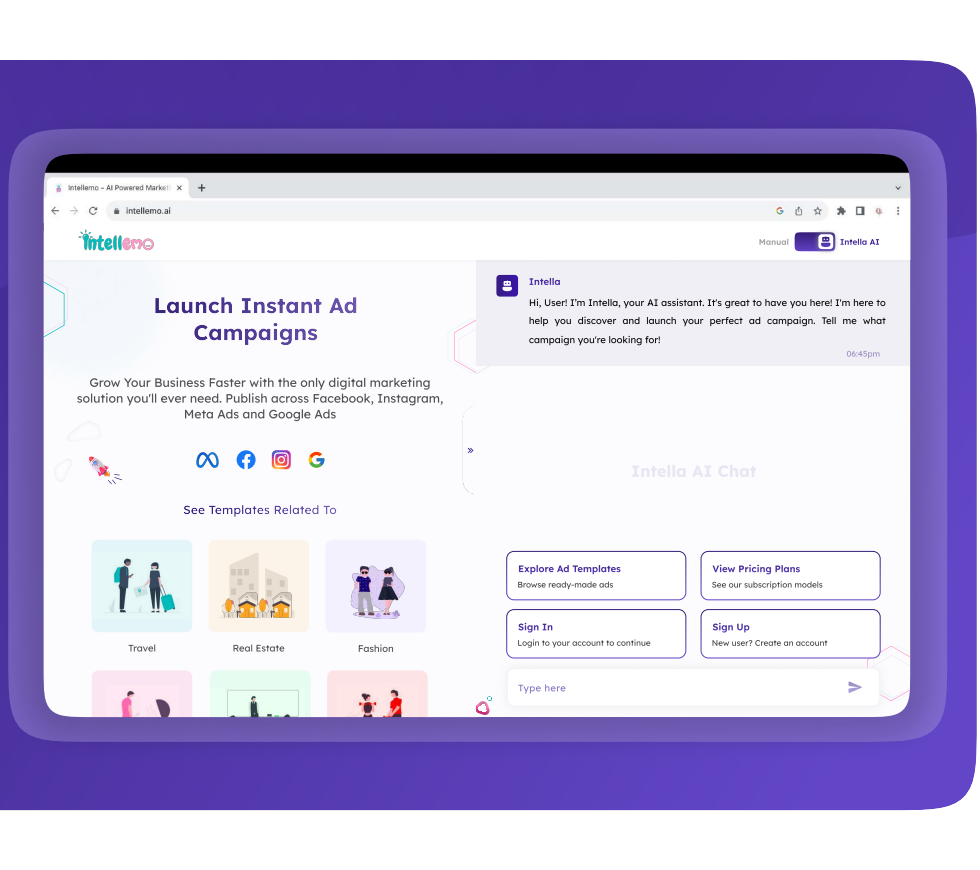
User-Centric Transformation

A UX Saga from **"One-Click Launch"** to AI-Powered Innovations


Launch Instant Ad Campaigns
Grow Your Business Faster with the only digital marketing solution you'll ever need. Publish across Facebook, Instagram, Meta Ads and Google Ads
See Templates Related To
Travel
Real Estate
Fashion
Manual
Intella AI
Intella
Hi, User! I'm Intella, your AI assistant. It's great to have you here! I'm here to help you discover and launch your perfect ad campaign. Tell me what campaign you're looking for!
Intella AI Chat
Explore Ad Templates
Browse ready-made ads
View Pricing Plans
See our subscription models
Sign In
Login to your account to continue
Sign Up
New user? Create an account
Type here

Tools Used

Wireframing
Prototyping
Design System

Vector Designs

Animation
(Orb, Rocket)

Video Demo

Brainstorming
(User Flow & IA)

Usability Testing
(Clarity Tool)

Project Overview

Revitalizing digital advertising through a holistic approach, this project tackled UI inefficiencies, introduced the game-changing One-Click Launch, and integrated AI, creating a groundbreaking synergy for a user-centric, efficient ad creation platform.

About Intellemo

Intellemo, a pioneering digital marketing adtech, transformed ad creation with One-Click Launch, streamlining campaign details. Now integrating AI-ChatGPT, allowing users to effortlessly generate ad content, enhancing efficiency.

Challenge

1. Outdated UI hindering engagement and satisfaction.
2. Cumbersome ad creation process requiring a significant user effort.
3. Navigating the integration of AI into existing workflows for optimal user experience and investor acceptance.

Role & Duration

Role: Lead Tech Team, UX Researcher, Strategy, UI Designer

Duration: Oct 10, 2022 - Present (with many iterative versions)

Working Strategy: Agile Methodology (Project breakdown into sprints)

THE APPROACH

User Research

Description

The goal was to **enhance the homepage UI** by transforming it into a dynamic hub for user interaction. Through user research, feedback collection, and competitor analysis, I aimed to create an engaging and informative landing space.

Challenge 1: Revamp of Homepage UI

Before joining the company, there was a lack of proper client-side research. As the catalyst for change, I initiated the Empathize process in UX design, conducting quantitative & qualitative analysis through client interviews to understand their experiences with our website.

Empathize - Qualitative Analysis

Recognizing the importance of understanding clients' perspectives, I initiated qualitative analysis as part of the UX design process. To ensure comprehensive data collection, I prepared a set of targeted questions tailored to elicit specific feedback on the usability, navigation, and overall user experience of our website.

Interview Questionnaire

1. How often do you visit our website, and what tasks do you typically perform during your visits?
2. On a scale of 1 to 10, how would you rate the overall ease of use and navigation of our website?
3. What features or sections of the website do you find most useful or valuable, and why?
4. Have you encountered any challenges or frustrations while using our website? If so, could you please describe them?
5. How would you describe the visual appeal and layout of our website? Is there anything you find particularly appealing or distracting?
6. How satisfied are you with the speed and performance of our website in terms of loading times and responsiveness?
7. Have you ever encountered any difficulties finding specific information or completing tasks on our website? If yes, could you provide an example?
8. In your opinion, what improvements or enhancements could we make to our website to better meet your needs and expectations?

Interview Feedbacks

After collecting feedback from clients through qualitative analysis, the responses were meticulously analyzed and segregated into key points to identify common themes and areas of concern. The following important points emerged from the feedback:

Difficulty in Navigation

Many clients expressed challenges in navigating through different sections of the website, often **struggling to find specific information or product details**.

Slow Loading Times

Several clients reported frustration with the **website's slow loading times**, especially during peak hours, **leading to delays in accessing content**.

Cluttered Layout

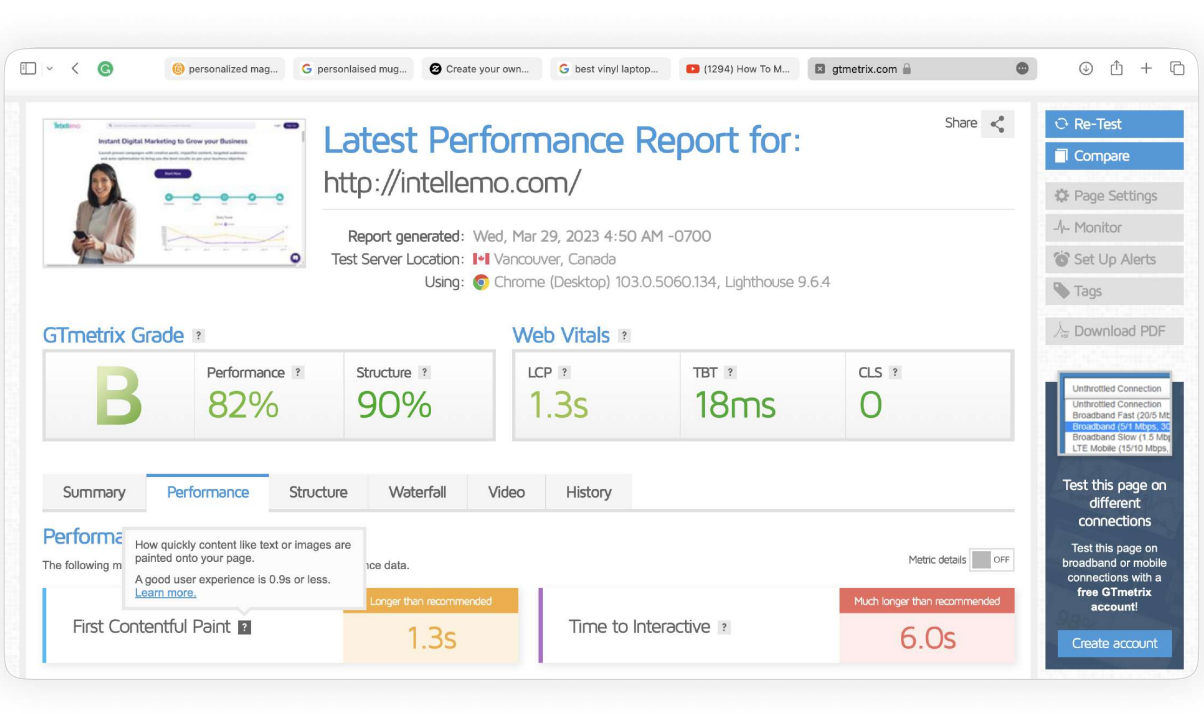
The layout of the website was frequently cited as **cluttered and overwhelming**, with clients expressing **a desire for a more organized and visually appealing design**.

Overall Rating Average

The overall rating out of 10 for the website's usability and user experience ranges from **4 to 6**.

Performance Report

Following the survey, I conducted a performance analysis using GT Metrix to evaluate the website's loading times, speed, and overall performance. This was done to address concerns raised by clients regarding slow loading times and to ensure an optimal user experience.


Latest Performance Report for:
http://intellemo.com/
Report generated: Wed, Mar 29, 2023 4:50 AM -0700
Test Server Location: Vancouver, Canada
Using: Chrome (Desktop) 103.0.5060.134, Lighthouse 9.6.4
GTmetrix Grade
B
Performance 82%
Structure 90%
Web Vitals
LCP 1.3s
TBT 18ms
CLS 0
Summary
Performance
Structure
Waterfall
Video
History
First Contentful Paint 1.3s
Time to Interactive 6.0s
Re-Test
Compare
Page Settings
Monitor
Set Up Alerts
Tags
Download PDF

Old UI - Performance Rating - GT Metrix Analysis

Empathize - Quantitative Analysis

Conducting a competitor analysis serves as a strategic tool to gain insights into industry trends, benchmark against competitors, and identify unique selling points. By examining competitors' UI designs and approaches to AI-generated ads, Intellemo aims to stay informed about market trends, capitalize on competitors' strengths, and differentiate itself with innovative features and user-centric design.

Competitor Analysis

I started doing this competitor analysis, to know these keypoints:

1. **Strategic Insight:** Gain insights into industry trends and benchmark against competitors.
2. **Identify USPs:** Analyze competitors' UI designs and approaches to AI-generated ads to identify unique selling points.
3. **Market Trends:** Stay informed about industry trends and capitalize on competitors' strengths.
4. **Innovation:** Differentiate Intellemo with innovative features and user-centric design.

Competitor	UI Analysis	AI - Integrated
Jasper	simplicity and elegance ease of use and accessibility clean navigation	Precision targeting Highly tailored ad experiences Sophisticated AI algorithms
markey.	Minimalist design User-friendly navigation Clear layout	Creative and dynamic ad content Innovative approach to digital marketing Originality and creativity in ads
WebFX	Vibrant and visually appealing Interactive elements Engaging design	Personalized ad campaigns Data-driven decision-making Measurable results

Unique Features of Intellemo

Analysing our competitors, their metrics and feedbacks got from quantitative analysis, it was very easy for me to devise a solution or an idea:

- A clean minimal UI with categories of highly bought creative ads on homepage (Version 1 - Launched on June 2023)
- Seamless integration of **One-Click Launch** for efficient ad creation. (Version 2 - Launched on October 2023)
- Focus on **streamlining the ad creation process** and enhancing user experience through **AI technology.** (On Production & Testing)

CRAFTING CONSISTENCY

Design System

Typography

Change Justification Transition from "Nunito" to "Lexend": The decision to transition from Nunito to Lexend in the design system was driven by several compelling reasons, ultimately aimed at enhancing the user experience and overall product quality. The reasons are:

1. Improved Readability
2. Enhanced Legibility
3. Accessibility
4. Aesthetic Consistency
5. User-Centric Approach

Aa **Lexend** **Bold**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()

Text Style	Font Size	Line Height
Lexend / Bold / H2 The quick brown fox jumps over the lazy dog	48px	Auto
Lexend / Bold / H4 The quick brown fox jumps over the lazy dog	32px	Auto
Lexend / Bold / H5 The quick brown fox jumps over the lazy dog	24px	Auto
Lexend / Bold / H6 The quick brown fox jumps over the lazy dog	18px	Auto
Lexend / Bold / P The quick brown fox jumps over the lazy dog	16px	Auto

Aa **Lexend** **SemiBold**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()

Text Style	Font Size	Line Height
Lexend / SemiBold / H4 The quick brown fox jumps over the lazy dog	32px	Auto
Lexend / SemiBold / H5 The quick brown fox jumps over the lazy dog	24px	Auto
Lexend / SemiBold / H6 The quick brown fox jumps over the lazy dog	18px	Auto
Lexend / SemiBold / Label The quick brown fox jumps over the lazy dog	14px	Auto

Aa **Lexend** **Medium**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()

Text Style	Font Size	Line Height
Lexend / Medium / H5 The quick brown fox jumps over the lazy dog	24px	Auto
Lexend / Medium / H6 The quick brown fox jumps over the lazy dog	18px	Auto
Lexend / Medium / P The quick brown fox jumps over the lazy dog	16px	Auto
Lexend / Medium / Label The quick brown fox jumps over the lazy dog	14px	Auto

Aa **Lexend** **Regular**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()

Text Style	Font Size	Line Height
Lexend / Regular / H5 The quick brown fox jumps over the lazy dog	24px	Auto
Lexend / Regular / H6 The quick brown fox jumps over the lazy dog	18px	Auto
Lexend / Regular / P The quick brown fox jumps over the lazy dog	16px	Auto
Lexend / Regular / Label The quick brown fox jumps over the lazy dog	14px	Auto
Lexend / Regular / Tiny The quick brown fox jumps over the lazy dog	12px	Auto

Colorgraphy

This section delves into the evolution of the color palette, emphasizing the strategic shifts in color choices to enhance visual aesthetics, user engagement, and brand alignment.

Colors Styles

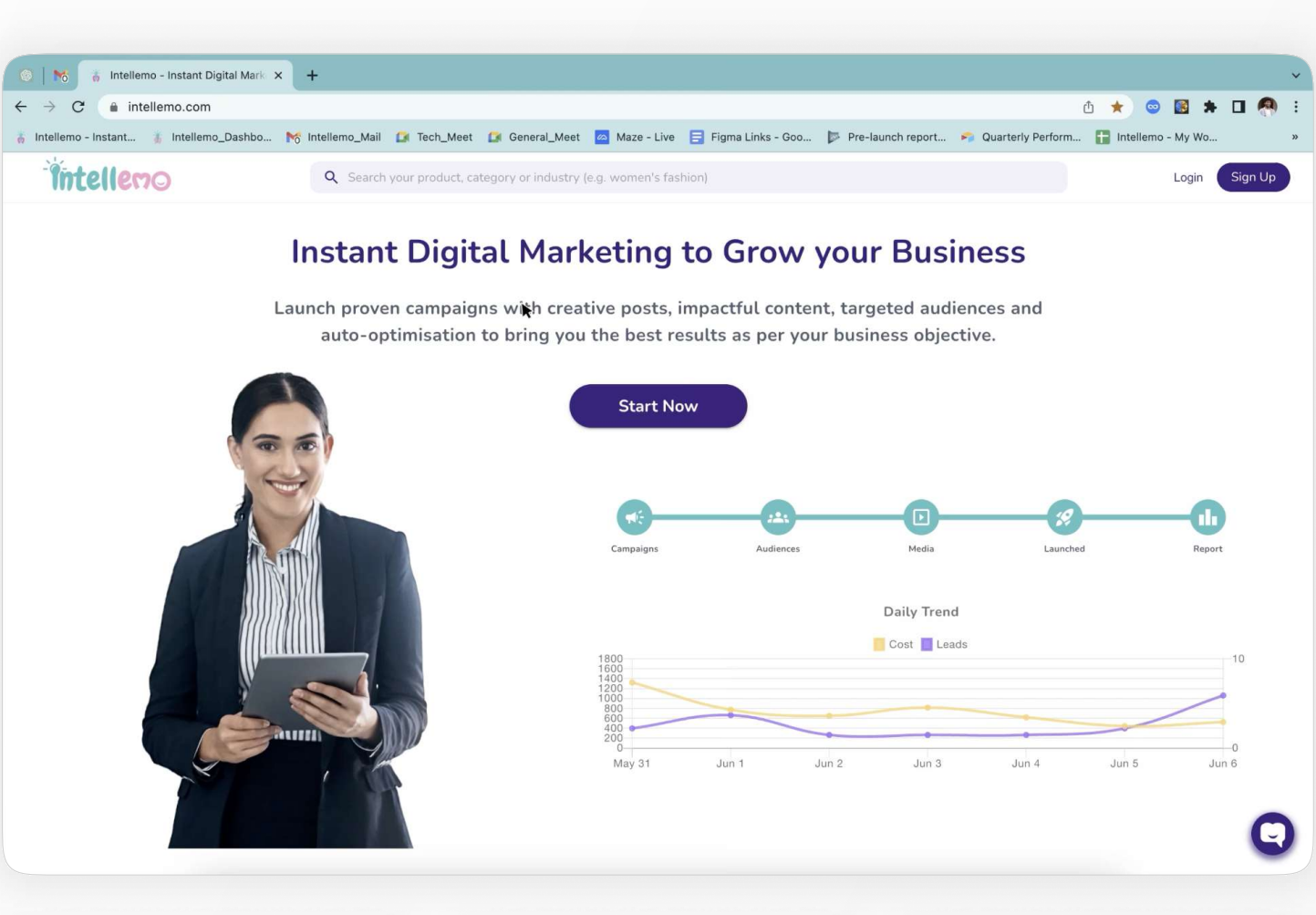
Primary (Monochromatic)	Purple Gradient (#361F7A + #6246C7)	ShadeofPurple1 (#EEEAF7)	ShadeofPurple2 (#CDC4EA)	ShadeofPurple3 (#B5A7E4)	ShadeofPurple4 (#A294CB)	ShadeofPurple5 (#9481C9)
Secondary	Cyan Gradient Dark (#00BCBD + #00A5A6)	Cyan Gradient Light (#00BCBD + #25E4E5)	ShadeofCyan (#D9F5F5)	Pink Gradient (#FF7EA9 + #FC5D92)	ShadeofPink (#FFF0F7)	
Tertiary (Shades of black, grey & White)	White (#FFFFFF)	Whitish Gray (#F9F9F9)	Anti-Flash White (#F2F2F2)	Gray 0 (#F8F8F8)	Gray 1 (#D2D2D2)	Gray 2 (#BBBBBB)
	Gray 3 (#989898)	Granite Gray (#636363)	Independence (#475569)	Smoky Black (#0F0F0F)	Black (#000000)	
Warm & Cool	Green (#44C983)	Red (#EA4335)	ShadeofRed (#FFE0DE)			

WIREFRAMING

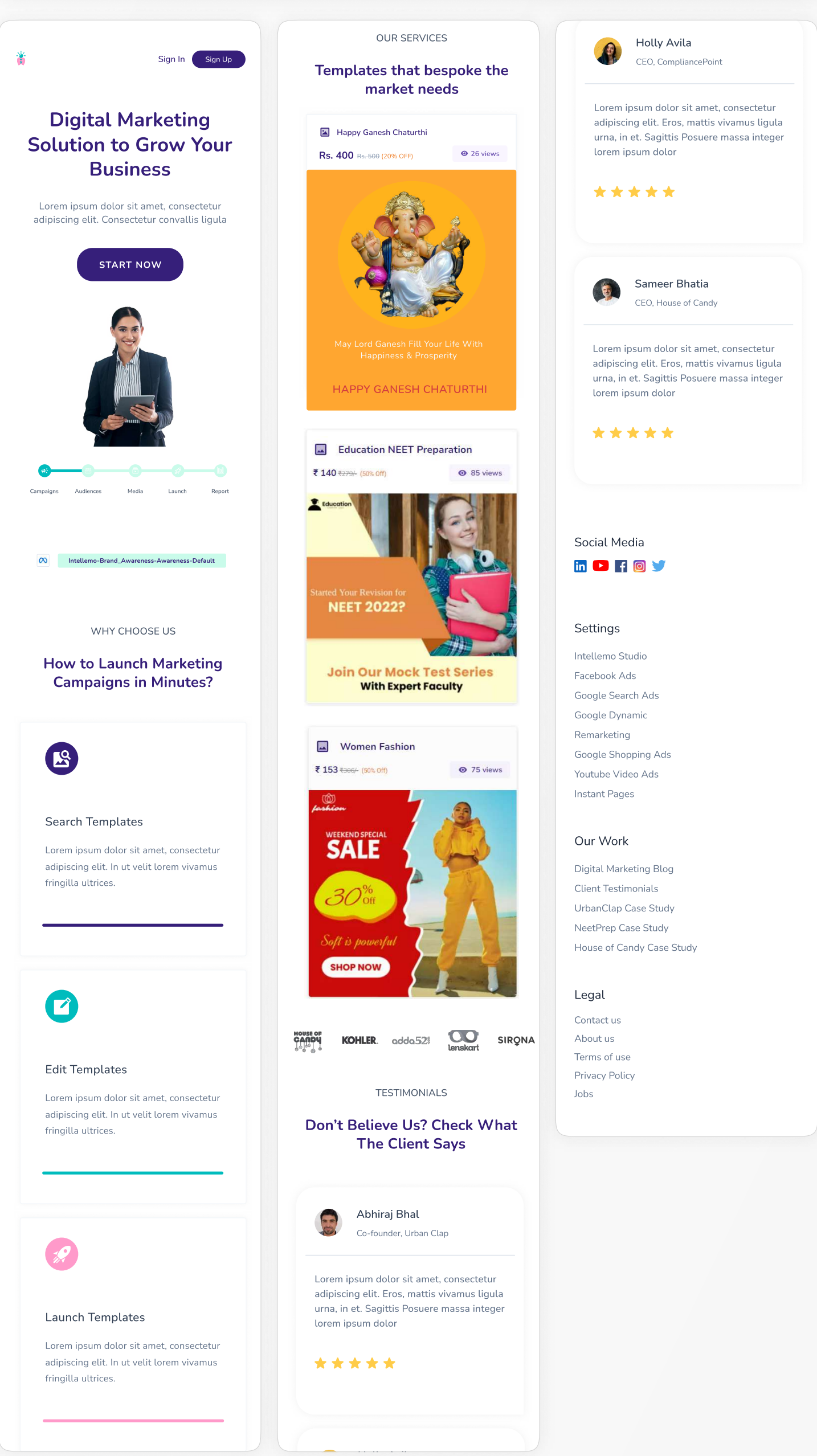
UI Design

Old UI - Desktop & Mobile View

The old website UI served as the foundation for our digital presence but faced several challenges highlighted by our clients. Recognizing the need for improvement, I embarked on a journey to revamp the UI, incorporating valuable feedback and insights gathered from our clients.


Instant Digital Marketing to Grow your Business

Launch proven campaigns with creative posts, impactful content, targeted audiences and auto-optimisation to bring you the best results as per your business objective.
Login
Sign Up
Start Now
Campaigns
Audiences
Media
Launched
Report
Daily Trend
Cost
Leads


Digital Marketing Solution to Grow Your Business

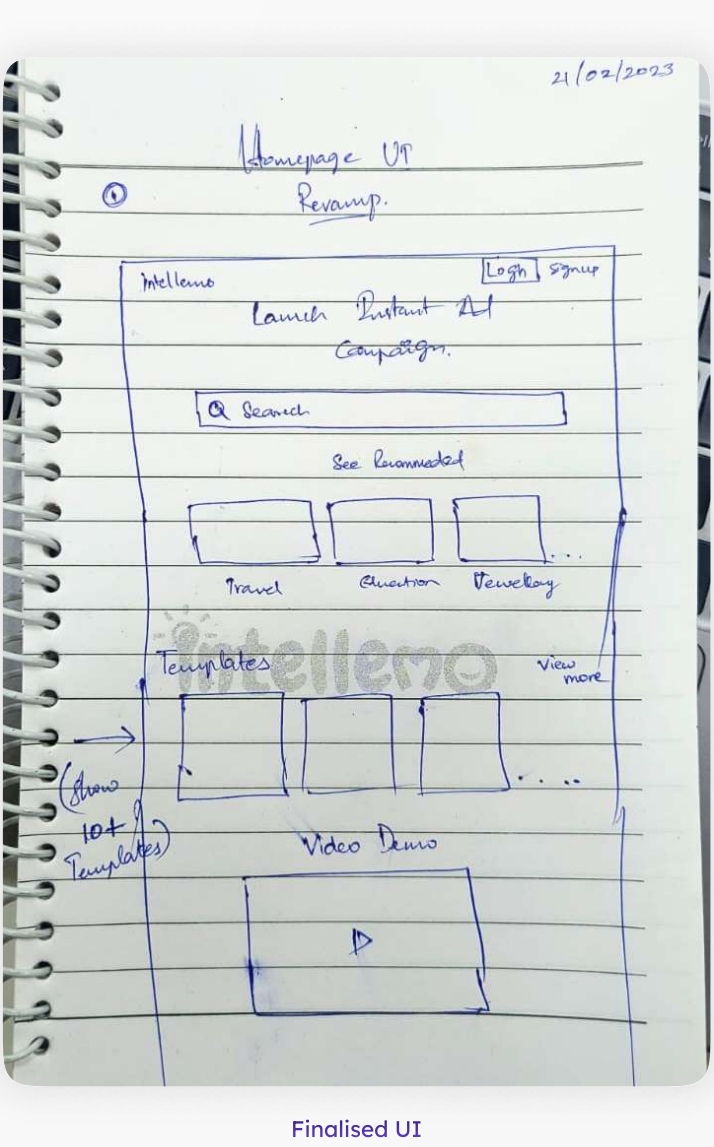
How to Launch Marketing Campaigns in Minutes?

Templates that bespoke the market needs

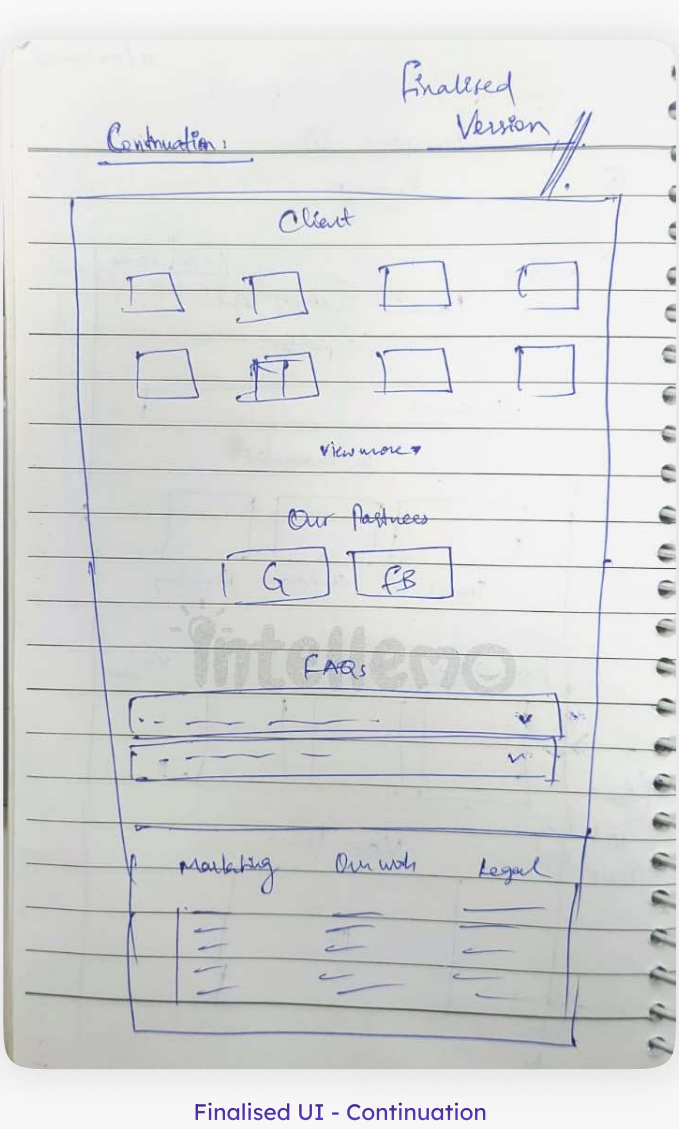
Don't Believe Us? Check What The Client Says
Sign In
Sign Up
START NOW
WHY CHOOSE US
Search Templates
Edit Templates
Launch Templates
OUR SERVICES
Happy Ganesh Chaturthi
HAPPY GANESH CHATURTHI
Education NEET Preparation
NEET 2022?
Join Our Mock Test Series With Expert Faculty
Women Fashion
SALE
30% Off
SHOP NOW
TESTIMONIALS
Holly Avila
CEO, CompliancePoint
Sameer Bhatia
CEO, House of Candy
Abhiraj Bhal
Co-founder, Urban Clap
Social Media
Settings
Intellemo Studio
Facebook Ads
Google Search Ads
Google Dynamic Remarketing
Google Shopping Ads
Youtube Video Ads
Instant Pages
Our Work
Digital Marketing Blog
Client Testimonials
UrbanClap Case Study
NeetPrep Case Study
House of Candy Case Study
Legal
Contact us
About us
Terms of use
Privacy Policy
Jobs

Low Fidelity

I started with low fidelity wireframing to explore and iterate on design concepts quickly and cost-effectively. It allowed for rapid prototyping and iteration based on user feedback, enabling us to validate design decisions early in the development process. After so many design iterations, these designs were finalised.


21/02/2023
Homepage UI Revamp
Intellemo
Login
Signup
Launch Instant Ad Campaigns
Search
See Recommended
Travel
Education
Jewelery
Templates
View more
Video Demo

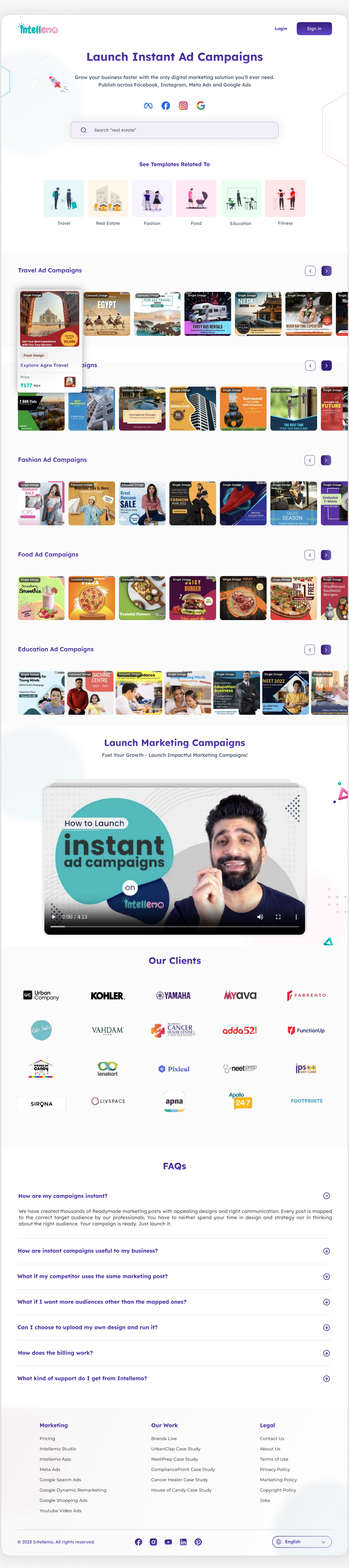
Finalised UI


Finalised Version
Continuation
Client
View more
Our Partners
FAQs
Marketing
Our work
Legal

Finalised UI - Continuation

High Fidelity

After multiple iterations of low-fidelity design, collaboration with project managers, developers, and the marketing team culminated in the creation of a high-fidelity design. This phase marked the transformation of conceptual ideas into a polished UI, incorporating feedback and ensuring alignment with project goals and user needs.


Launch Instant Ad Campaigns

Grow your business faster with the only digital marketing solution you'll ever need. Publish across Facebook, Instagram, Meta Ads and Google Ads

Launch Marketing Campaigns

How are my campaigns instant?

We have created thousands of Readymade marketing posts with appealing designs and right communication. Every post is mapped to the correct target audience by our professionals. You have to neither spend your time in design and strategy nor in thinking about the right audience. Your campaign is ready. Just launch it.

How are instant campaigns useful to my business?

What if my competitor uses the same marketing post?

What if I want more audiences other than the mapped ones?

Can I choose to upload my own design and run it?

How does the billing work?

What kind of support do I get from Intellemo?

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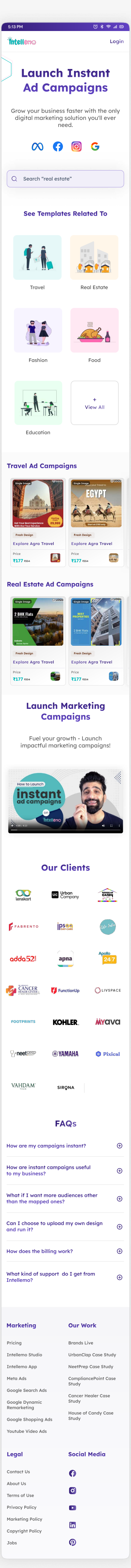
Login
Sign In
Search "real estate"
See Templates Related To
Travel
Real Estate
Fashion
Food
Education
Fitness
Travel Ad Campaigns
Real Estate Ad Campaigns
Fashion Ad Campaigns
Food Ad Campaigns
Education Ad Campaigns
How to Launch instant ad campaigns on Intellemo
Our Clients
FAQs
Marketing
Our Work
Legal
English

Desktop View


Launch Instant Ad Campaigns

Grow your business faster with the only digital marketing solution you'll ever need.
Login
Search "real estate"
See Templates Related To
Travel
Real Estate
Fashion
Food
Education
View All
Travel Ad Campaigns
Real Estate Ad Campaigns
Launch Marketing Campaigns
Fuel your growth - Launch impactful marketing campaigns!
Our Clients
FAQs
Marketing
Our Work
Legal
Social Media

Mobile View

CHALLENGE OUTCOME

Result

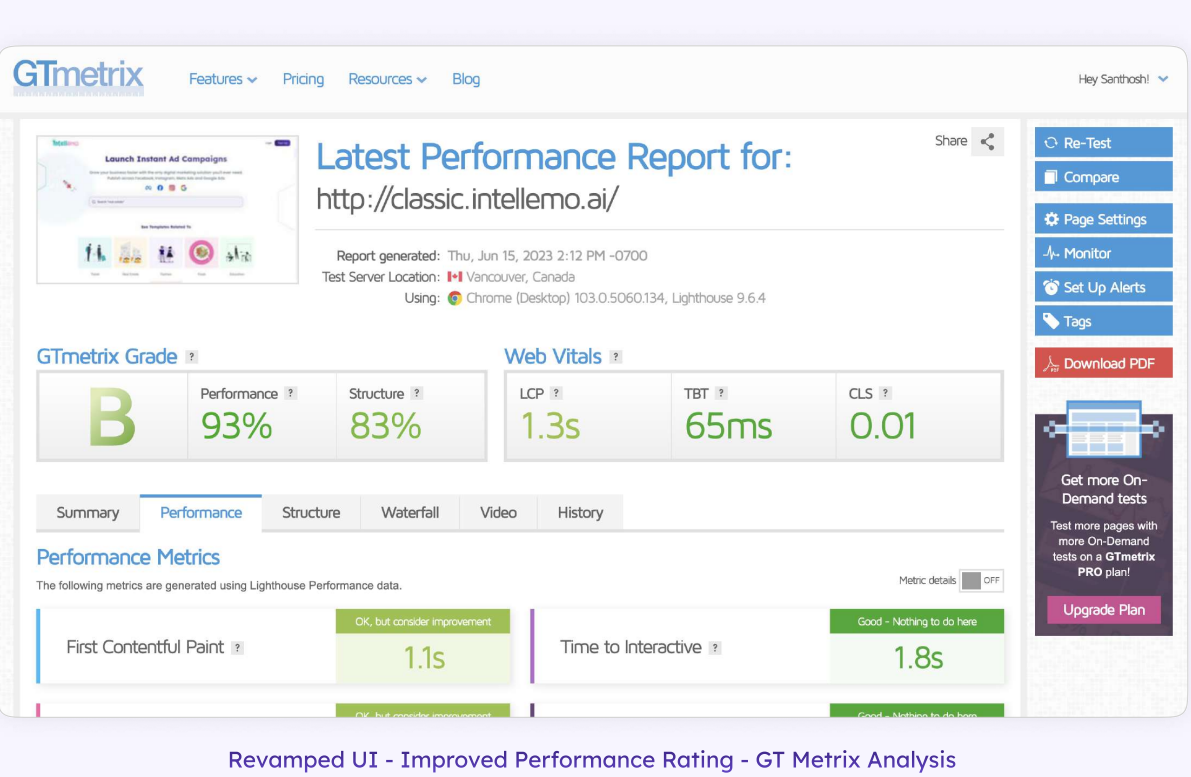
Heuristic Analysis

I finally came up with a revamp UI, with heuristic analysis in my mind. The laws which I'm aware of designing are:

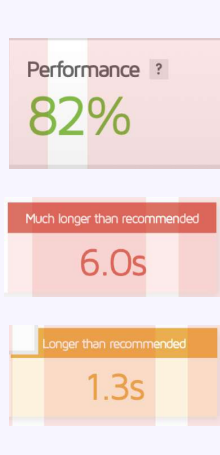
1. **Match between System and the Real World:** Use language and design elements familiar to users in the digital advertising industry, making navigation intuitive.
2. **User Control and Freedom:** Allow users to easily navigate between different sections of the website and provide clear options for customizing their ad campaigns.
3. **Consistency and Standards:** Maintain consistent design elements, such as color schemes and navigation menus, across all pages of the website.
4. **Aesthetic and Minimalist Design:** Create a visually appealing interface with minimal clutter, focusing on essential elements and content relevant to users' needs.

Performance Report of Usability Testing

The new UI garnered positive feedback, demonstrating enhanced user engagement and satisfaction. Notably, the **time to interact** with the website **showed a substantial increase, indicating smoother navigation and improved usability for visitors.**

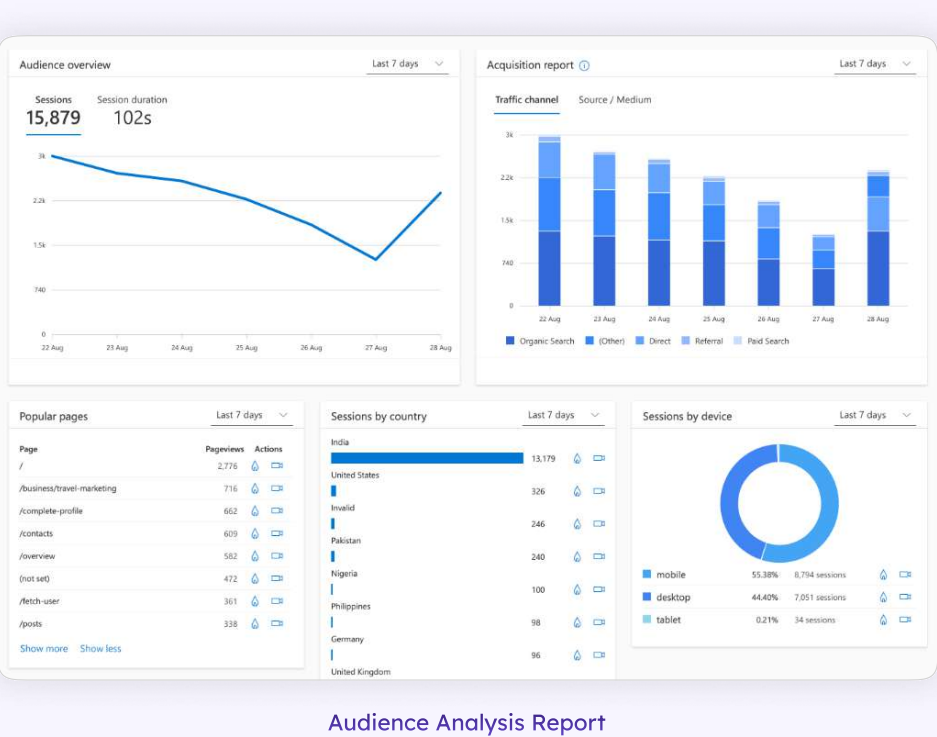

GTmetrix
Features
Pricing
Resources
Blog
Latest Performance Report for:
http://classic.intellemo.ai/
Report generated: Thu, Jun 15, 2023 2:12 PM -0700
Test Server Location: Vancouver, Canada
Using: Chrome (Desktop) 103.0.5060.134, Lighthouse 9.6.4
GTmetrix Grade
B
Performance 93%
Structure 83%
Web Vitals
LCP 1.3s
TBT 65ms
CLS 0.01
Performance Metrics
First Contentful Paint 1.1s
Time to Interactive 1.8s
Re-Test
Compare
Page Settings
Monitor
Set Up Alerts
Tags
Download PDF
Upgrade Plan

Revamped UI - Improved Performance Rating - GT Metrix Analysis

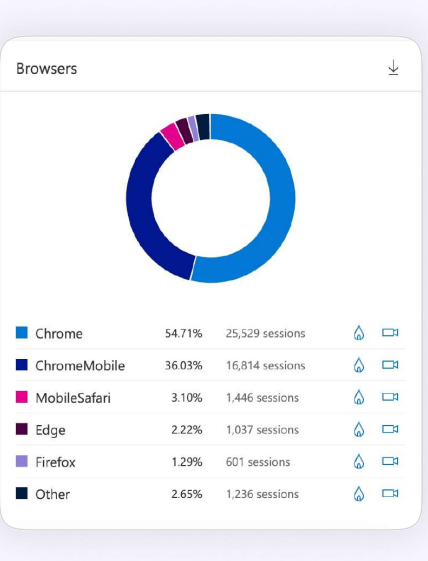

Performance
82%
Much longer than recommended
6.0s
Longer than recommended
1.3s

Old UI Report

After the launch of the website, conducted usability testing with clients directly. The audience reception was tremendous, and many clients started to trust our business, which became a huge wide all over India, even international.

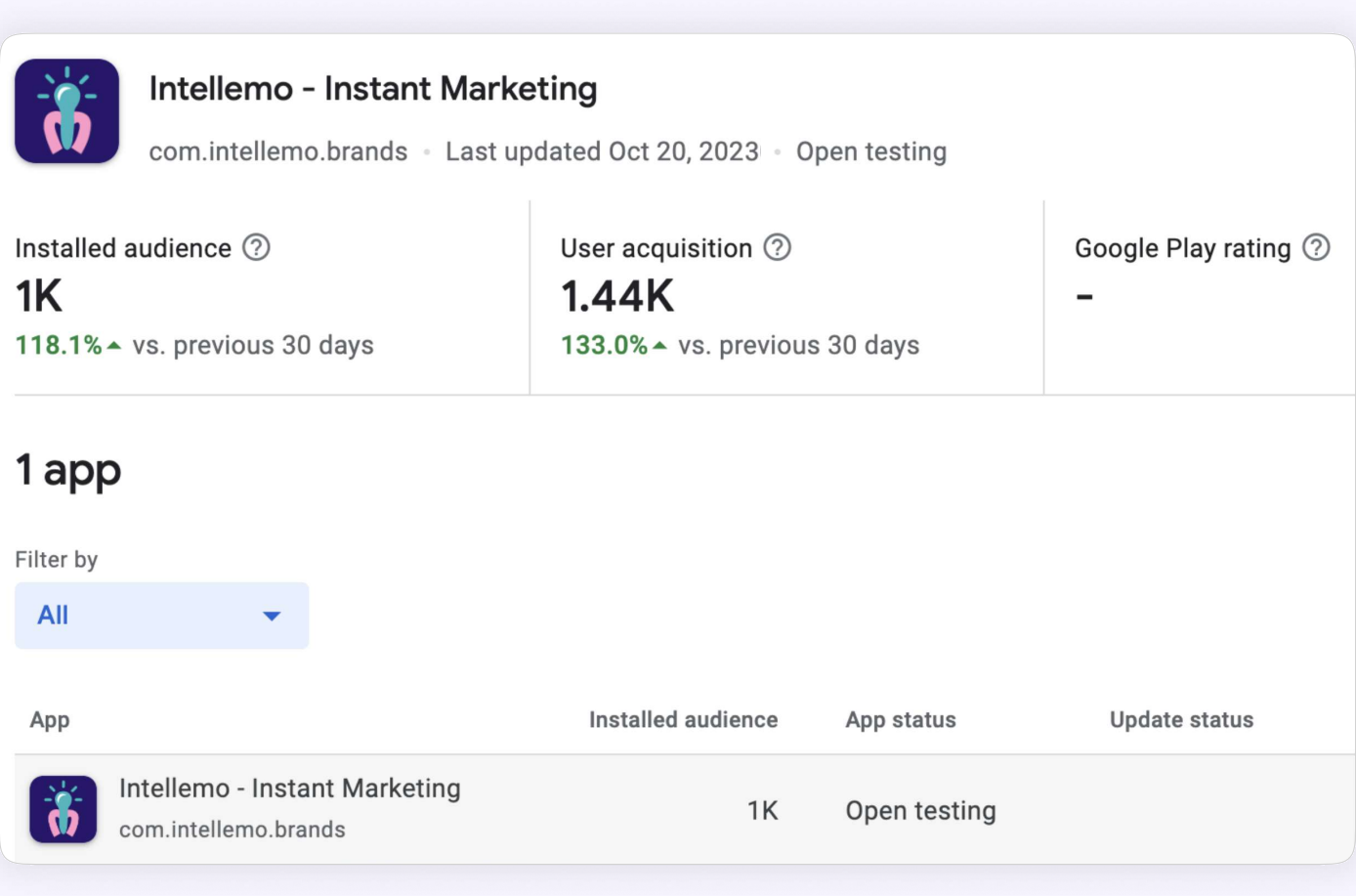


Audience Analysis Report


Browsers

Browser	Share	Sessions
Chrome	54.71%	25,529 sessions
ChromeMobile	36.03%	16,814 sessions
MobileSafari	3.10%	1,446 sessions
Edge	2.22%	1,037 sessions
Firefox	1.29%	601 sessions
Other	2.65%	1,236 sessions

Browser Report


Intellemo - Instant Marketing
com.intellemo.brands · Last updated Oct 20, 2023 · Open testing

Installed audience
1K
118.1% vs. previous 30 days

User acquisition
1.44K
133.0% vs. previous 30 days

Google Play rating
-

1 app

Filter by
All

App	Installed audience	App status	Update status
Intellemo - Instant Marketing com.intellemo.brands	1K	Open testing	

App Installation Report - Increased to 118.1%

Achievement: Successfully leveraging interviews, feedback collection, team brainstorming, and UI expertise to achieve significant growth, impacting revenue and facilitating success in the seed funding round.