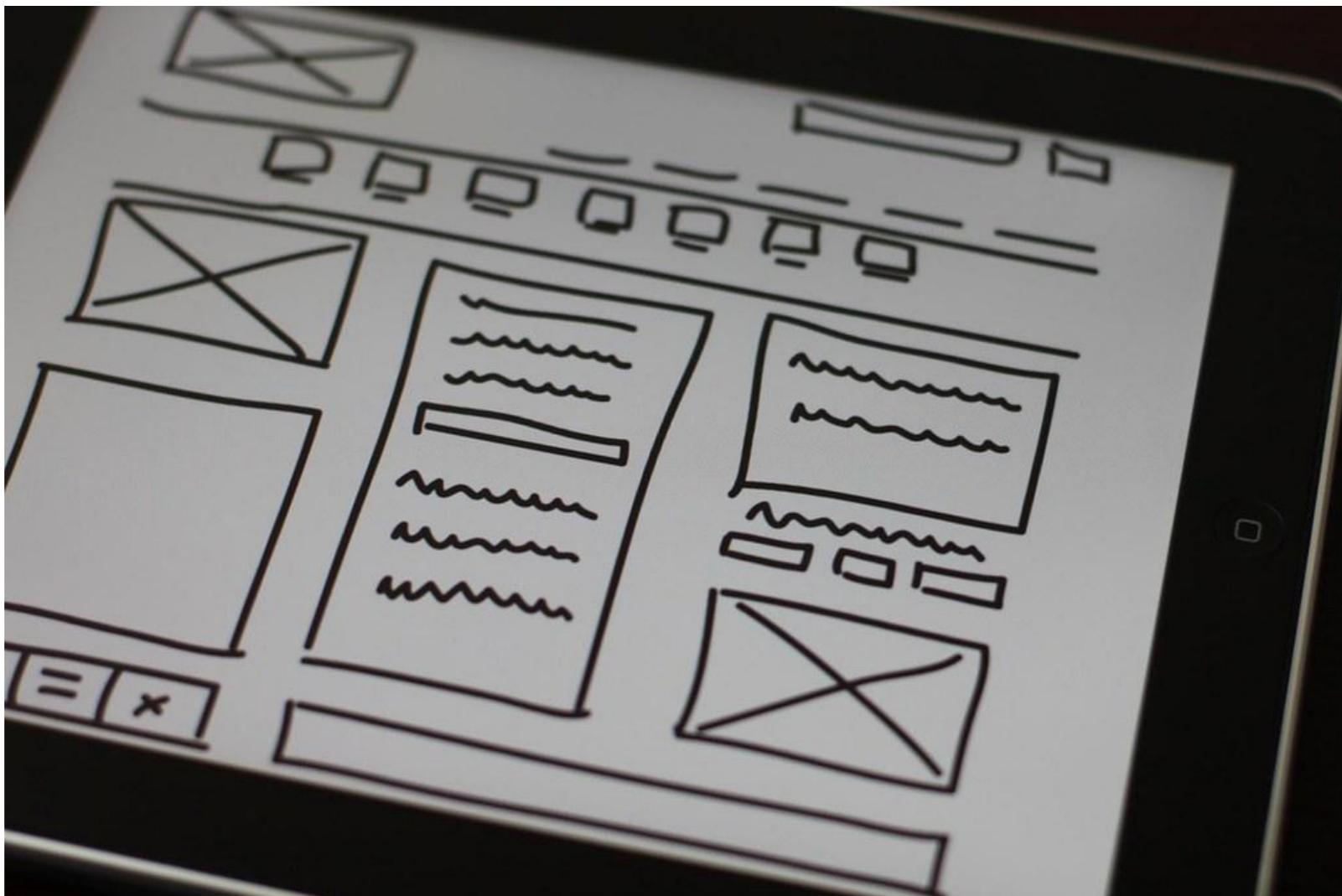


W10.WRF02



Picture from ndla.no

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Users and user goals

From the current website and its content, I am assuming that the “average” users is a private person, i.e. not a company, that is seeking help to develop some sort of software. They are seeking help due to lack of time and/or knowledge.

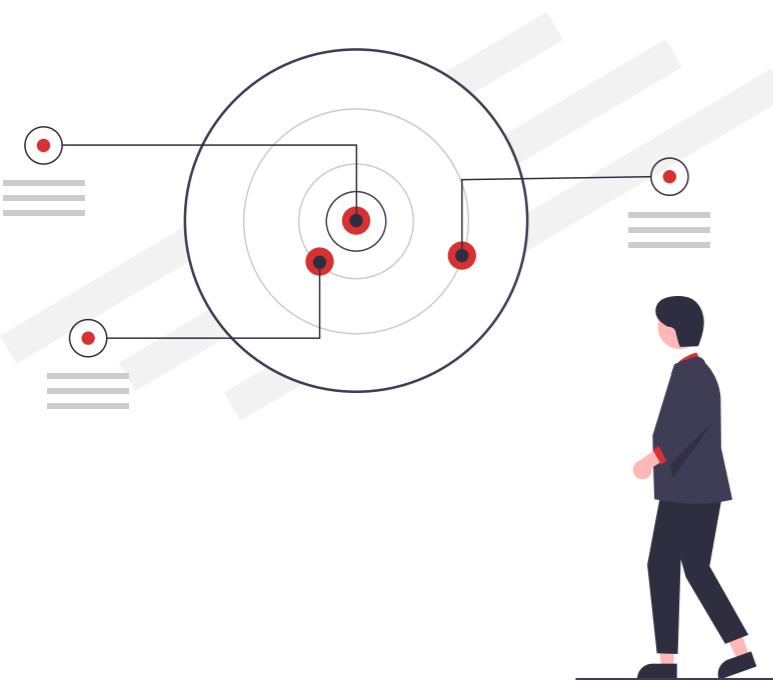
In this presentation I will assume only one main user goal:

- To contact the company in order to get more information and an estimate on their project.

Other goals would be to get enough information to decide if the company is worth contacting.

Based on this (short) user profile, I would generally recommend the following:

- Make it understandable
 - Don’t use fancy technical terms, it might overwhelm the users without knowledge.
- Let the user choose their own path on the website, i.e. give options.



My own experience on the website.

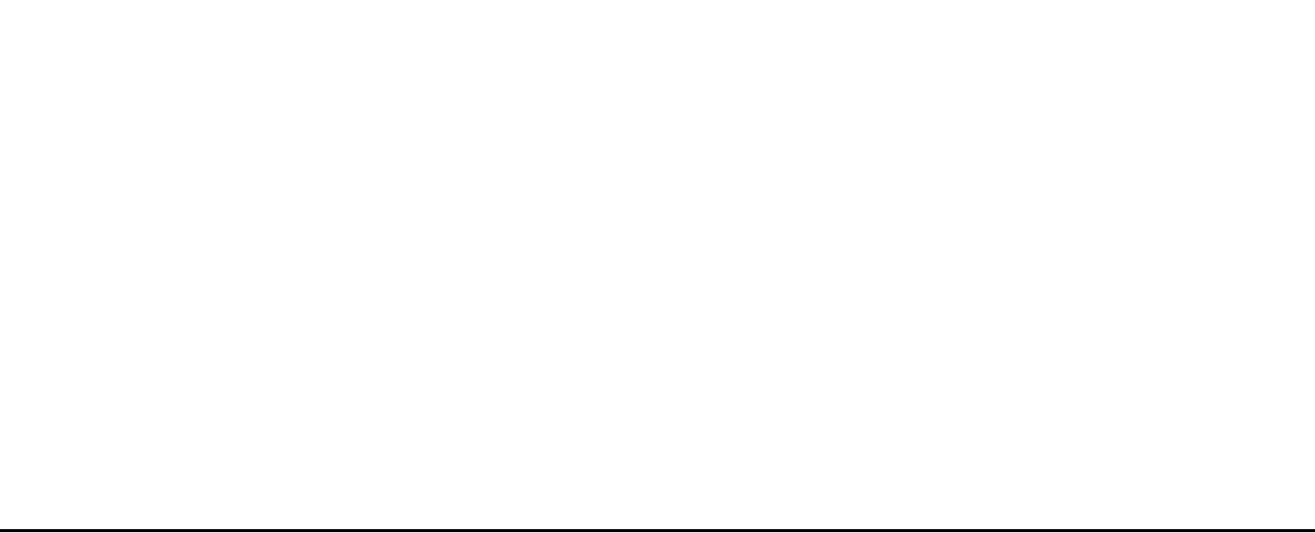
Some notes on my personal user experience and frustrations. Most of them will also be covered in the visual audits.

- Having everything in one page was somewhat overwhelming and confusing.
- The animations were a little slow, I had to wait for the animation to read and sometimes I would scroll past somethings because I thought it was a blank area.
- The areas with a dark-grey background were poorly explained and seems disconnected with its other half.
- The tab for “contact us” did not work, I found the contact information randomly in the footer.
- Some of the navigation tabs were unclear, I did not quite understand what they meant until I read the content.
- Some of the navigation names and titles did not match, which becomes somewhat more confusing when everything is on one page.
- A cursive font is not the most easy font to read, the titles rarely stood out and was hard to read.
- The footer was poorly exploited, and with the content not in focus. As mentioned on moodle, “The footer helps the user access specific sections of a site or application quickly, bypassing the navigational system” (Noroff, School of technology and digital media, n.d.a)
- Considering some of the users might get in touch because the lack knowledge on software development, it might be a little overwhelming to read about Java, PHP, DJango, etc.
- A light grey text on a white background has very little contrast, and makes it hard to read or sometimes even notice.

In the visual audits on the next slides I will point out the frustrations on the website, as well as comment and identify the solutions if needed.

Visual audit, desktop

1 Navigation



1.1 The "contact us" tab is not working. Should show some sort of contact information or inquiry form.

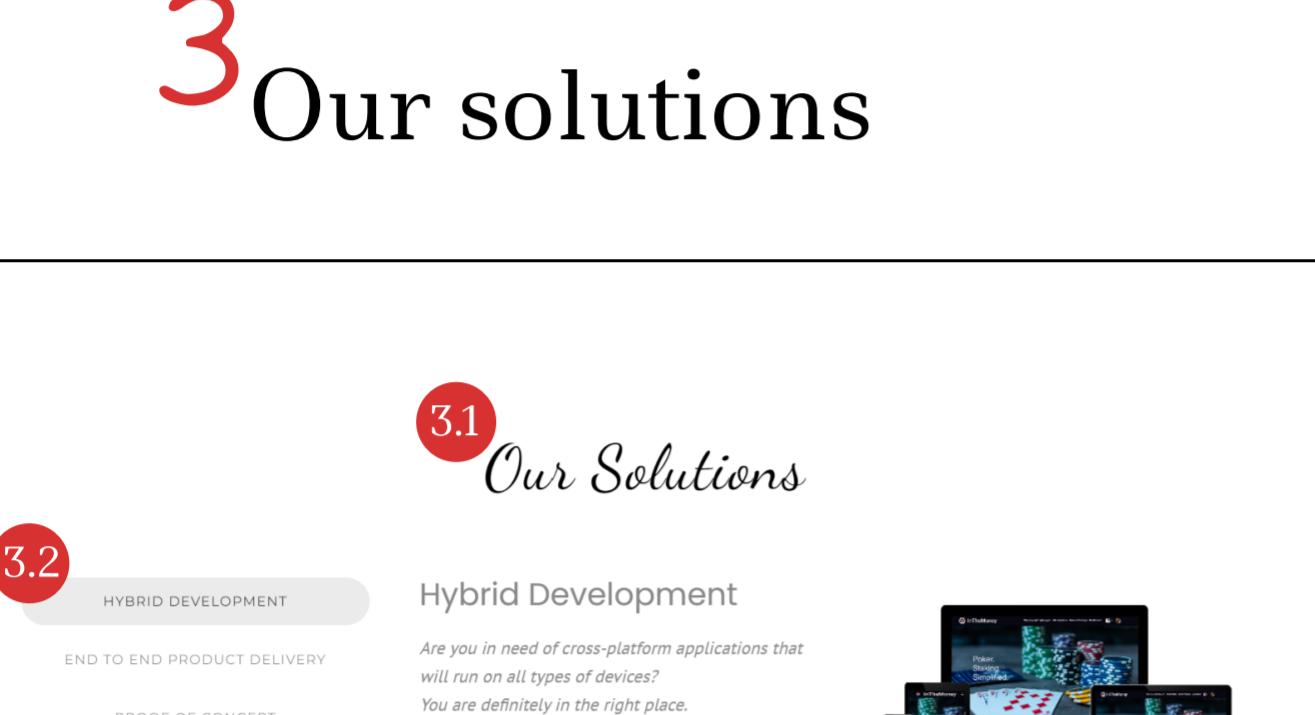
1.2 Some of the tab names are confusing and hard to understand, like "how we work?" and "hands-on technologies". Should be more specific.

Navigation does not show current placement on website with e.g highlighted tab.

The "How we work" and "Hands-on technologies" has inconsistencies in order between navigation and website. Should follow a logical order.

Missing "our vision" from the navigation bar. Should either be included or put under one of the other tabs.

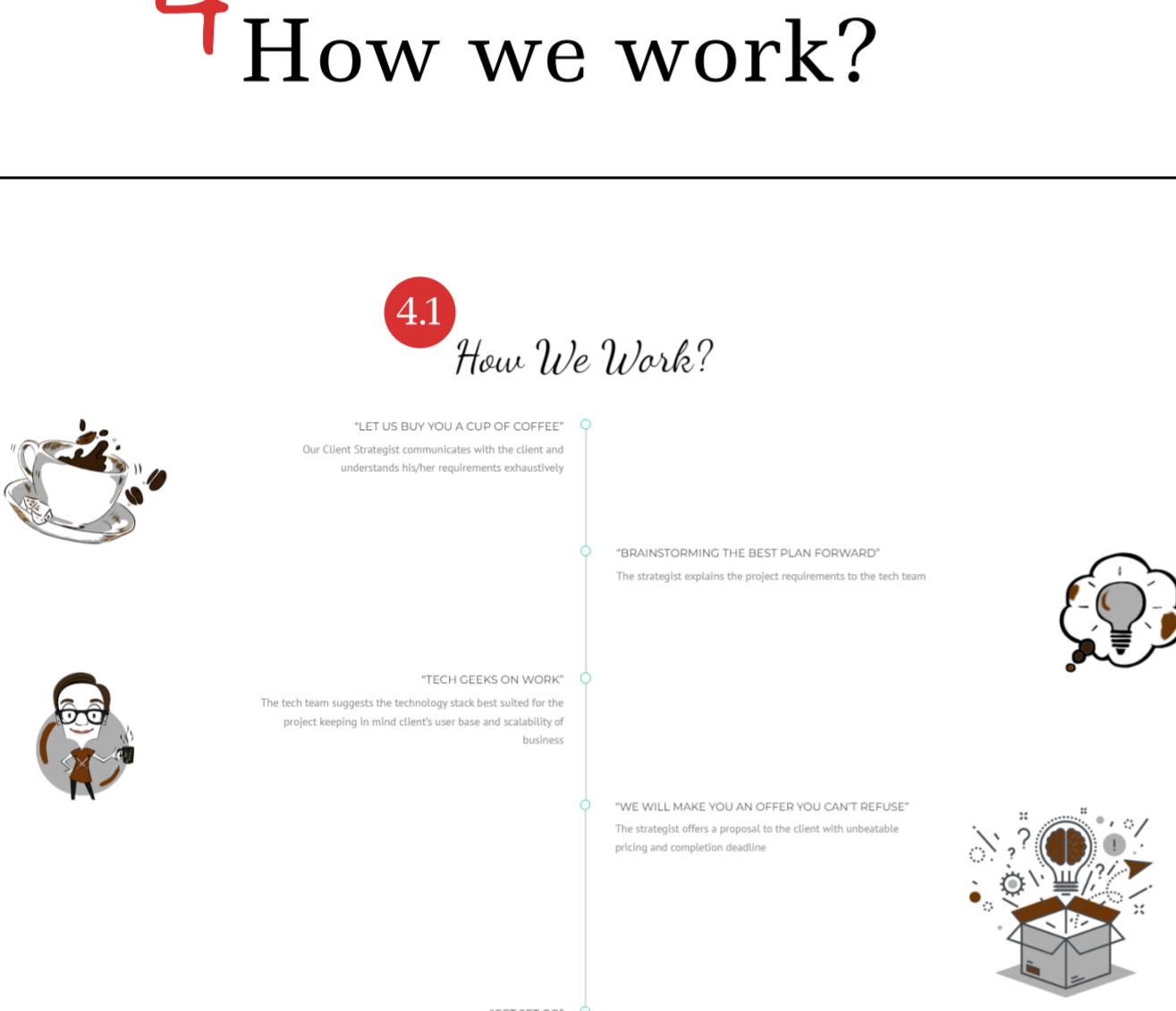
2 Home



2.1 Users have to wait for the animation to load in order to read the title of the website. Should either be quicker or static.

Inconsistent font for the titles on the rest of the site, cursive is used as a title on the rest of the website, but not on the front page.

3 Our solutions



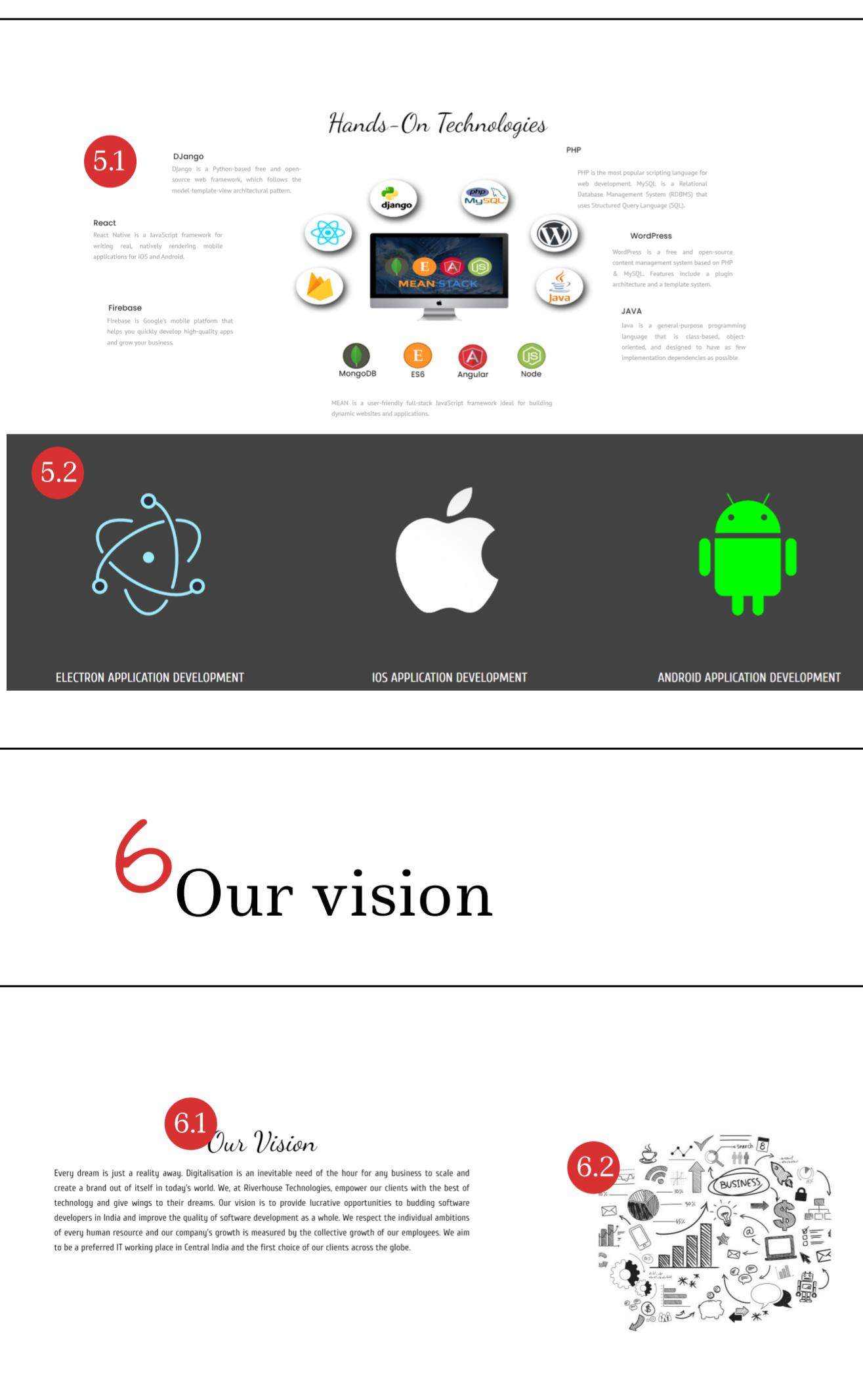
3.1 Inconsistent fonts for titles and subtitles, cursive titles might be a little hard to notice/read. Should be cleaner and clearer.

3.2 Grey text on a white background is hard to notice and read. Should be a stronger colour.

3.3 Some of these titles may not be intuitive or understandable for the users without knowledge of software development and related abbreviations. Either limit it or explain it better.

The gray background creates a contrast with the white about and make it look like a different topic, but without an explanatory title. Considering everything is on one page, this becomes more confusing. Should show the categories better or have a better information architecture.

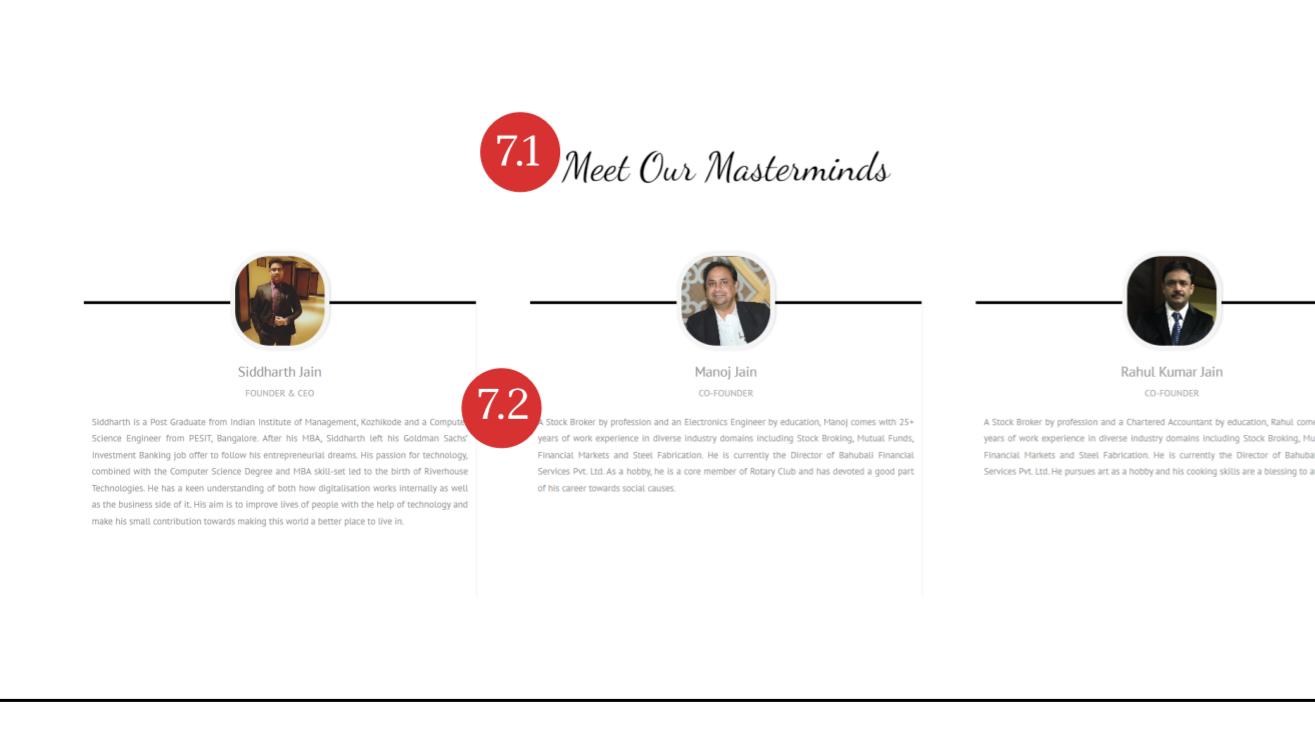
4 How we work?



4.1 Cursive font is not well separated as a title.

Confusing title name.

5 Hands-on technologies



5.1 User have to wait for animation to finish in order to be able to read the content. Should be quicker or static.

The content also seems very specific, overwhelming and not relevant to the average user. Could use an accordion to accommodate for the specially interested.

5.2 The gray box seem disconnected from the title, but without any explanations to what the content is about. Should have some information or titles.

6 Our vision



6.1 Text is not in line of vision, but more to the side. Looks like a font difference from the other texts on the site, other text is written in a light grey colour. Cursive font is not well separated as a title.

6.2 Picture does not match content.

7 Meet our masterminds



7.1 The title does not match the navigation.

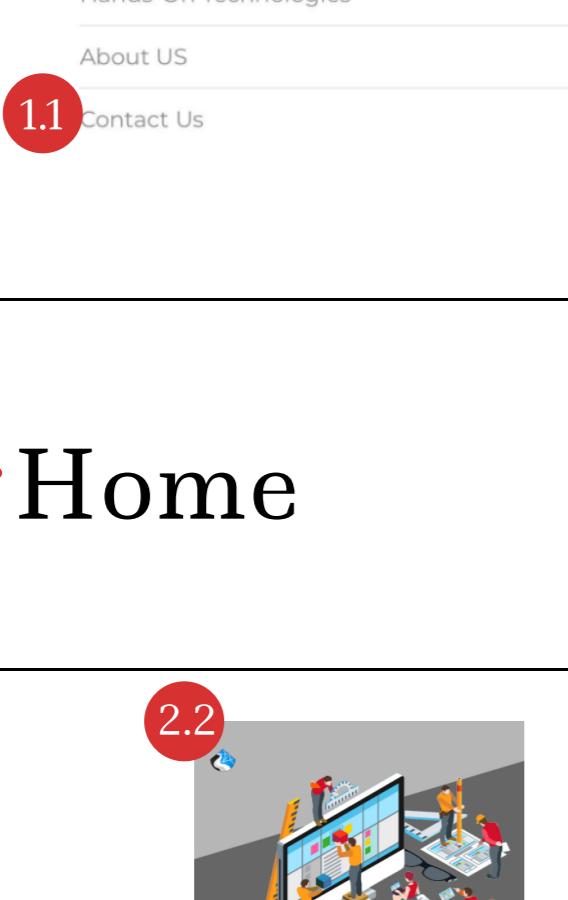
7.2 Light grey text has a low contrast to the white background. Should use a different and stronger color.

8 Footer



8.1 The content is not in focus, it is hidden to the side. The footer should also work as a second navigation bar, as mentioned earlier.

1 Navigation



1.1 The "contact us" tab is not working. Should link to some sort of contact information or inquiry form.

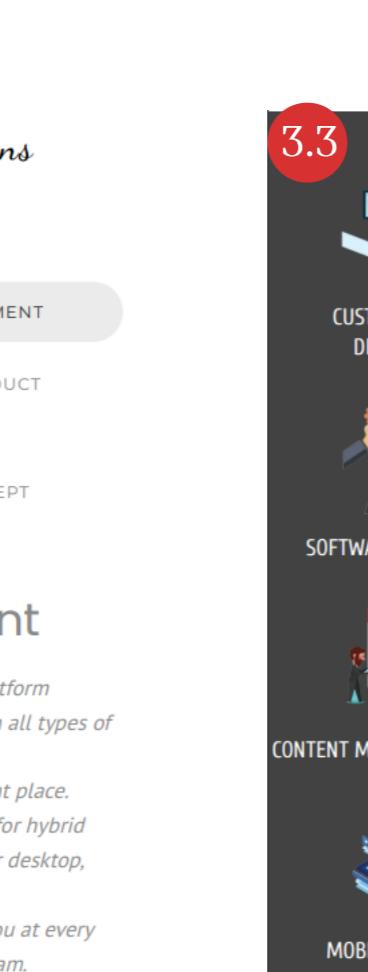
1.2 Some of the tab names are confusing and hard to understand. Should be more specific.

Navigation does not show current placement on website with e.g highlighted tab.

The "How we work" and "Hands-on technologies" has order inconsistencies between navigation and website. Should follow a logical order.

Missing "our vision" from the navigation bar. Should either be included or put under one of the other tabs.

2 Home



2.1 Users have to wait for the animation to load in order to read the title of the website. Should be quicker or static. Inconsistent font for the titles across the page.

2.2 Logo is hard to notice. Should be bigger and more prominent.

3 Our solutions

3.1 <i>Our Solutions</i>	3.2 HYBRID DEVELOPMENT END TO END PRODUCT DELIVERY PROOF OF CONCEPT Hybrid Development Are you in need of cross-platform applications that will run on all types of devices? You are definitely in the right place. We are a one-stop solution for hybrid application development for desktop, android and ios. Our team is here to assist you at every step of digitalising your dream. 	3.3 CUSTOM SOFTWARE DEVELOPMENT SOFTWARE MAINTENANCE CONTENT MANAGEMENT SYSTEM MOBILE APPLICATION MINIMUM VISIBLE PRODUCT 	3.1 CRM DEVELOPMENT WEB APPLICATION SOFTWARE AS A SERVICE DESKTOP APPLICATION DEVELOPMENT
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3.1 Inconsistent fonts for titles and subtitles, cursive titles might be a little hard to notice/read. Title is smaller than the subtitle. Should be more prominent.

3.2 Grey text on a white background is hard to notice and read. Should have higher contrast.

3.3 Some of this content may not be intuitive or understandable for the users without knowledge of software development. Either limit it or explain it better.

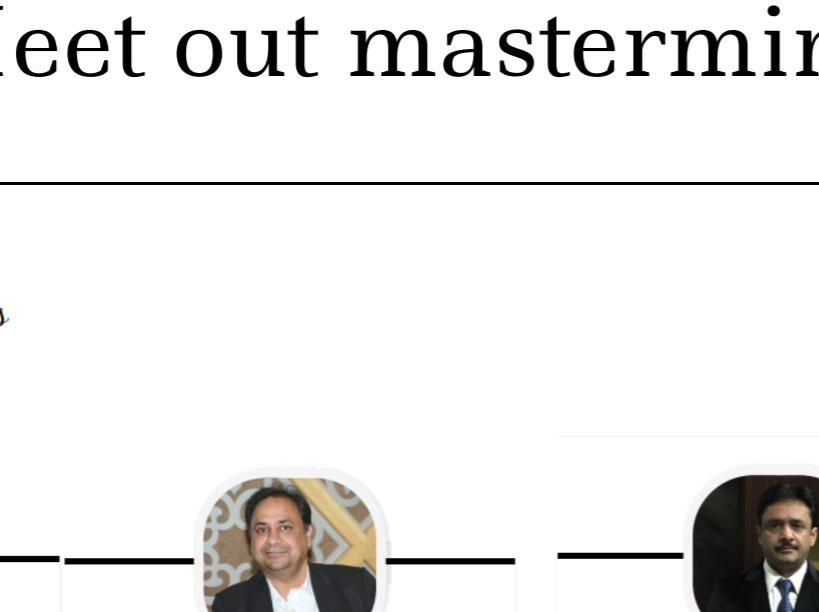
The gray background creates a contrast with the white background and make it look like a different topic, but without an explanatory title. Considering everything is on one page, this becomes more confusing. Should show the categories better or have a better information architecture.

4 How we work?

4.1 <i>How We Work?</i>	4.1 "LET US BUY YOU A CUP OF COFFEE" Our Client Strategist communicates with the client and understands his/her requirements exhaustively 	4.1 "GET SET GO" Client gives a thumbs up to a too-hard-to-resist offer
	4.1 "BRAINSTORMING THE BEST PLAN FORWARD" The strategist explains the project requirements to the tech team 	4.1 "ENJOY THE RIDE" We start building the software with regular approvals from the client as the work progresses
	4.1 "TECH GEEKS ON WORK" The tech team suggests the technology stack best suited for the project keeping in mind client's user base and scalability of business 	4.1 "PERFECTION IS A HABIT KNITTED WITH HARD WORK" The Quality Analysis team performs exhaustive testing and ensures the product is as per client's satisfaction
	4.1 "WE WILL MAKE YOU AN OFFER YOU CAN'T REFUSE" The strategist offers a proposal to the client with unbeatable pricing and completion deadline 	4.1 "HAPPY DIGITALISATION" We have digitalised your dream

4.1 Cursive font is not well separated as a title. Should be clearer and more prominent.

5 Hands-on technologies



5.1 User have to wait for animation to finish in order to be able to read the content. Should be quicker or static. The content also seems very specific, overwhelming and not relevant to the average user. Should categorise the information better.

5.2 The gray box seems disconnected from the title, but without any explanations to what the content is about.

6 Our vision



6.1 Looks like a font difference from the other texts on the site, other text is written in a light grey colour. Cursive font is not well separated as a title. Should be more prominent.

6.2 Picture does not match the content.

7 Meet our masterminds

7.1 <i>Meet Our Masterminds</i>	Siddharth Jain FOUNDER & CEO Siddharth is a Post Graduate from Indian Institute of Management, Kozhikode and a Computer Science Engineer from PESIT Bangalore. After his MBA, Siddharth left his Goldman Sachs' Investment Banking job to offer to follow entrepreneurial dreams. His passion for technology, combined with the Computer Science Degree and MBA skill-set led to the formation of Riverhouse Technologies. He has a keen understanding of both how digital works internally as well as the business side of it. His aim is to improve lives of people with the help of technology and make his small contribution towards making this world a better place to live in. 	Manoj Jain CO-FOUNDER A Stock Broker by profession and an Electronics Engineer by education, Manoj comes with 25+ years of experience in the financial sector including Stock Broking, Mutual Funds, Financial Markets and Steel Fabrication. He is currently the Director of Bahubali Financial Services Pvt. Ltd. As a hobby, he is a core member of Rotary Club and has devoted a good part of his career towards social causes. 	Rahul Kumar Jain CO-FOUNDER A Stock Broker by profession and a Chartered Accountant by education, Rahul comes with 20+ years of work experience in diverse industry domains including Stock Broking, Mutual Funds, Financial Markets and Steel Fabrication. He is currently the Director of Bahubali Financial Services Pvt. Ltd. He pursues art as a hobby and his cooking skills are a blessing to any palate.
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7.1 The title has a mismatch between navigation and title. Cursive font is not well separated as a title. Should be more prominent.

8 Footer

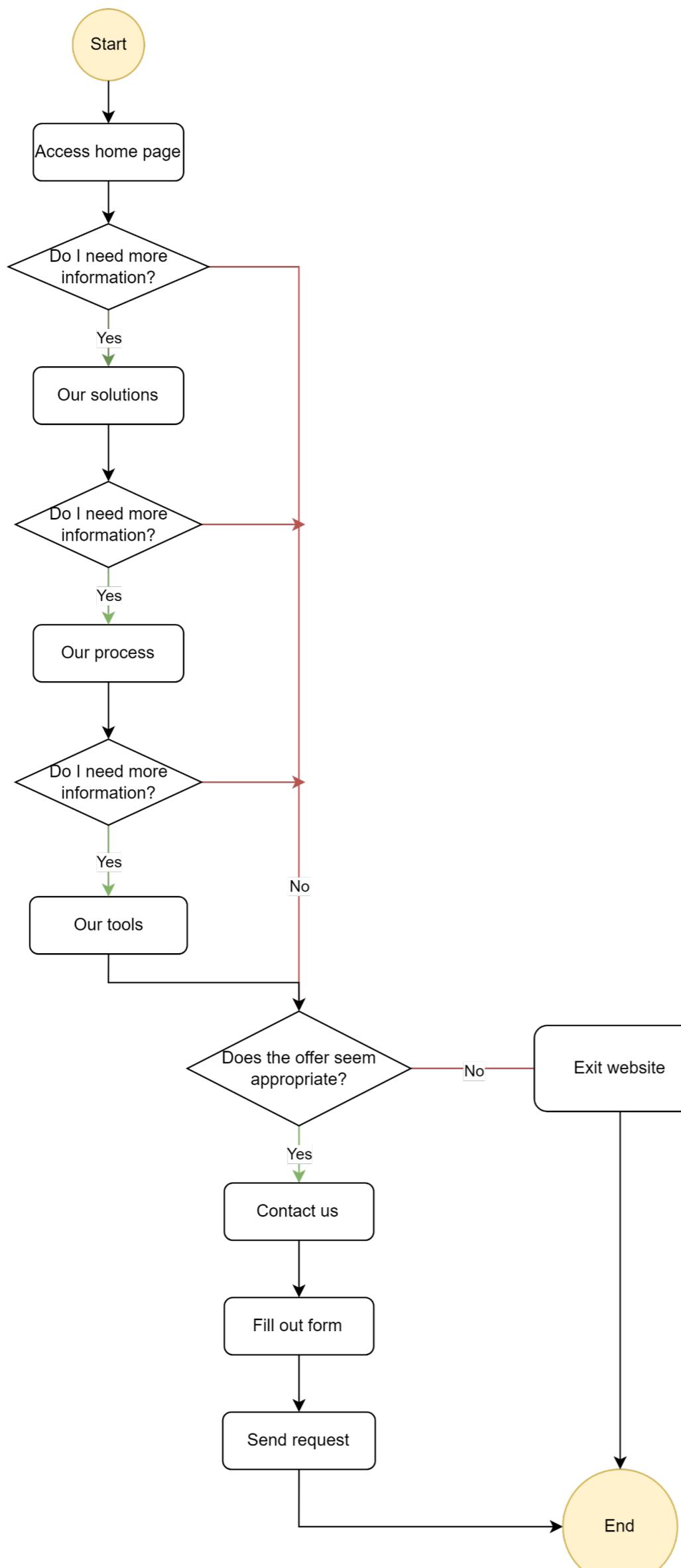


8.1 The footer should also work as a second navigation bar, as mentioned earlier.

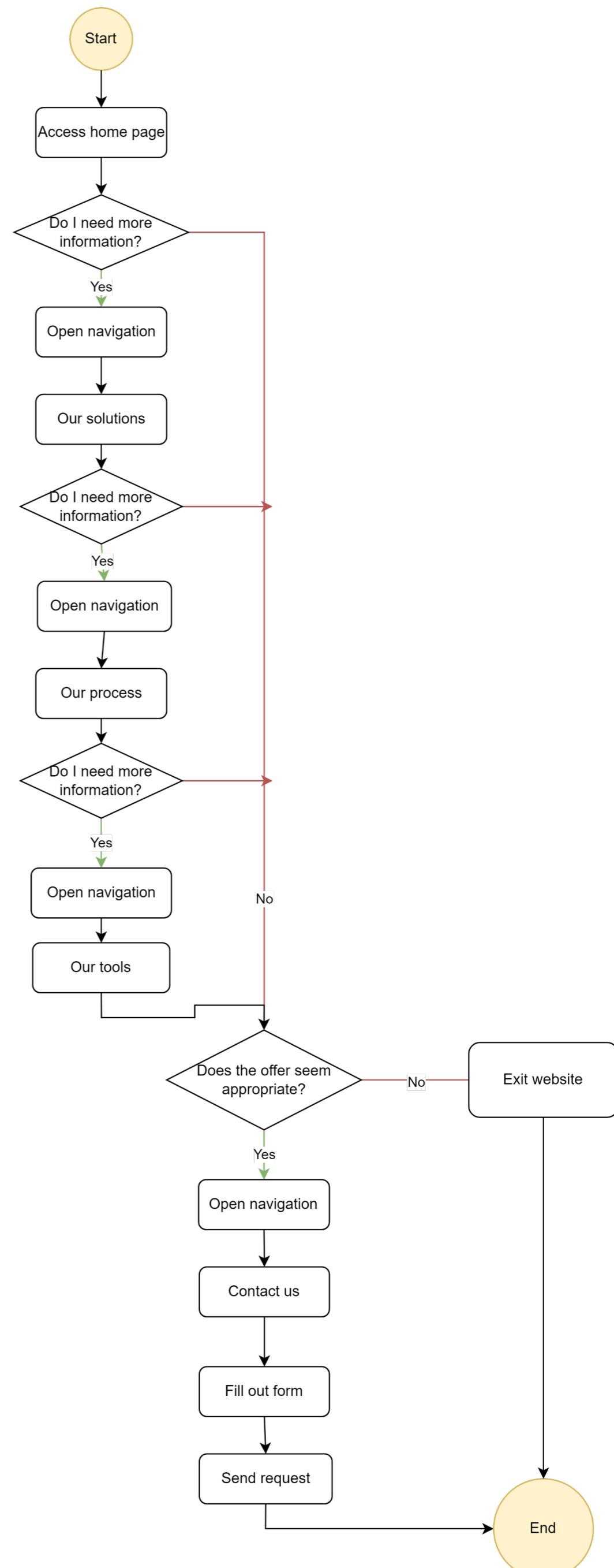
User- and task flow

The goals of the user, as mentioned earlier, is to find the information needed in other to decide if the company is worth contacting, with the main goal of getting in contact with the company. I have made two user flow, one for desktop and one for mobile. The task flow will be the same for both.

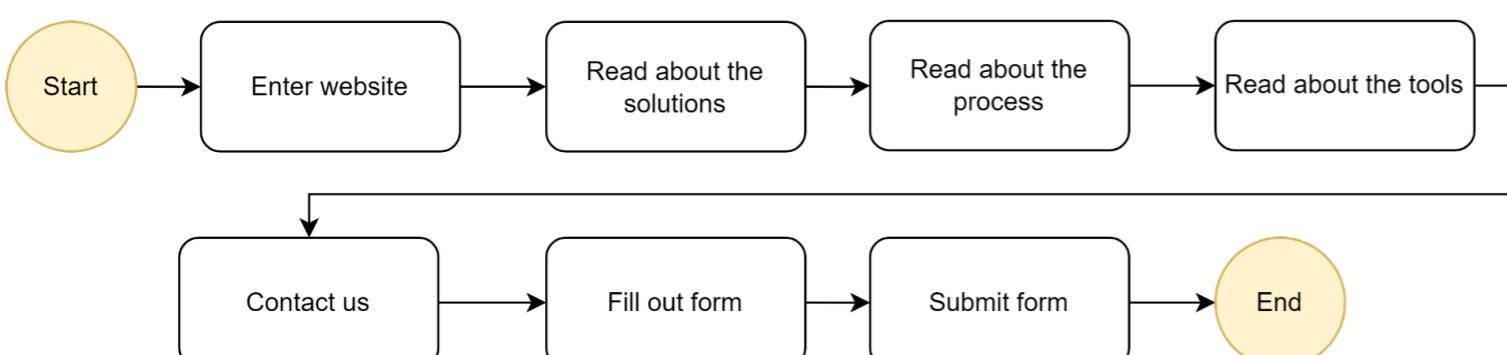
User flow - Desktop



User flow - Mobile



Task flow - desktop and mobile



The task flow for desktop and mobile is similar, so I decided to create one mutual for both platforms.

Wireframes

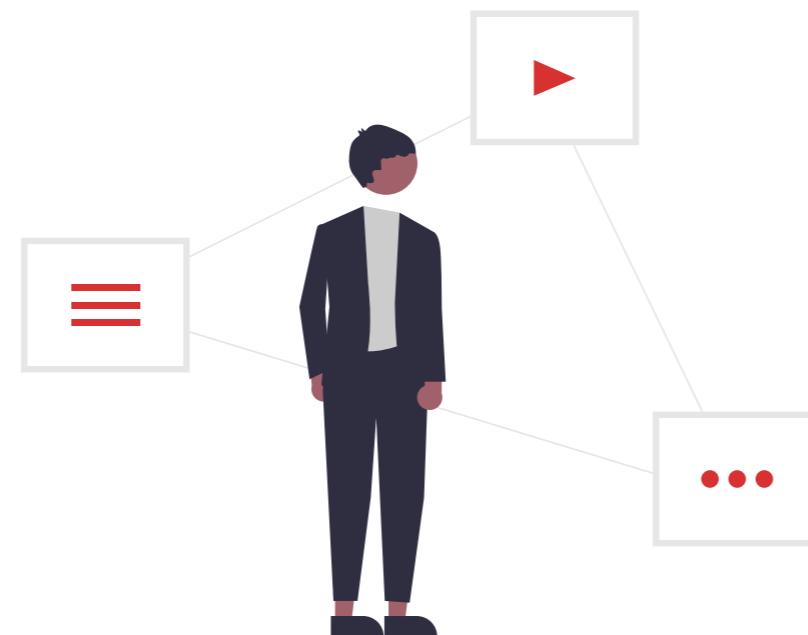
Wireframes are “representations of what the final product design might look like” (Noroff, School of technology and digital media, n.d.b). I will in the following slides make low-fidelity wireframes for all the pages on the website, for both the mobile and desktop websites. I have made these digitally on figma, and since I have decided restructure the information architecture and pagenames, the wireframes will be somewhat more detailed than normally.

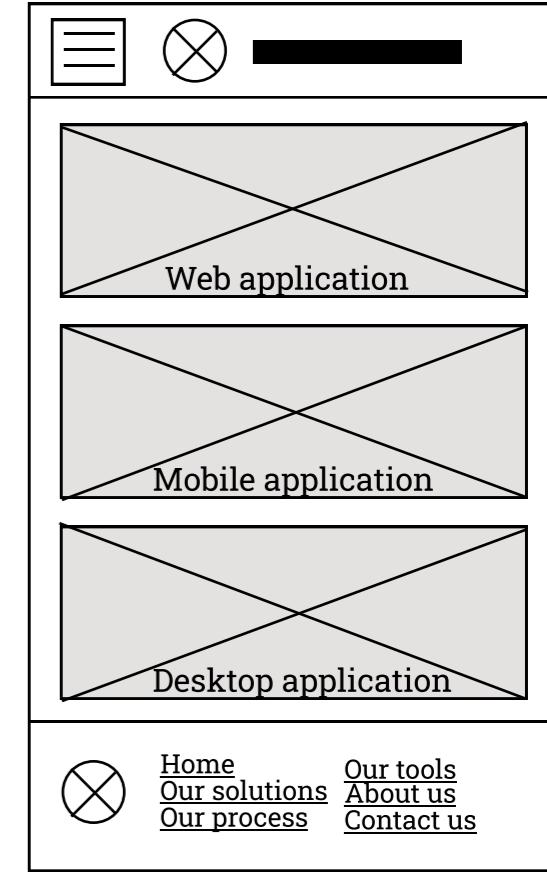
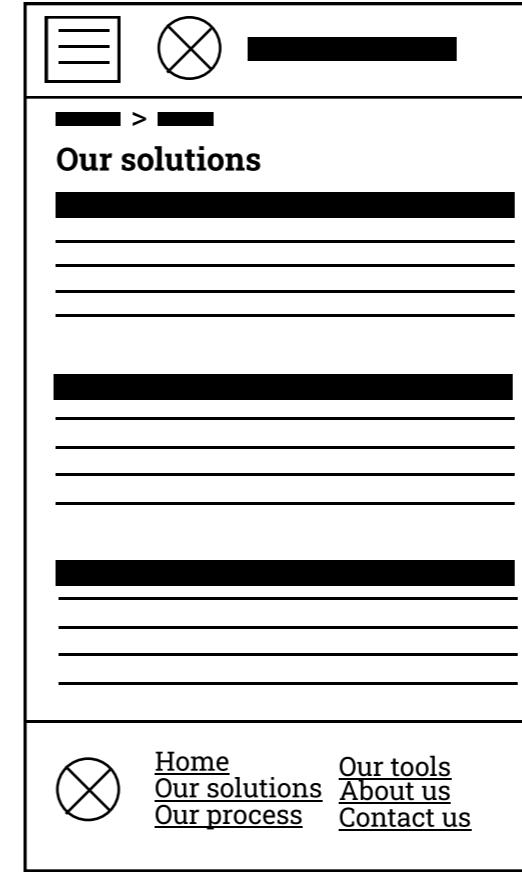
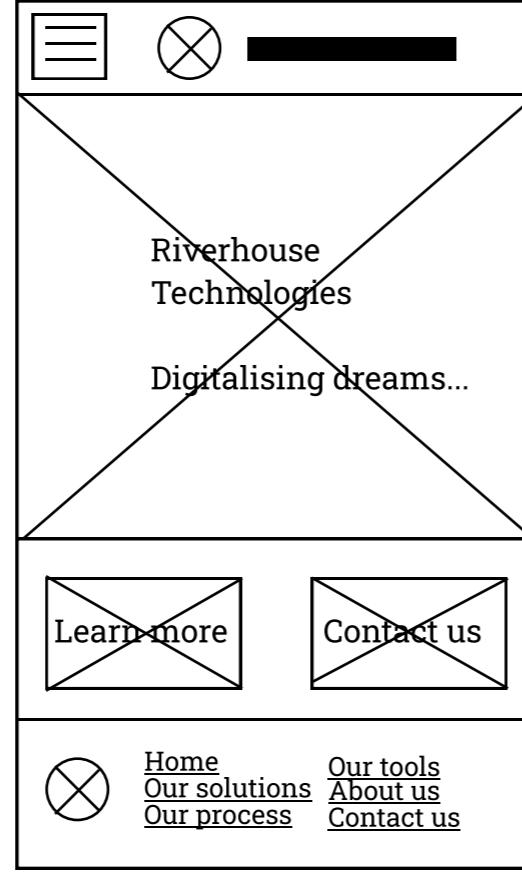
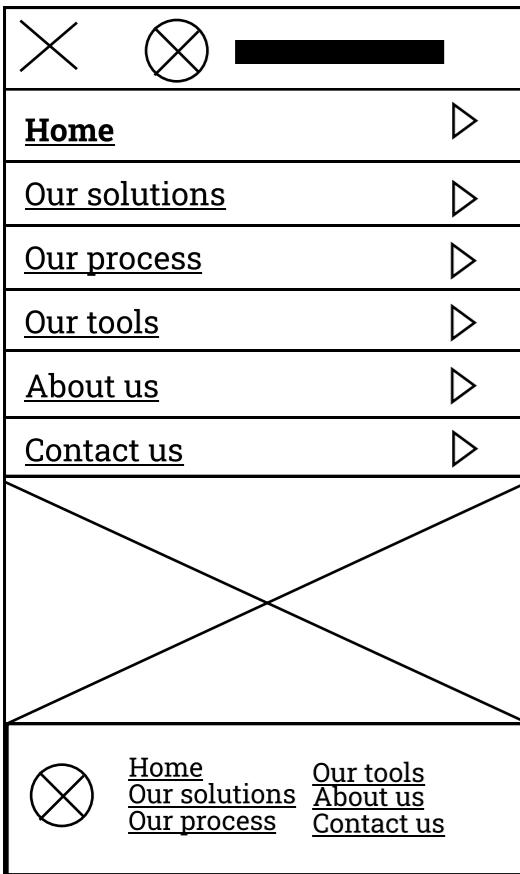
These wireframes are based on my user- and task flows in the previous slide, and will be shown in the order the user would follow, assuming my user flows. The navigation in these wireframes are also based in the flows, as you will see in the order they are structures.

My main goal with the restructuring of the website is to make it more digestable for the average user, by making the titles more prominent, the order of actions more logical, and the information catergorised to fit individual users needs.

I started with a mobile-first approach, where I start by wireframing for the mobile website and then moving to the desktop website.

Throughout this process I have used the webpage UI Patterns (UI patterns, 2022) in order to apply design patterns and best practices.





Requirements - Navigations

- Current placement highlighted in navigation.
- Hamburger-icon turn into "X" when open.
- Does not move or hide the current site behind it (like currently done on the website).
- All tabs link to a site, not place on site.
- Current placement on site will be shown on all sites "Home > Current place" at the top.
- Footer to work as a second navigation on all sites except "contact us" form, to not distract the workflow of the client.
- Logo will work as a "Home"-button on all pages.
- Persisten on all pages.

Comments - Navigation

- The idea is to order the navigation tabs to match the task flow of the clients.
- I decided to use a hamburger menu, since many users are already familiar with it
- It is also ordered from most to least important, with the most important buttons at the top and bottom ("Home" and "contact us").
- I decided on navigation tabs since there are no more than 9 tabs and use short names.

Requirements - Home

- Two cards on home page, one for "learn more" and one for "contact us".
- Learn more will link to "our solutions", the second step in the user- and task flow.
- "Contact us will link to the "contact us"-form.
- Clean and high-contrast fonts.
- Company logo and name on top to reassure the clients.

Comments - Home

- The idea is to provide a landing page that gives the users options on how to navigate the site - through navigation, footer or front page. Caters to both new and experienced users.

Requirements - Our solutions

- Present the ways of working (hybrid, end-to-end and POC)
- Then show the most common concepts clients asks for (assuming web, mobile and desktop for average users). If possible, let client see real-life project under each category when the card is pressed.
- Clean and high-contrast fonts for readability. Clear headlines.
- Show a breadcrumb navigation on top.

Comments - Our solutions

- The idea was to limit the amount of information that was thrown at the user. I decided to keep the web, mobile and desktop cards, so the others could be presented after the client gets in touch to get a more custom project.

1 [REDACTED]
2 [REDACTED]
3 [REDACTED]

Home
Our solutions
Our tools
Our process
About us
Contact us

Requirements - Our process

- Clearly separate the headlines and the content.
- Clean and high-contrast text.
- Number the steps to not confuse the clients.
- Show a breadcrumb-navigation on top.

Comments - Our process

- I would like to keep the general idea of walking to client through the process-flow, but with numbers of each step to keep the client informed of the process and order.

Electron IOS Android

Home
Our solutions
Our tools
Our process
About us
Contact us

Electron IOS Android

Home
Our solutions
Our tools
Our process
About us
Contact us

Requirements - Our tools

- Clearly show what operating systems the company works with.
- Let the more interested clients read more about other tools in accordions, in order to not overwhelm the average users.
- Clear and high-contrast text for readability.
- Show a breadcrumb-navigation on the top of the site.

Comments - Our tools

- Some of this information (like editors and coding languages) might be overwhelming to the average clients who just want an end-to-end product. It is still available for the interested clients.

Our vision

Home
Our solutions
Our tools
Our process
About us
Contact us

Requirements - About us

- Let the users read about the people behind the company in tabs, in order to save space.
- State the company's vision, with simple language.
- Clear and high-contrast text for readability.
- Related pictures.
- Separate categories with slightly different background colours.
- Show a breadcrumb-navigation on the top of the site

Comments - About us

- The current presentations of the people behind the company are too long and most of the clients would skip them all. Make the presentations and the vision shorter to make it more digestable.
- Mobile screens are very limited in space, so the presentations have been devided into tabs.

Name*
E-mail address*
Phone number*
Description of project*

Send

Phone number*
E-mail address*
Description of project*

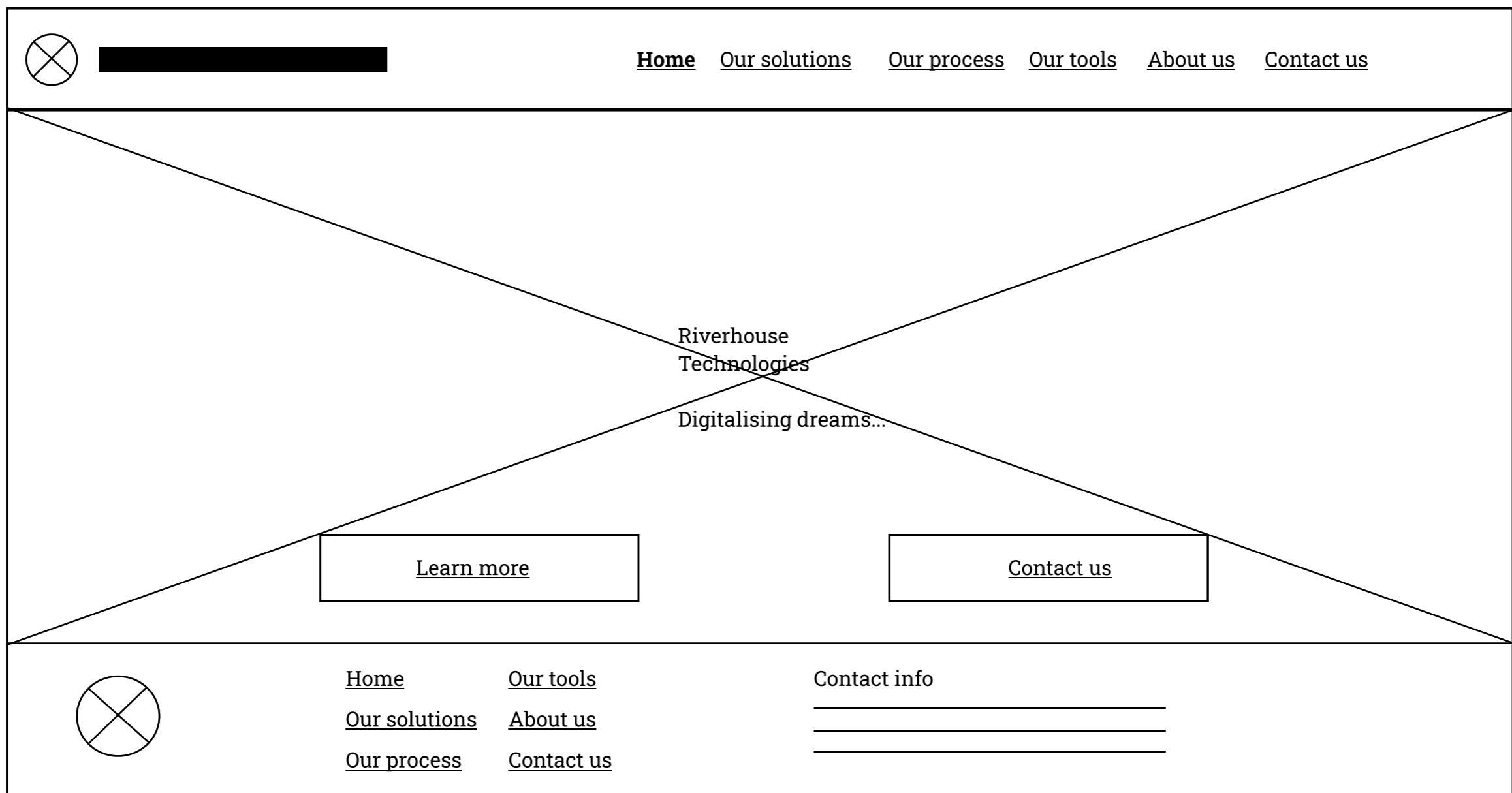
Send

Requirements - Contact us

- Contact the company through and inquiry-form.
- Show the input description on top of the box. Show example-placeholders inside.
- E-mail: Required to end with "@xxx.yy".
- Phone numbers: Required to have as many numbers as the landcode requires.
- If requirements are not met, alert the client with an inline-validation error and outline the box with red. Do not show error before after the client leaves the box.
- Show validation at the end, with an information box saying the inquiry have been sent.
- The focused input box is highlighted.

Comments - Contact us

- The names of the input boxes are outside of the box in order to not disappear
- It is important to give the user informative feedback, in order to know when and what goes wrong. This is done with both information boxes and highlighting the problem.
- Send-button is clear and in the line of sight.
- Even though there are few input fields, I have tried to categorise the fields in a logical and expected order.



Requirements - Navigation

- Current placement highlighted
- Does not disappear when the page is scrolled
- Clear and high-contrast text.
- Logo and name doubles as a “home” buttons.
- Footer works as a second navigation bar, and also shows the contact information and location of the company.

Comments - Navigation

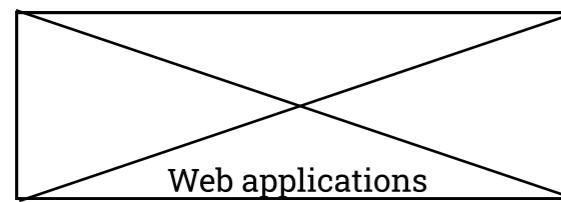
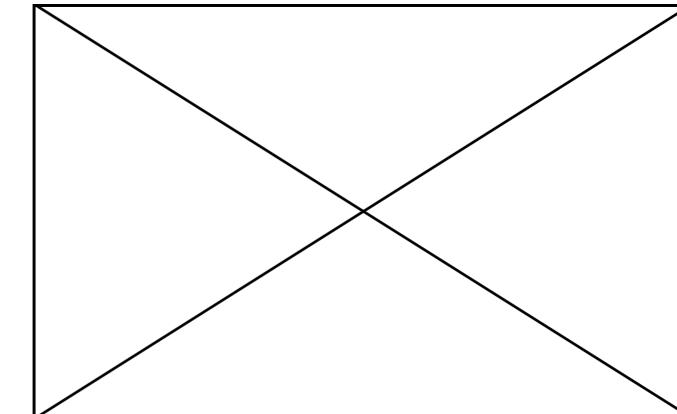
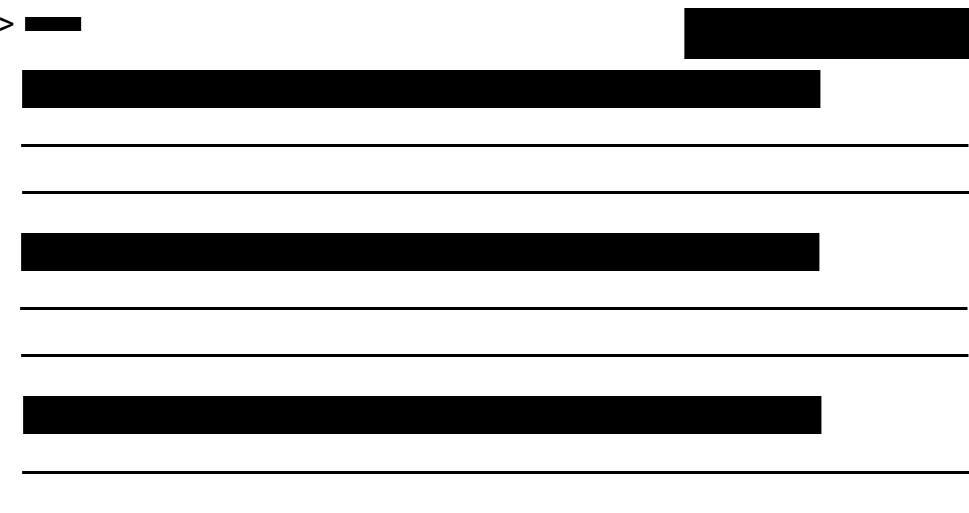
- The idea is to order the navigation tabs in the order the user would like to receive information. Also from most to least important, with the two most important pages at the ends of the navigation (“Home” and “contact us”).

Requirements - Home

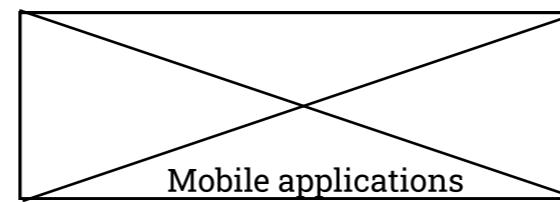
- Two cards linking to “our solutions” and “contact us”.
- Picture with the company’s statement colors/logo.
- Clear and high-contrast text.

Comments - Home

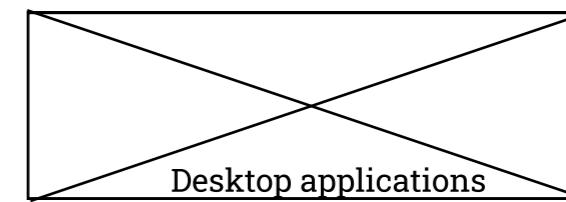
- The idea is to provide a landing page that gives the users options on how to navigate the site - through the navigation, footer or front page. Caters to both new and experienced clients.



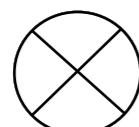
Web applications



Mobile applications



Desktop applications



[Home](#)

Our tools

Contact info

Our solutions

About us

Our process

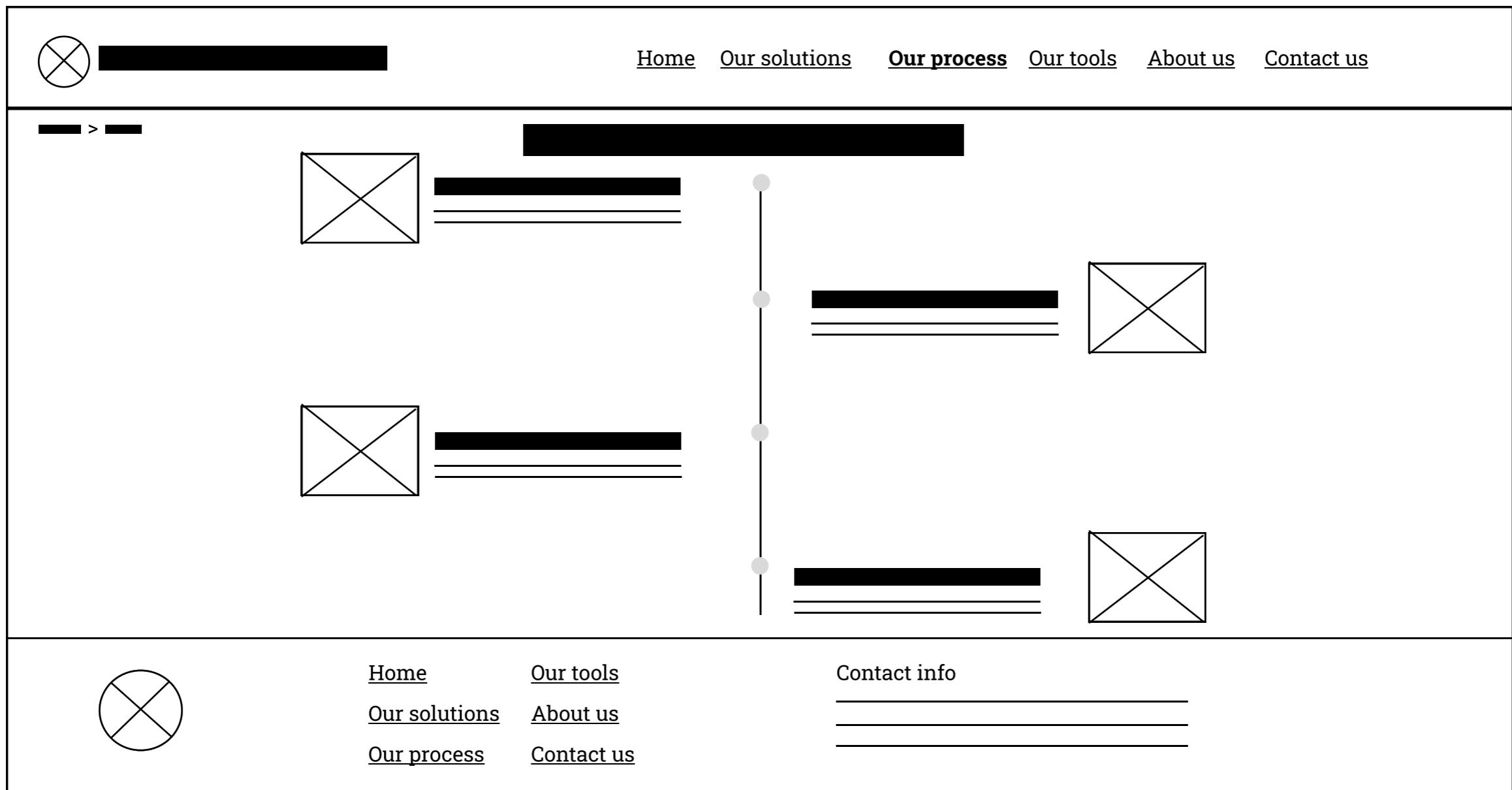
Contact us

Requirements - Our solutions

- Clear and high-contrast text
 - Content within the line of sight
 - Company's statement colour
 - Related picture(s)
 - If possible, show previous project when the "applications"-cards are pressed, e.g. with modules to not interfere with the users page-flow
 - Breadcrumb-navigation at the top of the page.

Comments - Our solution

- The idea was to limit the amount of information that was thrown at the user. I decided to keep the web, mobile and desktop cards, but the others could be presented after the client gets in touch to get a more custom project.

**Requirements - Our process**

- Clear and high-contrast text
- Company's statement colour
- Related picture(s)
- Breadcrumb-navigation at the top of the page.

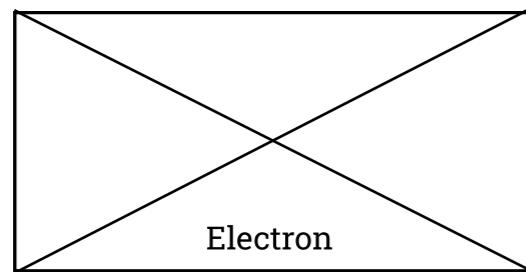
Comments - Our process

- I did enjoy the way the website went through the process, so only wanted to change the font and the colour of the text. Maybe also change the name of the titles to become somewhat more understandable.

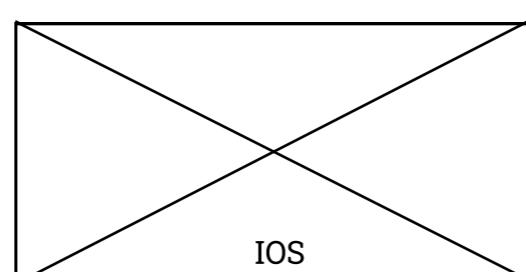


[Home](#) [Our solutions](#) [Our process](#) [**Our tools**](#) [About us](#) [Contact us](#)

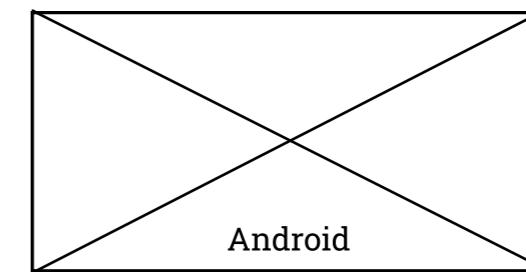
—>



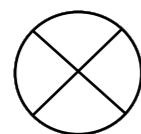
Electron



IOS



Android

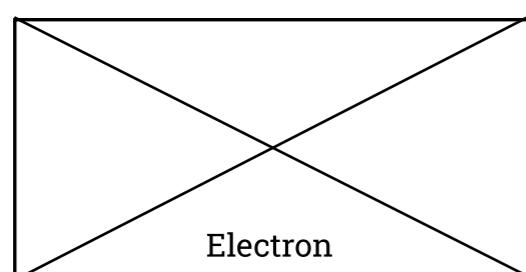


[Home](#) [**Our tools**](#)
[Our solutions](#) [About us](#)
[Our process](#) [Contact us](#)

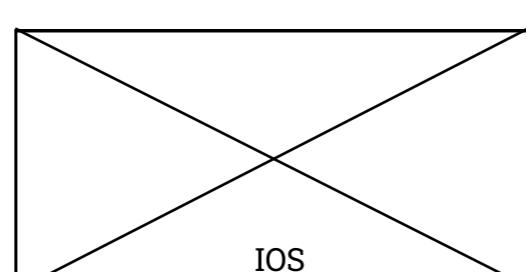
Contact info



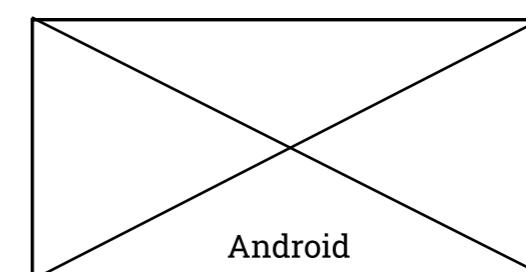
[Home](#) [Our solutions](#) [Our process](#) [**Our tools**](#) [About us](#) [Contact us](#)



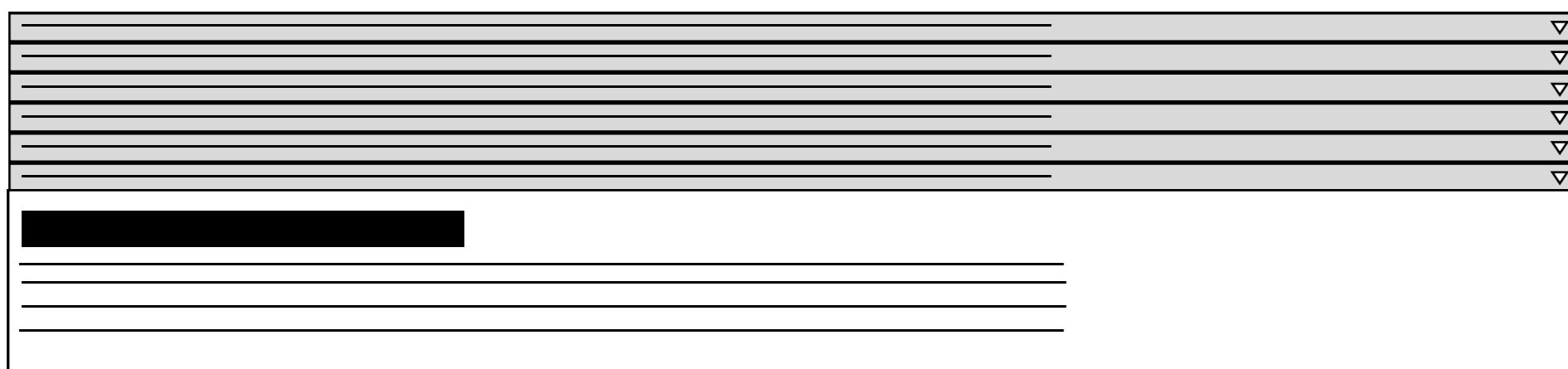
Electron



IOS



Android



[Home](#) [**Our tools**](#)
[Our solutions](#) [About us](#)
[Our process](#) [Contact us](#)

Contact info

Requirements - Our tools

- Clear and high-contrast text
- Company's statement colour
- Related picture(s)
- Breadcrumb-navigation at the top of the page.
- Show the in-depth information under accordions, to not overwhelm the average users.

Comments - Our tools

- Some of this information (like editors and coding languages) might be overwhelming to the average clients who just want an end-to-end product. It is still available for the interested clients.

The diagram illustrates a website's layout structure. It features a header with a logo, navigation links, and breadcrumb navigation. The main content area contains three distinct sections, each with a title and descriptive text. The footer provides additional links and contact information.

Requirements - About us

- Clear and high-contrast text
- Company's statement colour
- Related picture(s)
- Breadcrumb-navigation at the top of the page.
- Present the people behind the company with a short description.
- Present the company vision with a short and inspiring text.

Comments - About us

- The current presentations of the people behind the company are too long and most of the clients would skip them all. Make the presentations and the vision shorter to make it more digestable.


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Name *

Phone number *

E-mail address *

Description of project *


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Phone number *

E-mail address *

Description of project *

Requirements - Contact us

- Clear and high-contrast text
- Company's statement colour
- Show the required input on top of the box, example-placeholders inside.
- Select the country-code in the phone number box,
 - Check length to match the country's requirements.
- E-mail address have to be a certain form
- Inline error if requirements are not met. Red box on the relevant boxes. Information-alerts to notify the user. Not before user removes the focus on the relevant box.
- Confirmation alert when the form is sent.
- The focused input box is highlighted.

Comments - Contact us

- The names of the input boxes are outside of the box in order to not disappear - this will make the users certain on what is supposed to go where.
- It is important to give the user informative feedback, in order to know when and what goes wrong. This is done with both information boxes and highlighting the problem.
- Send-button is clear and in the line of sight.
- Even though there are few input fields, I have tried to categorise the fields in a logical and expected order.

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