simplify the complex, make it reliable you believe you understand everything, while hiding all the chaos behind the curtain" 🧙

Goal
Improve usability
User preferred to find the required information quickly with a better representation

Design Principle
Uniqueness, Usability, & Efficiency, were some of the important factors to be considered when you need to represent a large amount of financial data in a meaningful way.

Challenges
- Prioritization of Ideas
- UX Awareness
- Research Resources

Design Techniques
- **Competitor analysis:** direct and indirect competitor analysis gave us a better understanding about our position and what can be done better.
- **User feedback:** valuable feedback from our users and stakeholders helped us to be better prioritization during decision making
- **Reference and Ideagenerate:** keeping the design relevant with best practices and trying to be a little unique and innovative helped us to stay one step ahead from the rest of the competition.

Best Practices
1. Conducted competitor analysis.
2. Taking feedback from stakeholders and users.
3. Taking inspirations and modifying them as per the need

Goals 🎯📍

"Setting goals is like setting your alarm early-you know it's a good idea, but hitting snooze feels way better in the moment." 😴

Main project metrics

Improve visual design:
1. Create a consistency in design.
2. Bring a modern look and feel to the design.

Improve Usability
1. Improve the information architecture of the website

Challenges Faced 🤔🧩

"Challenges are like yoga poses—awkward at first, but worth the effort if you don't get stuck in a bow." 🧘

Prioritization of Ideas
- Lot of inspirations stole making implementation difficult.
- Understanding what user needs the most from their feedback helped us to focus on the most impactful items rather than nice to have ones.

UX Awareness
- Mixed opportunities to enhance user experience due to a lack of awareness about various research techniques.
- Focused more on the direct and indirect competitors to understand better solution.

Research Resources
- Controlled research, design, and development alone. Collaborating could have led to better solutions.
- Conducted sessions with team members and stakeholders to find opportunities to involve them in the ideation and usability testing process.

Final solution 🔍🗂️

"A solution is like a sky—sometimes it takes a while to find, but once you do, everything just unlocks"

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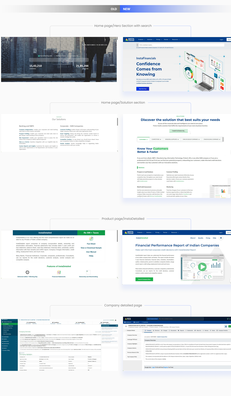
InstaFinacials / Home page

1. **The Illustration:** The illustration is a crucial element in modern design and branding. Integrating refined illustrations into the website enhances aesthetics, effectively conveys complex financial structures, financial details, and data, and ultimately boosts user engagement and comprehension.
2. **Section Headings:** Clear and concise headings in bold, sans-serif fonts (like Montserrat) ensure readability and guide users through different sections. Consistent capitalization and formatting maintain a professional and organized appearance.
3. **Tabs:** Tabs offer a clean, efficient way to provide more details and facilitate quick navigation, creating a dynamic and interactive experience.
4. **Supporting text:** Supporting text provides additional context to the section, ensuring users understand the purpose and benefits of each section.
5. **Solution description:** Clear and concise descriptions effectively communicate how different solutions can meet specific needs.
6. **Brand representation:** Testimonials from clients and recurring elements in the web and mobile versions reinforce the brand's trustworthiness. This fosters a sense of familiarity and enhances the overall impression and brand consistency across all platforms.

InstaFinacials / Product / Brisk



1. **Secondary Menu:** The secondary header provides a clear and organized structure, ensuring user-friendliness. Its placement at the top of the page ensures easy accessibility, making it a valuable enhancement.
2. **Illustration:** The illustration provides a clear depiction of the product's appearance and functionalities.
3. **Interactive select Chosen:** This feature enhances user interaction by allowing users to see the details about how the product will benefit them and understand the product's functionality. The design ensures that the UI guides the user's actions, making the interface intuitive and engaging.
4. **Feature representation:** Icons effectively represent key features and functions, aiding in quick recognition. The design ensures that users can easily understand and interact with these features, enhancing the overall usability and efficiency of the interface.
5. **Icons:** Icons serve as visual cues, aid in quick recognition and focus on the page and hierarchy. Consistent in size and style, they contribute to a cohesive design language, enhancing overall usability and aesthetics throughout the design.

InstaFinacials : Search

1. **Search:** Crucial component for the InstaFinacials website, which is a data-driven platform. It allows effective through analysis, computation and processing of extensive data, ensuring swift and efficient search results. This feature is essential for enhancing user experience.

InstaFinacials : Search / Company details page

1. **Tag line:** Provides a quick overview of the company, highlighting its key services and account specific interactions, ensuring clarity and relevance.
2. **Quick Actions:** Offers immediate access to important functions like downloading reports and quick interactions, enhancing user efficiency.
3. **Company data slide:** Offers a concise overview of the company's name and sector, ensuring quick recognition and relevance.
4. **Company data slide:** Provides a comprehensive overview of the company's name, sector, and company, aiding in quick recognition and relevance.

Comparison

A quick comparison between the **OLD** and **NEW** versions

OLD | NEW

Home page/Hero section with search

Home page/Solution section

Product page/InstaFinacials

Company detailed page

Takeaway 💡🗂️

"Every challenge we face is a mirror that may can hold the most valuable memories" 🪞💎

Here are my key takeaways:

- While having more resources is always beneficial, when that's not an option, it's wise to leverage whatever help you can get from crowd-functional testimonials. You may need to coach and guide them, but something is always better than nothing.
- Learning from the best design examples online is valuable when you have less experience. However, blindly following a design just because it looks good, without understanding the reasoning behind it, can be a risky approach in UX creation.

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