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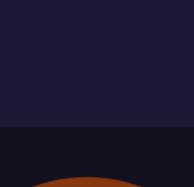
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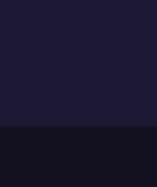
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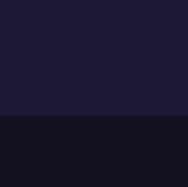
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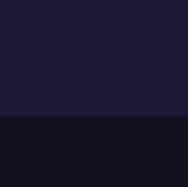
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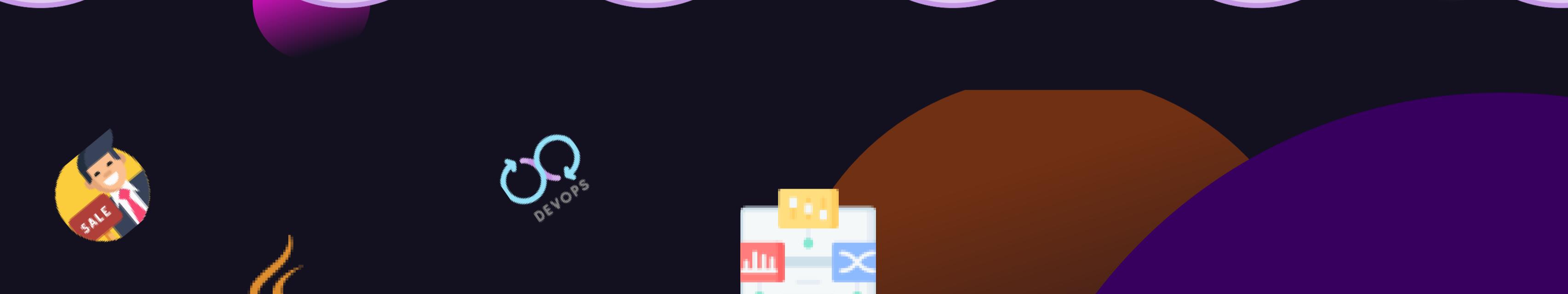


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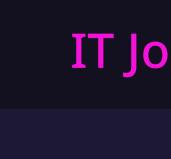
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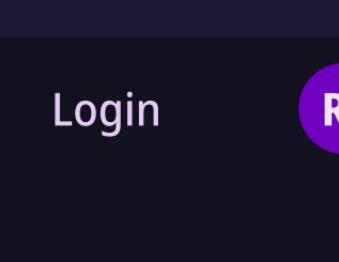
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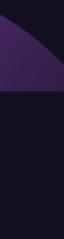
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UX CASE STUDY



LANDING PAGE

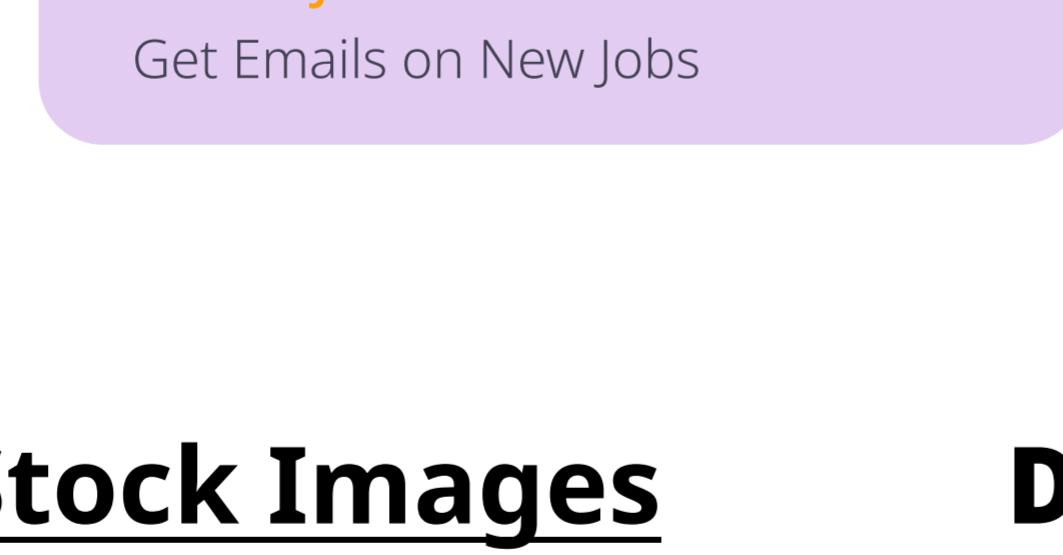
SAUMYA SEJAL

THE EXISTING WEBSITE'S MESSINESS MEANT THAT USEFUL FEATURES AND RESOURCES WERE OFTEN BURIED DEEP INSIDE THE SITE. THEREFORE, I DIVIDED THE DESKTOP VERSION OF THE SITE INTO FOUR PAGES (1280PX X 830PX) AND THE MOBILE VERSION INTO FIVE (360PX X 800PX). MY DESIGN USES 8PX AS ITS PRIMARY MEASUREMENT. ALL TEXT ON THIS SITE IS A MULTIPLE OF 8PX IN SIZE. THIS GUARANTEES THAT CRUCIAL DETAILS MAY BE EASILY ACCESSED AND SEEN.

Buttons And Links

THE BRIGHT COLORS OF THE BUTTONS AND LINKS MAKE IT EASY TO SEE WHAT'S OFFERED WITHOUT ANY UNNECESSARY REPETITION. LINKS THAT ARE ESSENTIALLY THE SAME, SUCH AS [Register](#) ARE CONSISTENTLY FORMATTED ACROSS THE WEBSITE TO AVOID CONFUSING VISITORS.

Users can quickly and accurately evaluate the company's services in the card-like format created by using rectangles and circles.



Illustrations Vs Stock Images

Using Illustrations Instead Of Stock Photos In UI Design Lets Me Personalise The Visual Communication So That It Effectively Conveys The Intended Message Or Notion.

Dark Theme :

In Contrast To The Present Foundit Site, I Modified The UI To Have A Dark Style. The Goal Was To Improve The Website's Aesthetics While Also Making It Easier To Read For The Site's Visitors. Dark User Interfaces Are More Energy-Efficient And Easier On The Eyes. Our Age Has A Harmful Obsession On Dimmer Settings, And The Site's Dark Aesthetic Complements That.

I Utilised The Colours Suggested In The Assignment, Even Though The Site's Theme Had Been Altered.

Consistency Across Devices :

The Convenience Of My Site's Users, I've Maintained A Consistent Design Across All Platforms. User-Friendly Interface Allows For Simple Navigation On Both Desktop And Mobile Platforms.