

Webmarkia

website development service site

UX Case Study



Date :

16th jan 2023

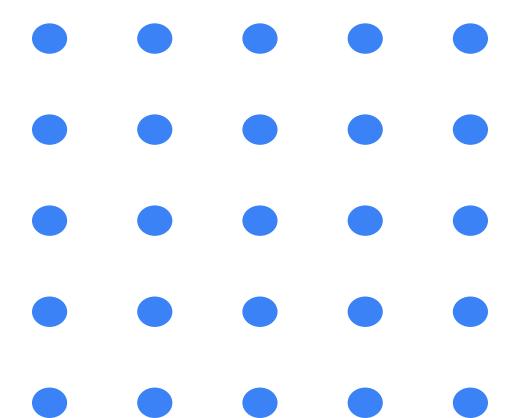
Webmarkia

By -

Saumya Sejal
20BCE2596
VIT VELLORE

Product Overview

Webmarkia is website development website which will help new businesses to launch affordable and creative websites with clear requirements . Webmarkia provides right combinations of micro services too build and launch users websites as per users requirements .



Responsibility

- design aesthetic UI
- Case Study document



Problem Statement

Us8rs starting a new business generally find it very hard to find a web development service that is right for th8ir busin8ss, Webmarkia aims to solv this problem. Most of the websites that off8r web d8v8lopment services have unclear pricing, with no prop8r tracking of deliverables.

Design a user friendly , accessible, website landing page which mentions the services available as combo as well as individual services. The price and functionality of the services must be clearly mention .

Design Process

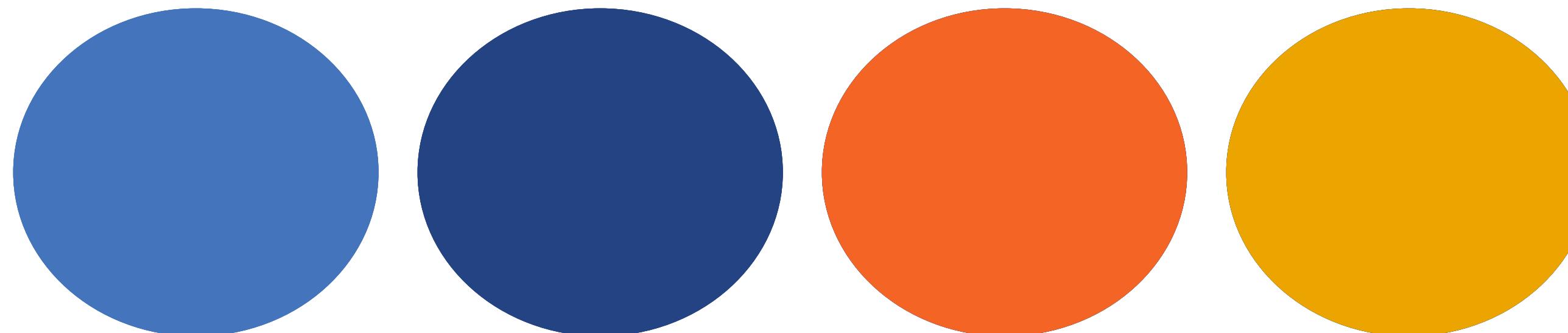
To create a warm and inviting space for visitors was the primary objective. The fonts, colours, and buttons had to be eye-catching while still letting the user easily navigate to the desired page. Weighing of the texts and colour were used to implement this as clarity was emphasised in the problem statement.

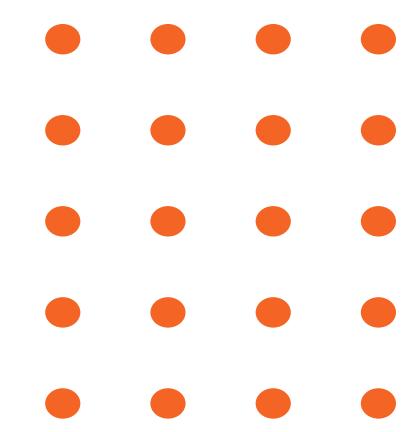
To keep the user from getting lost or confused, the navigation was made as one-sided as possible. The site, in my opinion, needed to be technically sound while also conveying an air of inventive originality. Although I have assumed that my readers have some technical background, I have avoided using unnecessary jargon whenever possible.

Due to the close relationship between webmarkia and trademarkia, I made an effort to use colours and a design style that were symbolic of trademarkia. As a whole, the site's colour scheme was based on the trademarkia mark's individual hues.

The problem statement had to be clearly interpreted to define the wireframe and workflow of the application / site.

Palette used





Target Audience

In our case, our target audience would be business owners and managers who are good at what they do but may not know much about web development. Because of this, we tried to make the site as easy to understand as possible by using as few technical terms as possible and as many pictures and diagrams as possible.



User Research

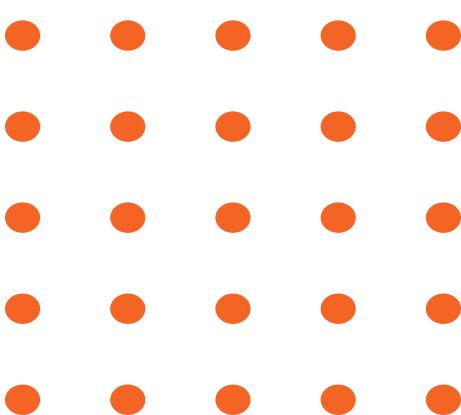
users of the site will vary from novice to experts in the field of web design . There are tiles aligned which clearly state the plan and cost of the services . The site must be friendly for all the ages and levels of expert to cater to the large audience working in MNC's and IT companies .

Competitive Analysis

webmarkia has quite a few competitions like Wix.com , Builder.ai etc .

Wix.com provides a open ended catalog of design without clearly specifying the price for different products . If the services were sorted according to filters like price or purpose it would have made navigation for user easier and reduce distraction ..

builder.ai had a very intimidating interface which didnot seem very welcoming for novice users . A user who is already familiar with the site can work with the tools they give but the new users would have to spend extra time to get used to the interface and navigations .



Scope

As the problem statement instructed us to only create a landing page ,the web page created is static but represents

- the placement of all the components like links and buttons . The landing page draws a base idea of what a user will see if they are first time visitors of the site .
-

Links to project

Landing page :

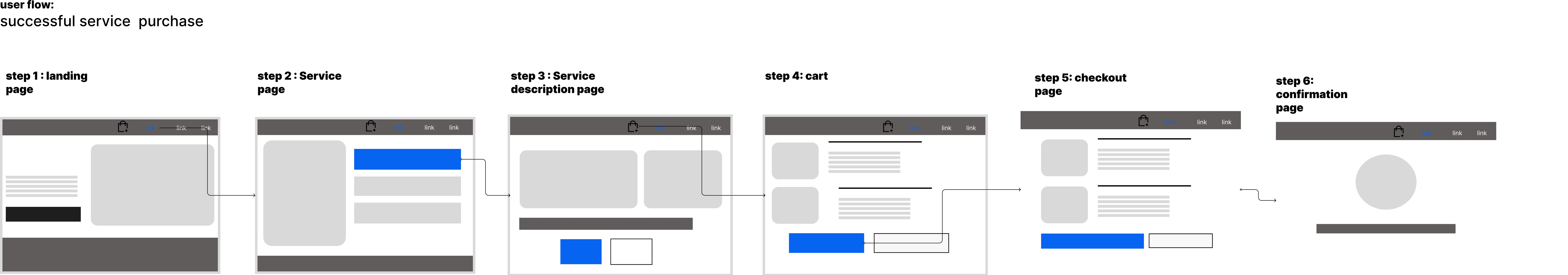
- Loom video:

github:

-

Thank you !

**SAUMYA SEJAL
20BCE2596
VIT,VELLORE**



this is the first page where the user lands. user can use links in the navigation bar to navigate to services provided

Services page lists down the services offered by the company . user can click on any service to get details for the same .

this page lists the detail including price of the service and advantages of the services. user can add the service to cart or choose to go bac to service list .

the user is directed to checkout page where user can choose mode of payment to buy the products.

After the payment user is directed to confirmation page which notifies if the order was successfully placed r not .