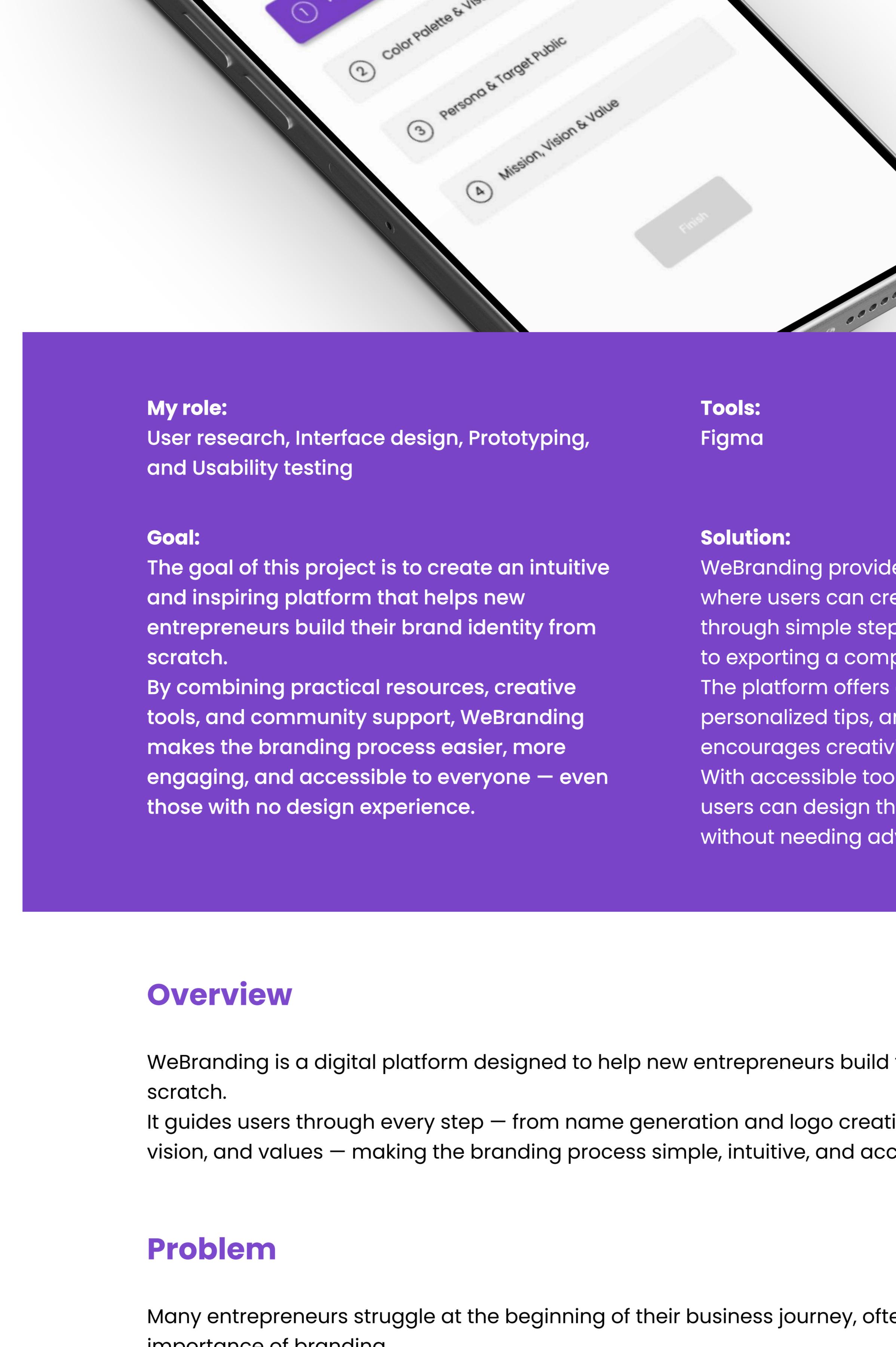


WeBranding

Together, we shape your identity.



My role:
User research, Interface design, Prototyping, and Usability testing

Goal:
The goal of this project is to create an intuitive and inspiring platform that helps new entrepreneurs build their brand identity from scratch.
By combining practical resources, creative tools, and community support, WeBranding makes the branding process easier, more engaging, and accessible to everyone – even those with no design experience.

Tools:
Figma

Solution:
WeBranding provides a guided experience where users can create their brand identity through simple steps – from choosing a name to exporting a complete visual kit. The platform offers a clean interface, personalized tips, and a community space that encourages creativity and collaboration. With accessible tools and smart guidance, users can design their own professional brand without needing advanced design skills.

Overview

WeBranding is a digital platform designed to help new entrepreneurs build their brand identity from scratch.

It guides users through every step – from name generation and logo creation to defining mission, vision, and values – making the branding process simple, intuitive, and accessible for everyone.

Problem

Many entrepreneurs struggle at the beginning of their business journey, often underestimating the importance of branding. Without proper guidance, they focus only on visuals, ignoring key aspects like brand purpose and positioning – which often leads to inconsistent identities and weak market differentiation.

Hypothesis

If entrepreneurs are provided with a guided, step-by-step process to create their brand identity, they'll be able to develop a stronger, more professional presence that reflects their values and attracts the right audience.

Research

I started the project by exploring how startups approach branding in the early stages.

Key findings from Articles:

22% of the startups fail due to ineffective marketing strategies.

23% of revenue growth comes from consistent branding across all platforms.

55% of first impressions are visual.

Industry & Target Audience

Industry:
Branding & Business Launch Tools

Sub-industries:

Business name generation
Logo and identity creation

Brand positioning and messaging

Online presence setup (website, social media assets)

Target Users:
First-time entrepreneurs and startups
Freelancers creating personal brands
Small businesses rebranding
Designers seeking quick brand kits for clients

User Persona

Name: Lana Park
Age: 29
Location: São Paulo, Brazil
Occupation: Freelance baker launching her online cake business

Goals:
Create a professional brand identity for her homemade cake business;
Design a logo and choose colors that reflect creativity and warmth;
Look professional on Instagram without hiring a designer.

Pain Points:
Feels lost with too many tools;
Can't afford professional help;
Unsure how to make her business stand out.

Design Process Summary

Week 1–12:

Research → Problem Definition → User Journey → IA Diagram → Wireframes → Prototypes → Usability Testing → Iteration → Case Study Presentation.

Information Architecture

Main sections included:

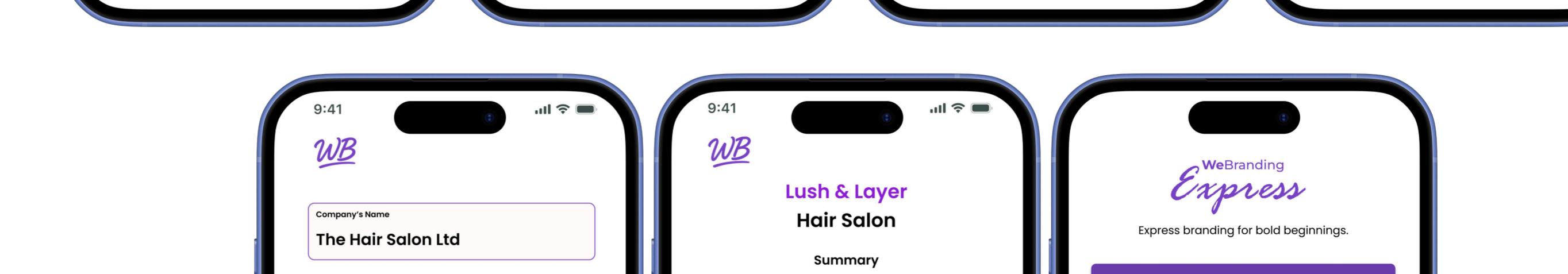
Home – Start your brand, access your projects, view community highlights.

Resources – Branding tips, quick guides, and learning materials.

Community – Explore other users' projects for inspiration.

My Projects – Dashboard with editing and export options.

Settings – Manage account, link platforms, and general preferences.



Wireframes

Usability Testing

Goal: Evaluate if users could complete key tasks smoothly and understand the workflow.

Tasks:

- Create a brand name for a hair salon
- Choose logo and color palette
- Define mission, vision, and values
- Review final summary

Participant Feedback:

Found app user-friendly and easy to navigate

Appreciated the clean design and summary page

Liked having an option to get professional help

Suggested adding a color picker and more flexibility when defining mission, vision, values

Main Insight:

Users want more customization and less rigid forms, but overall perceived the app as intuitive and helpful.

Outcome

WeBranding offers an engaging and structured experience for entrepreneurs to bring their brand to life. The user testing validated that the platform's interface is intuitive and inspiring, while revealing opportunities to enhance creative freedom and personalization in future iterations.

Prototypes

The prototypes were built using Figma, showing the visual designs and interactions for each screen.

Prototypes

Final Mockups

The final mockups were created using Figma, showing the polished design and layout for each screen.

Final Mockups