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ZEG

2 Protein Solo

Platforms
Website, Dashboard

Industry
3d Virtual Studio

Location
London, England

Your Personal Virtual Studio

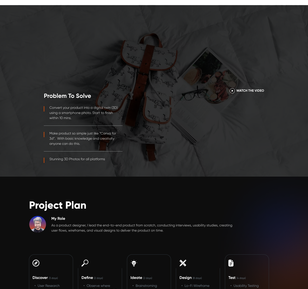
About ZEG

ZEG enables you to build product photos and 3D assets for your e-commerce store, ads, and social media. Simply upload everyone allows you to shape product, shoot branding, and create photos within minutes. Our mission is to make it super easy for just anyone to create high-quality photos. Anywhere. All you need to do is bring your creatives to the platform.

What Was Asked?

ZEG team was looking for the software and website design from scratch. Initially they had a very basic website with a few features which functions phone by using a library of scenes, photo and products for e-commerce, social media or any other use. ZEG wants to make software easy for the user to digitize the real world product without having to learn a few software.

VIEW PROJECT



WATCH THE VIDEO

Problem To Solve

- Convert your product into a digital asset for e-commerce platforms, Shopify, Wordpress, Wix & more.
- Make product as simple as the "Canva for 3d". With basic knowledge and creativity anyone can do this.
- Stunning 3D Photos for all platforms

Project Plan

My Role
As a product designer, I lead the end-to-end product from scratch, conducting interviews, usability studies, creating user flows, wireframes, and visual designs to deliver the product on time.

Discover 1 Week
- User Research
- Understand User
- User Interviews

Define 1 Week
- Organize where user's problem exist
- User Persona

Ideate 2 Week
- Brainstorming
- Competitor analysis
- User Flow

Design 3 Week
- Lo-Fi Wireframe
- Visual Design
- Prototype

Test 1 Week
- Usability Testing
- Revisions

Target Audience

Small businesses
Who wish to create lot of photos without breaking the expense of a studio.

Large companies
Who need their teams to be more flexible and productive while ensuring consistency across all creatives.

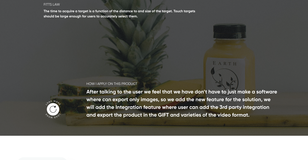
Teachers
Who are looking for ways to engage the creativity of their students without wasting time on learning new technologies.

Individuals
Who want to develop their 3D design skills without spending years on a new software.

Laws of UX

WITH LAW

The time to acquire a target is a function of the distance to and size of the target. Touch targets should be large enough for users to accurately select them.



HOW I APPLIED THIS PHILOSOPHY

After talking to the user we feel that we have don't have to just make a software where can export only images, so we add the new feature for the solution, we will add the Integration feature where user can add the 3rd party integration and export the product in the GIFT and varieties of the video format.

Alex Chan
Graphic Designer
35 Years

28

Personality

Introvert	Extrovert
Sensing	Intuition
Thinking	Feeling
Judging	Perceiving

Knowledge
57%
Intermediate

UX Persona 1: ZEG Digital Studio

I see the future of NFT, I predict the growth of cryptocurrency, and I am ready to invest in digital collectibles.

Personality

Alex Chan is a creative and tech-savvy graphic designer who specializes in digital design. With a Bachelor's degree in Graphic Design from a prestigious art school, Alex has been honing their craft for over 5 years. They have a keen eye for detail and have been fascinated by aesthetics, attentive to detail, and ability to create visually compelling designs that engage and captivate audiences.

Goals

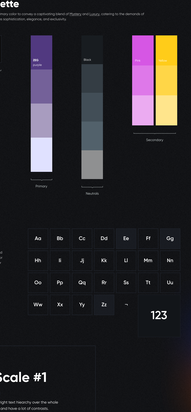
- Alex is always on the lookout for innovative ways to bring their creative ideas to life.
- Alex values collaboration and open communication.
- Further enhance his skills and advance his career in the digital design.
- A marketplace that is easy to navigate with ample building options.

Pain Points

- Inability of the digital studio to keep up with the latest design trends.
- Technical issues.
- Lack of effective communication and collaboration among team members.
- Uncomfortable website navigation.
- Lack of efficient project management processes in place.

User Flow

At the beginning, we needed to do the user flow to better understanding the web structure.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