

Design Brief

About the Brand

WAB LAB was incorporated in 2017 to provide highly contextualized learning and performance ecosystems for businesses and professionals worldwide to enable people's performance and transformation. Identifying the needs of clients (individuals, groups or enterprise level) and customize different training needs and non-training supports to propose unique, highly contextualized and holistic solutions.

Overview

My goal is to make the website more refined while closely retaining its original colors. I hope that by enhancing the aesthetic appeal of the website it will greatly improve the user experience and to show that WAB Lab is their go to business solution by allowing user to find all the information they need to make an informed decision.

Client Details

Client Name: Anfernee Tan

Occupation: CEO

Email: anfernee.tan@gmail.com

Contact: 8877 9900

Target Audience

Demographics	Age: 21 and above Gender: Any gender Payment method: Skills-Future Credit or Bank Transfer (UEN) Audience: Individuals or SME
Interest	Individuals or Companies (SME) that wants to upskill themselves or learn more skillsets to be more all rounded or simply for their interest.
Challenges	Most adults have a full-time job and might not be able to commit to the training schedule provided. If attendance (75% and above) is not sufficient, individuals will not be able to go for assessment and receive a certification. While SME cannot claim fundings from the Government.

Deliverables

Quantity	Changes	Specification
1	Navigation	Make navigating the website smoother and user friendly.
2	Information	Declutter and make it more presentable so that users are able to read better.
3	Introducing Email Subscription for Newsletter	By encouraging users to subscribe to our newsletter, they will be informed of new courses of their interest or in general.

Guidelines

General	Revamp the website to make it more user friendly while maintaining all the relevant information to demonstrate the company's professionalism.
Layout	Main page should be about the latest things the company has to offer and contacts should be at the bottom so that user would have scrolled the entire page down.
Photo	Include more first-hand pictures while abiding the PDPA Law
Animation	Not too flashy, simple loading animation.
Content	Show top trending or popular courses people go.
Project-Specific	Targeted towards individuals and companies (SME).

Styles

Style 1

A variation of Black, Orange, Dark Blue, Light Blue and white.

With these different colors, there are many ways to redesign the website, client can choose to see which color combination is preferred.



Style 2

A variation of Black, Orange and white.

This style shows a bold but simple color combination.



Style 3

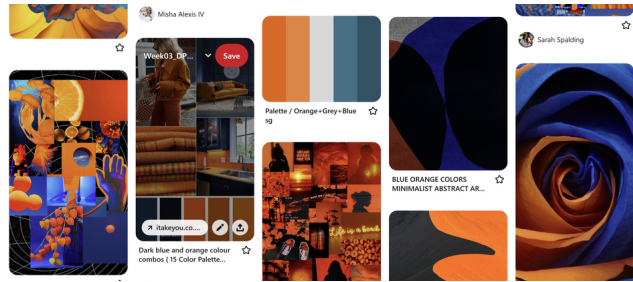
A variation of Black, Blue and Orange.

Simple yet elegant three-way color that makes it visually appealing.



Reference Materials

- [Pinterest Mood Board](#)
- [Fonts Ideas](#)
- [Company Website](#)



Timeline

Initial Submission	Revision	Final Submission
28/05/2023	11/06/2023	30/11/2023

Contact Me

Should you have any queries or suggestions, do contact me at the following email or phone number to reach out to me so my team can further enhance the end product from your feedback!

Name	Email	Phone Number
Zavier Tan	S10255651@connect.np.edu.sg	8890 3909

Citations

About this brand
Style 1 Style 2 Style 3
Fonts
Template

[View here](#)

[Style 1](#)

[Style 2](#)

[Style 3](#)

[View here](#)

[Canva](#)

Thank you!