

Buy Design Design Document

Design Concept

For the design of this site I wanted to focus on making a simple and easily navigable user interface. The concept behind this site is it's supposed to be an easy way to hire a designer, so it should be easy for clients to find the designer, see their portfolio, and then begin the process of contacting the designer they chose.

I wanted the site to flow step-by-step, as I feel like the process does. I minimized the number of pages down to only what I believed to be necessary: a home page, an about page focusing on the company itself and the steps one should take within the site to easily navigate it, a page with the designers where the client can browse their portfolios (separate page once the designer is clicked on) and then contact them once they've decided (another separate page that can be clicked on from the designer).

Goals

I hope to make an easy to use site that makes the process of finding a designer not as scary or inaccessible as some other sites make it seem. I found a couple of other sites that aim to do a similar job of connecting designer with clients, and while they were relatively user friendly, there also seemed to be an overwhelming amount of options that the client had to navigate. With this site, I hope to connect consumer directly to designer by making a simple, clear path (both literally through the UI and metaphorically) to pairing consumer and designer.

References

Toptal: <https://www.toptal.com/designers>

Fiverr: <https://www.fiverr.com/categories/graphics-design>