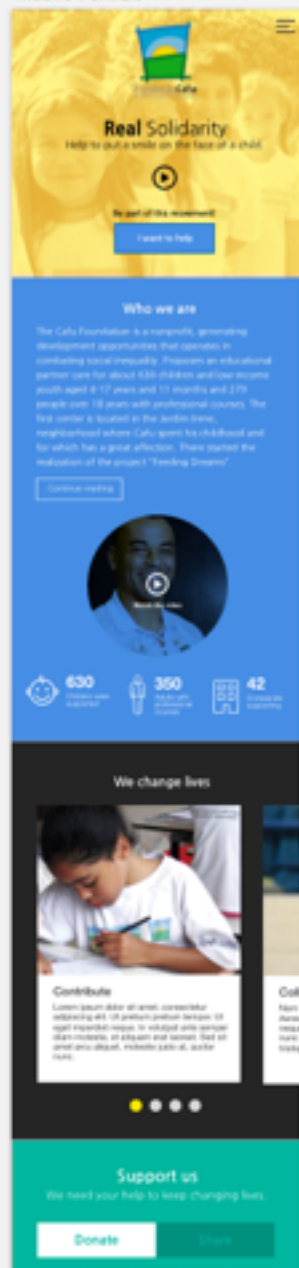


Landing Page



Mobile Portrait



CAFU FOUNDATION

AXIOM ZEN | VANHACKATHON

Final project: <http://goo.gl/iFCnk1>

// LANDING PAGE DESIGN & FRONT-END

// KICKER UX DESIGN

// TEAM THAIS RODRIGUES - FE ROBSON ZUMKELLER - UX

1. How long did the assignment take?
It took 28 hours.

2. Did you learn anything new in the process?

Robson: Improved my skills on Sketch and manage too short deadlines as well.

Thais: Learned some new JS tricks and a some things on Sketch.

3. What was the hardest part?

Besides the short time, the hardest part was to restrict ourselves to keep it simple and an elegant solution.

4. If you could go back and give yourself advice at the beginning of the project, what would it be?

Maybe we could have started prototyping earlier, experimenting even more different solutions.

Introduction

Our first goal on this challenge was to redesign the landing page for the donation campaign from Cafu Foundation.



Current campaign site:

<http://cafu.cubotm.com.br/realsolidario/>

Project details

In order to attain the deadline and delivery something valueable at the end, we had to focus on the bigger wins, then some interactions and content were reduced or not developed.

After some brainstorming and benchmarking we had a good idea how the experience on the site should be. The two main goals of this landing page is to raise money and increase the awareness for the foundation.

With those goals in mind we got all the rich content from the current website and their campaign, as text, images and videos, so everything on our propose are real content.

Technical details

Responsive

Because the time limitation, we focused on the best experience for desktop, then the mobile responsive functionality is not as perfect as we desired.

Credit card form

We couldn't implement the donation form in a funcional way, but we intended to use this JS component for the credit card module:

<http://jessepollak.github.io/card/>